

A woman with long brown hair, wearing glasses and a green dress, is looking at a blue and white patterned dress hanging on a hanger in a clothing store. The store is filled with racks of various clothing items.

NBCUniversal

RETAIL 2025 YEAR IN REVIEW

Industry *Highlights* & Media Trends

as of March 2026

Agenda

1

Retail Landscape

Current Landscape & FY'25 Media Trends

2

Retail @ NBCU Update

Media Trends, Creative Showcase

3

Retail Upcoming Opportunities At NBCU



Current **Retail** Category Dynamics

Value positioning, AI growth, and omnichannel strength are driving category resilience despite pressured margins and cautious consumer spending

Headwinds

Consumer sentiment remains **weak** despite ongoing steady spend¹

Lower- and middle-income consumers are **pulling back** while higher-income spend persists (K-shaped economy)²

Economic & regulatory uncertainty continue to impact **profit margins** and retailer planning³

Immigration policy is creating retailer **trust, labor, and foot traffic** challenges⁴

Tailwinds

Leaning into value offering to create deeper relationships with increasingly cautious consumers⁵

Ongoing AI capability development to drive personalization, convenience, and operational efficiency⁵

Digital & omnichannel expected to drive sales growth⁶

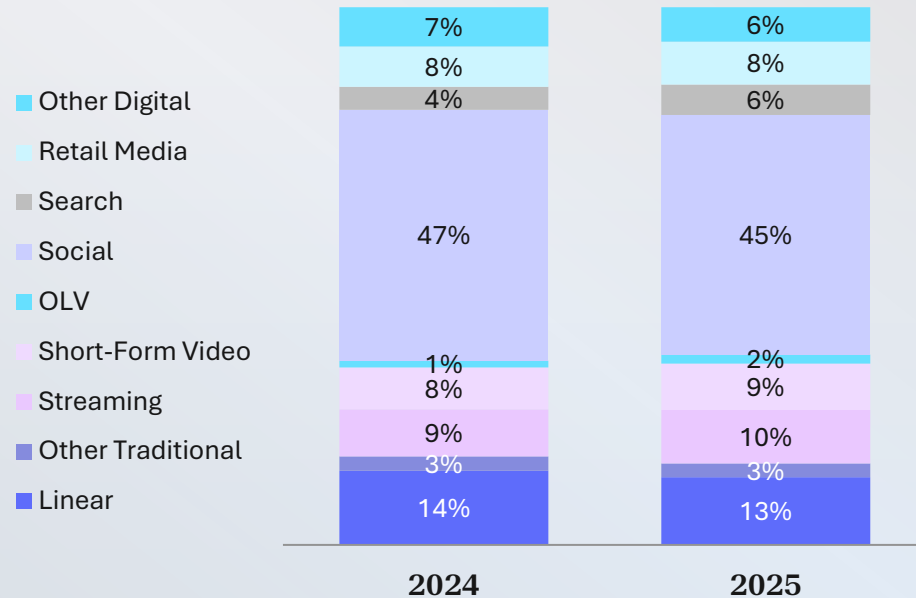
Retail category ad spend forecasted to grow +11% in '26⁷

Retail Marketplace Spend

Retail spend remains flat as the category shifts dollars away from linear into streaming and performance channels

Retail Category Media Mix

Share of Spend, in %



Traditional vs. Digital % Split	2024	2025
	16% / 84%	15% / 85%

Total Spend

Flat YoY

Digital was up +2%, while Traditional was down -8%

Streaming

+14% YoY

Fueled by increases across Programmatic (+17%) and Direct (+7%)

