



**Growth
from
Knowledge**



An NIQ
Company

How sustainable is retail media?

What target audience(s) can you
reach and how does sustainability
compare to retail media?





An NIQ
Company



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Retail Media & Sustainability

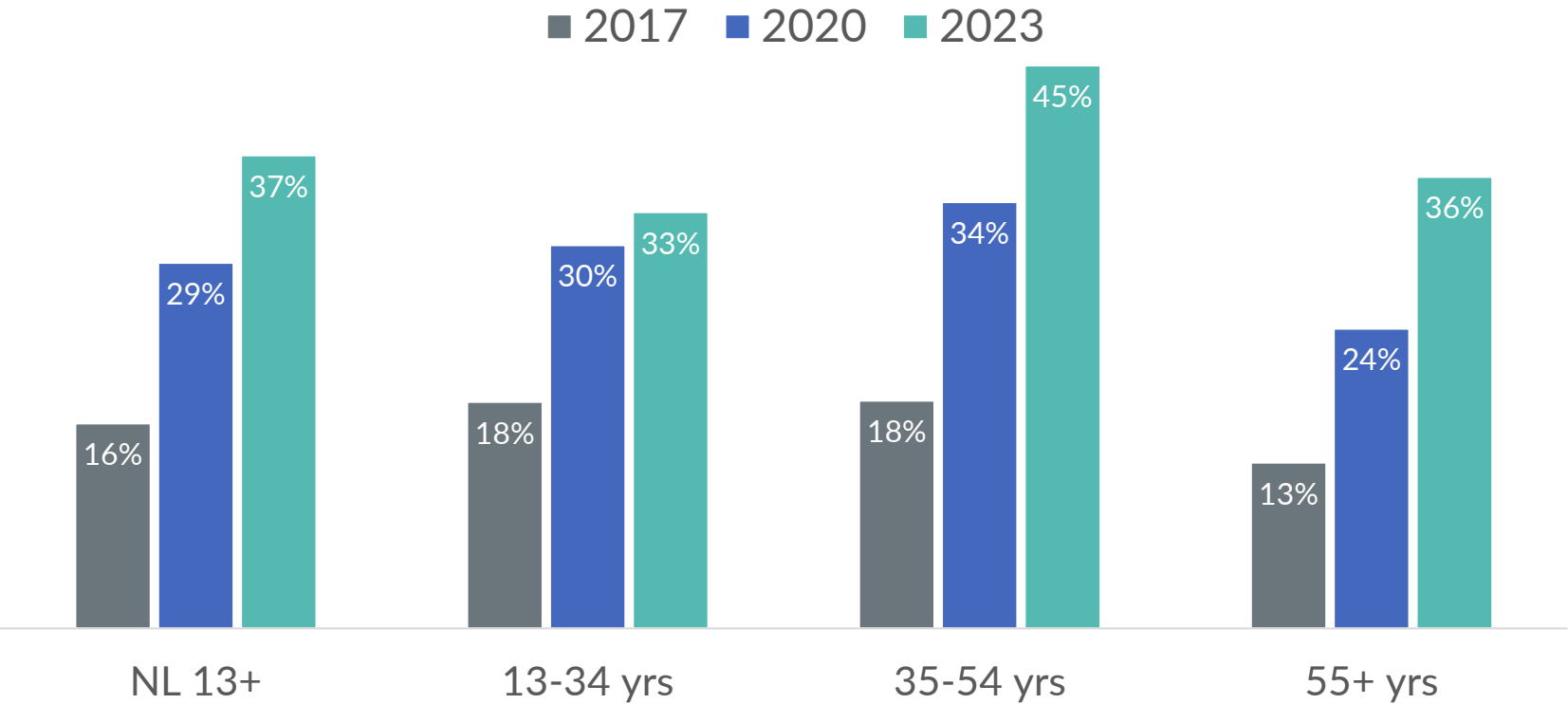
- What is it?
- What can we measure?
- What trends do we see?
- What are we working on?

05

What trends do we see?

