

MMA South Africa Retail Media Task Force proudly presents

South African Retail Media Landscape

**2026 Ecoscape Report: Market Growth,
Capabilities & Strategic Benchmarks**



Strategic Partners



Ads

rainmaker MEDIA



Standard Bank

/ SA Retail Media Market Overview

2026 Market Snapshot



R130bn+

SA Ecommerce Turnover
Expected 2026



50M+

Loyalty Programme Memberships
(Non-deduped)



11–12%

Digital Ad Spend YoY Growth Rate



R9–12bn

SA Retail Media Market Estimate
(2025/26)



Growth Velocity Highlights

Retail Display growing at **32% CAGR** | Paid Search growing at **27.7% CAGR**

SA Retail Media CAGR to 2030

~12%

/ SA vs Global Media Benchmarks

Market Maturity

Metric	South Africa (2026)	Global Benchmark (US / UK)	Variance / Opportunity Window
% of Total Ad Spend	7 - 9%	15 - 16%	-6 to -8pp Gap
% of Digital Ad Spend	16 - 19%	22 - 24%	-5pp Gap

The Gap Represents the Growth Opportunity

South Africa lags global retail media benchmarks by ~6-8pp on total ad spend share and ~5pp on digital share. This shortfall defines a significant runway as South African retailers invest heavily in first-party data infrastructure, closed-loop measurement and self-serve ad technology.

/ Key SA Growth Drivers 2026

Local Catalyst

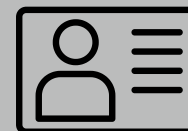
1. Ecommerce Expansion

Accelerating digital commerce turnover expands monetisable shopper inventory across web and mobile app touchpoints.



2. Loyalty Monetisation

Retailers leverage extensive first-party customer databases to build high-precision targeted audience segments.



3. Omnichannel Media

Physical store networks create untapped media potential via In-Store DOOH, POS digital displays and smart screens.



4. Demand for Measurable Media

Brands increasingly demand closed-loop attribution, linking media exposure directly to verified SKU-level sales transactions.



5. Capability Maturation

More SA retailers are formalising dedicated Retail Media Networks (RMNs) with dedicated commercially focused teams.



/ Key Challenges to Growth in SA

Market Barriers

Lower Ecommerce Share

Overall digital trade scale remains smaller relative to mature international markets like the US, UK or China.

Capability Fragmentation

Significant technology and execution maturity gaps exist between top-tier RMNs and mid-market retail networks.

Advertiser Confusion

Retail media is still frequently conflated with traditional trade marketing, co-op funding or shopper promotions.

Inconsistent Measurement

Reporting methodologies, sales windows and metric definitions vary across different retail media environments.

Lack of Standardisation

Buying models, ad products and specs lack uniform industry benchmarks, complicating cross-network planning.

Stakeholder Ambiguity

Internal ownership is often fragmented across e-commerce, commercial trade, marketing and agency teams.

/ Global Media Growth Drivers



1. Offsite Audience Extension

Monetising first-party shopper segments across open web, programmatic social and search.



2. In-Store Digitisation

Converting physical store networks into media inventory via DOOH screens and smart POS.



3. Connected TV & Video

Extending retail audience targeting into premium streaming and CTV video channels.



4. Measurement Sophistication

Evolving from surface ROAS to incrementality and verified closed-loop sales attribution.



5. Automation & Self-Serve

Deploying self-serve DSP stacks and automated campaign tools to scale advertiser adoption.

2026 Global Benchmarks



Global Outlook

Global retail media is shifting rapidly from search-only ads into full-funnel, automated media ecosystems that combine digital, in-store and streaming video.

/ Capability Maturity Comparison

SA vs Global Capabilities

Capability Pillar	Global Mature Networks	SA Readiness	Strategic Impact
Sponsored Search / Products	Mature	Selective Maturity	Primary revenue engine for top SA e-commerce networks
Offsite Audience Extension	Mature	Emerging	Scaling rapidly via programmatic social & display partnerships
In-Store Digital Media & Audio	Growing	High Potential	Driven by massive physical footfall in Boxer & PEP networks
Closed-Loop Measurement	Mature	Inconsistent	Essential barrier to secure non-endemic digital ad spend
Incrementality Testing	Growing	Limited	Key focus point as brand budget accountability sharpens
Self-Serve Buying Platforms	Mature	Limited	Crucial requirement for programmatic scalability

/ SA Retail Media Ecosystem

Key Sector Players



Grocery

- Pick n Pay
- Woolworths
- SPAR
- Makro (Massmart)
- Shoprite / Checkers-
Rainmaker Media



Discount & Value

- Boxer - Bmedia
- PEP - PEP Media
- Ackermans



Marketplace

- Takealot
- Amazon SA
- Mr D



Pharmacy

- Clicks
- Dis - Chem



Fashion & Apparel

- TFG - bash
- Superbalist
- Woolworths Fashion
- Pick n Pay Clothing

/ Retailer Capabilities Matrix

Capability Depth

Ad Format	Shoprite	Boxer	PEP	Takealot	Amazon	PnP	Clicks	Dischem	Bash	Woolworths
Spon. Search	Full	None	None	Full	Full	Full	None	None	Full	None
Onsite Display	Full	Part	Part	Full	Full	Part	Part	Part	Full	Part
Offsite Ext.	Full	Part	Part	Full	Full	Part	None	None	Full	Part
In-Store / POS	Part	Full	Full	N / A	N / A	Part	Part	Part	Part	None
SMS / WhatsApp	Full	Full	Full	Full	Full	Full	Full	Full	Full	Full

Legend: Full Capability Partial / Pilot Not Offered N/A (Pureplay)

/ SA Ecosystem Landscape Matrix

Maturity vs Scale

High Scale / High Maturity

Checkers / Shoprite

Takealot

Pick n Pay

Low Scale / High Maturity

Amazon SA

Superbalist

High Scale / Emerging Maturity

Boxer (Bmedia)

PEP Media

Woolworths

Clicks

Dis-Chem

Massmart

Bash

Low Scale / Low Maturity

SPAR

/ Key Market Takeaways

Executive Summary



1. Experimentation to Scale

SA retail media is rapidly evolving from isolated experimental tests into a formal, structured advertising category.



2. Mass-Market Surge

Value networks like Boxer Bmedia and PEP Media expand retail media into high-density township footfall.



3. Loyalty Power

SA's unique opportunity relies on large, active loyalty databases and omnichannel physical store networks.



4. Measurement Credibility

Standardised closed-loop reporting and attribution frameworks are critical to unlock broader non-endemic media budgets.



5. Capability Maturation

Future category growth hinges on ad-tech platform investments, market education, and self-serve buying access.

MMA SA Task Force Focus Areas

Industry Workstreams

🎯 Market-Driven Objectives

The MMA South Africa Retail Media Task Force is actively addressing two core priorities identified by the local market to accelerate category growth, building talent capacity while standardising campaign effectiveness.

Workstream 01

Market Education

Focussed on expanding and elevating the **Retail Media "Brains Trust"** in South Africa.

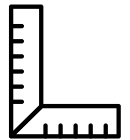


Empowering brands, agencies and retail networks through structured training, best-practice playbooks and standardized industry definitions.

Workstream 02

Retail Media Measurement Standards

Developing unified measurement standards in collaboration with renowned global expert **Jeffrey Bustos**.



Upcoming Key Milestone
1st Draft Public Release

3 Sept 2026

MMA South Africa Retail Media Task Force

Shaping standardisation, capability maturation and growth across the South African retail media landscape.



Strategic Partners



Ads

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Standard Bank