Search

+34% YoY

And accounts for 7% of total Digital spend

Linear

-8% YoY

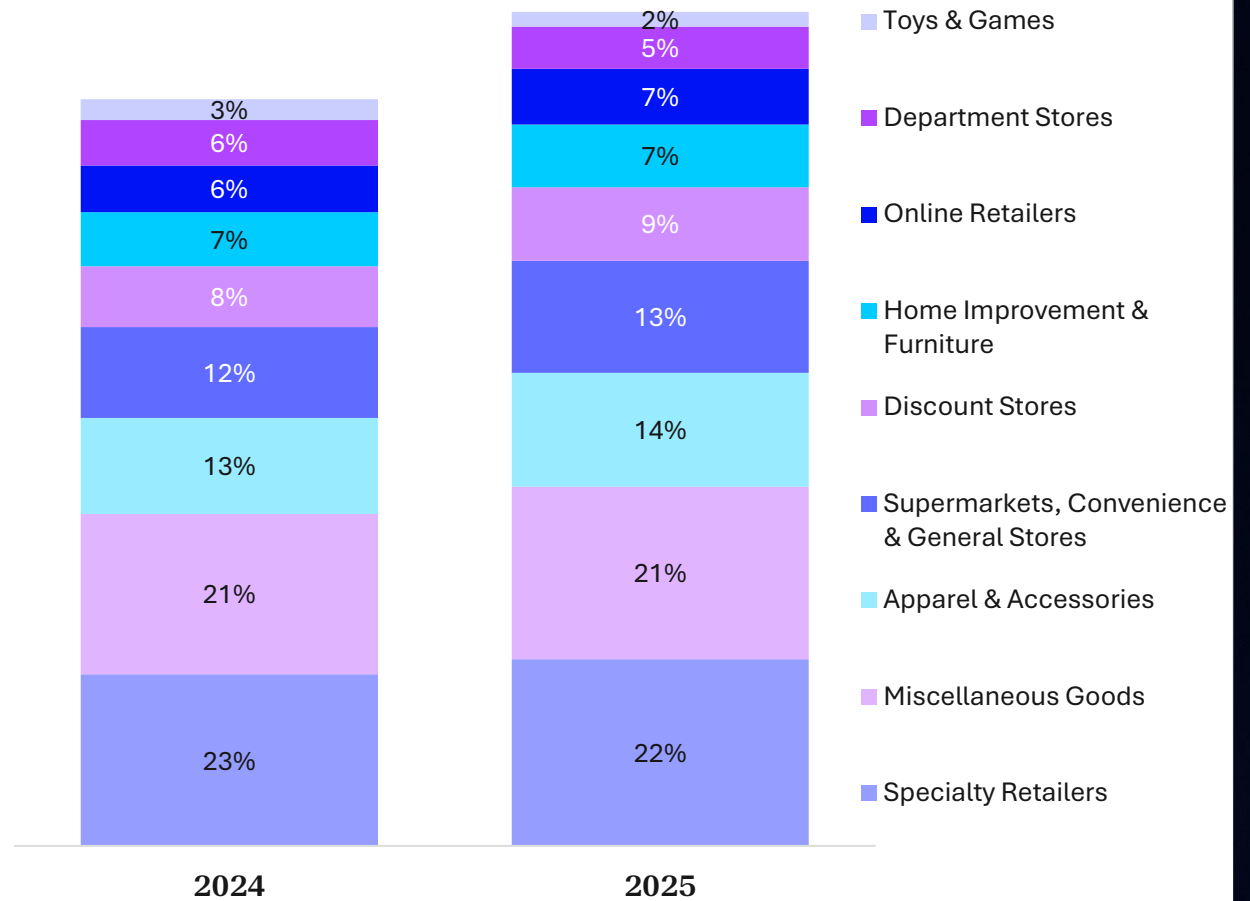
Fueled by declines across National (-9%) and Local (-4%)

Retail Marketplace Media Spend

Retail media investment growth was fueled by the **Supermarkets, Convenience & General Stores (+23%)** & **Discount Stores (+21%)** subcategories.

The **Specialty Retailers, Miscellaneous Goods, & Apparel/Accessories** subcategories make up majority of retail spend.

Retail Media Spend by Subcategory
Share of Total



Top 20
FY2025
**Retail
Advertiser
Growers**
by spend
volume growth

Retail Advertiser Spend Volume Growth by Top Advertisers

FY2024 vs. FY2025, \$USD Millions

Amazon.com, \$201	Skechers, \$118	EssilorLuxottica (Ray-Ban, LensCrafters), \$82	Gap, \$72	Sycamore Partners (Belk, Hot Topic), \$71	
		W. W. Grainger, \$114	LEGO, \$68	Dick's Sporting Goods, \$55	Michaels, \$47
	JCPenney, \$82		Living Spaces Furniture, \$57	Nike, \$47	DSW, \$37
		Somnigroup International (Sealy, Mattress Firm), \$142	Samsung Group, \$57	Wawa, \$37	Bissell Inc, \$33
	H-E-B Grocery, \$36			TJX Companies, \$31	

RETAIL

NBCU SPEND

2025 vs. 2024

As competition increases for a weakening consumer wallet, retailers are looking to drive brand preference through cultural mass-reach moments, innovative ad products, and premium video experiences.



SPORTS

is increasingly a vehicle for retailers to drive top-of-mind awareness and brand choice.