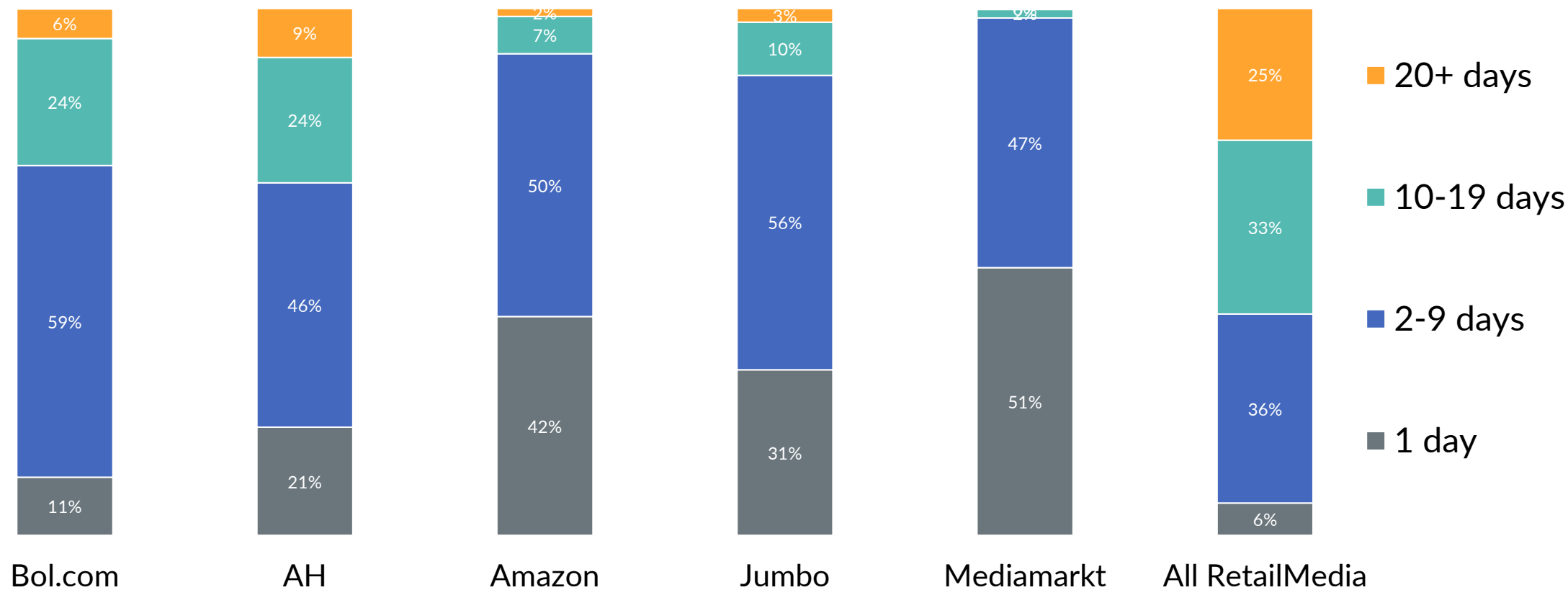
Based on 10 years
GXL Digital Audience Measurement

5.6 million persons visit online retail platforms per day

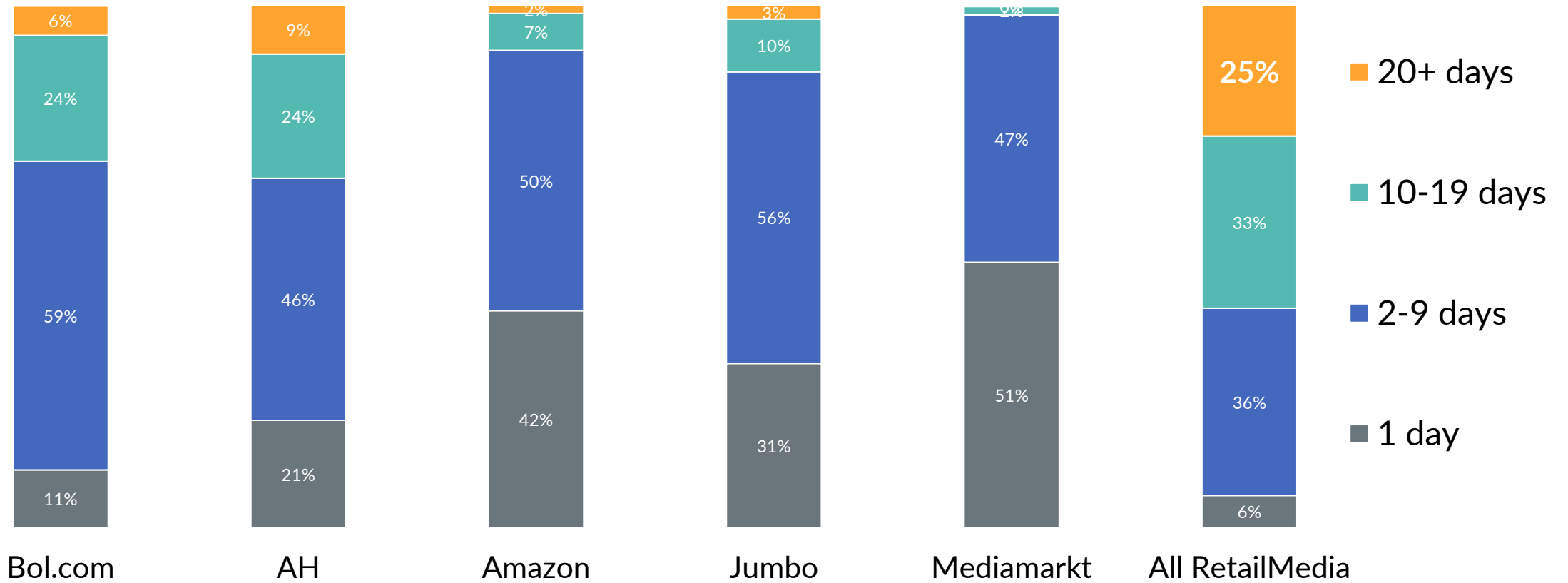


- AH
- Amazon
- Blokker
- Bol.com
- Douglas
- Etos
- Flink
- Fonq
- Gamemania
- Jumbo
- Mediamarkt
- Plus
- Spar
- Vomar
- Wehkamp
- Zalando

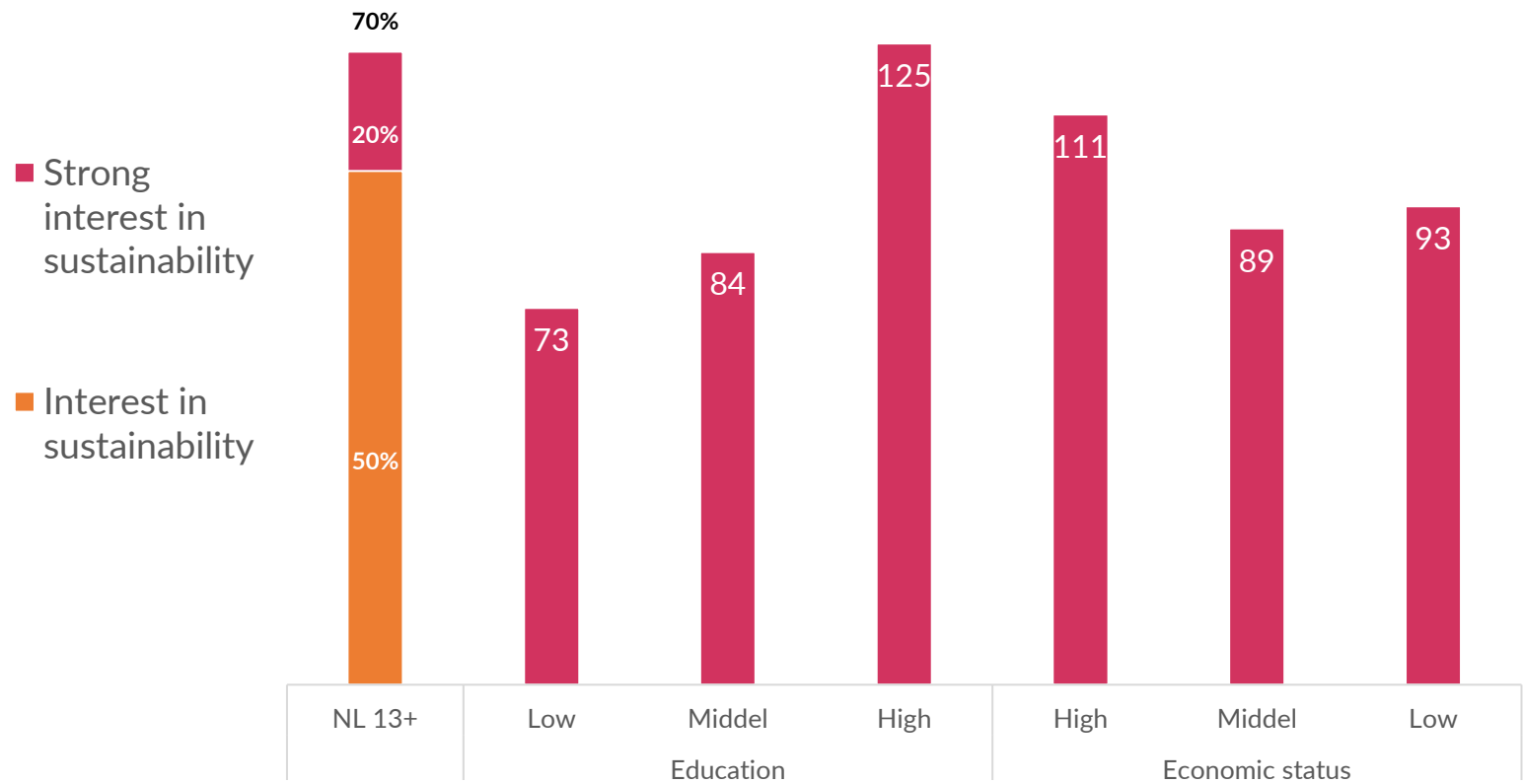
Visit frequency differs widely between retail platforms



25% of the retail platform visitors return almost daily



3 million people (20%) with strong interest in sustainability

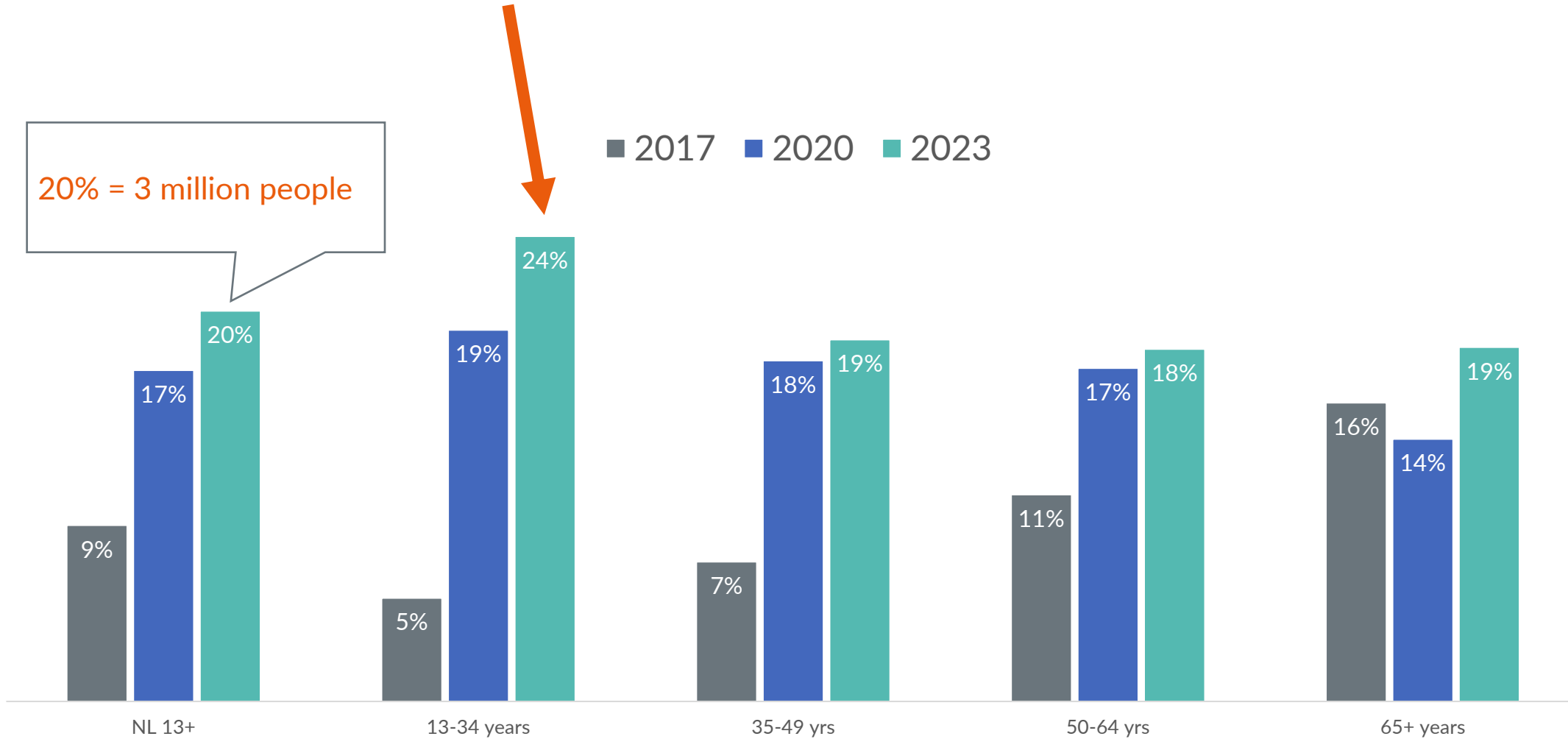


Strong interest in sustainability index against total NL population:

People with a **higher level of education** and **higher income/economic status** are more often strongly interested.

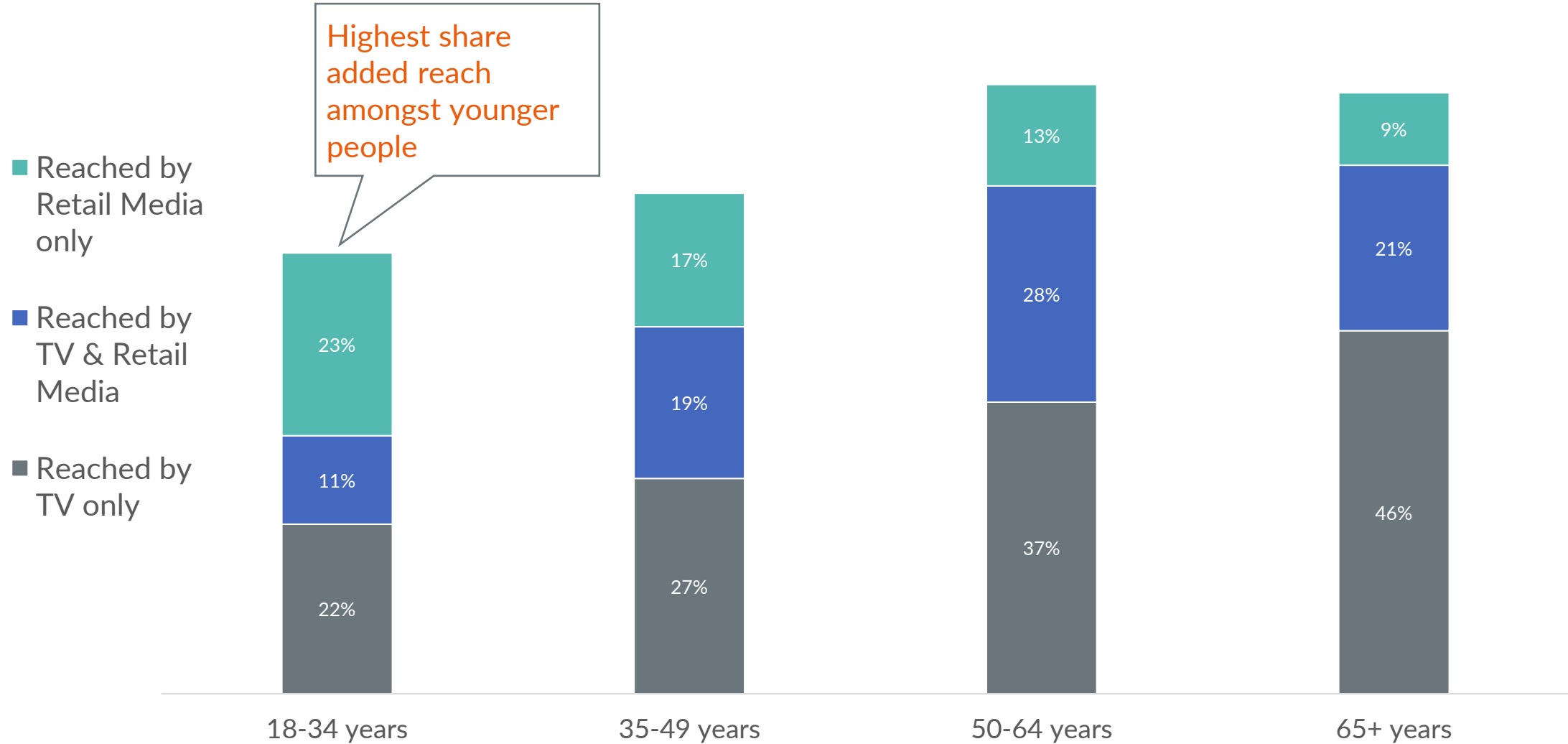
Younger people care the most about sustainability

Strong interest in sustainability



Retail Media adds reach and contacts to TV

Daily reach among people strongly interested in sustainability



4 Key take aways



1

Retail media = reach

Retail media grows and will keep growing.

Retail media has a huge potential in terms of reach
25% of the retail visitors can be reached 20+ days a month!

2

Sustainability = for the young ones

Younger people are overrepresented in the sustainable interested.

Within the sustainable interested people with higher education or social class are overrepresented (again especially the younger people).

3

Retail media = extra reach young people

Adding retail media to your media mix can substantially increase your added reach – especially within the younger target groups.

When you add sustainability to the mix this effect gets stronger.

4

Retail media + sustainability creates additional reach under younger audiences.

If you have a green product or sustainable message, use retail media.

Thank you

gfk.com



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