+6%
in Linear Sports

+46%
in Digital Sports



ADVANCED

audiences are being leveraged to follow customers across screens and drive relevance:

- 1st Party Segments
- SL Content Viewers
- Value Seekers
- Holiday Shoppers

+15%
in advanced audience buying paths

+42%
in digital programmatic



STREAMING

is offering retailers efficient and premium mass reach.

+14%
across streaming

+19%
in Peacock AX



AD INNOVATIONS

are seeing increases in investments for popular products (Spotlight, Pause) while newer innovations are continuously being tested.

+15%
in innovations

+44%
in Spotlight Ads

+2459%
in Cinematic Rotational Ads

How **Retail Brands** are aligning with NBCU premium content & talent to tell their story



Marshalls



An Immersive Brand Integration

As a featured client of the series, Marshalls was woven into the storyline of the show and the episode. This positioned Marshalls as a real-world brand seeking innovative ideas, reminding audiences that Marshalls is a beloved destination always looking to evolve in stylish and fresh ways for its customers.



Curated Content that Drives Brand Choice

Target leveraged Peacock's innovative ad solutions to curate a back-to-school themed content playlist for viewers. This approach reinforced Target's commitment to customization and kept the brand top of mind during a critical shopping season.



Leveling Up Holiday Sales Game with a Live Game

Walmart spotlighted Black Friday Deals during the Thanksgiving NFL game, airing a 90-second pod takeover ad. A QR code directed viewers to send a text to WMT for a link driving to Walmart, where they could explore and shop the promoted Black Friday Deals.



Aligning with Relevant Talent to Extend Brand Messaging

TJ Maxx and fashion-forward talent showed audiences across video and social that they don't need to compromise on amazing brands, quality items, and amazing prices to Maxx Your Style across any event, whether it's attending a work party, hosting a holiday gathering, or more

2026 **RETAIL** Predictions



After the era of omnichannel evolution, retail is entering a new phase of rapid change shaped by **5 key topics**. Retailers must now balance human connection with technology, cost with quality, and consumer control with hands-off convenience.

Return of Malls & In-Person Shopping

Malls & in-person retail are rebounding. With brands integrating cafes, lounges, and experiential elements; physical retail continues to shift from transactional to experiential & lifestyle-driven.

With this transition, retailers must focus on high-attention media strategies to drive deeper engagement in and out of the store.

+1.3%

YoY increase in 2025 indoor mall visits, with continued growth expected in 2026.¹

Immigration Impact on Labor & Traffic

Retailers reliant on immigrant employees are facing staffing constraints while immigrant communities are reducing store visits due to fear. This is not only a tactical business issue but also a brand stance challenge.

Retailers must balance workforce support with community sensitivity to instill trust during a delicate time.

-14.7%

YoY decrease in self-reported visits to mass retailers by Hispanic shoppers in mid 2025, while online shopping increased.²

The Return of High End and Low End

The K-shaped economy is driving retailers to offer both premium and value solutions. We'll see a renewed focus on outlets aimed at recapturing value shoppers before they trade down, while premium brands continue catering to higher-income consumers.

Retailers must tailor media strategies to distinct value segments to effectively reach and resonate with shoppers across the budget spectrum.

+6.6%

increase in off-price store visits and +1.8% increase in luxury apparel visits during 2025 holiday while mid-tier dept. store foot traffic decreased.³

Instant Gratification & Control

As same-day delivery expands to the apparel subcategory and new commerce marketplaces and aggregator apps emerge (e.g. Shop App), centralized, frictionless shopping will become the norm.

As shoppers continue to expect instant gratification, advertisers need to focus messaging around fast, curated, and convenient experiences.

80%

of consumers expect retailers to offer same-day delivery; 70% consider shipping speed critical to a positive shopping experience.⁴

Agentic: Evolution of Convenience

Agentic commerce will emerge as the next evolution of convenience-driven shopping; designed to anticipate needs, create highly personalized experiences, and automate the shopping journey.

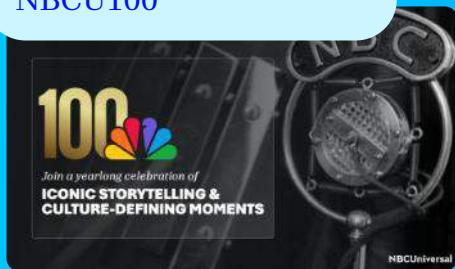
Retailers must invest in brand preference and familiarity strategies to stay top-of-mind when AI agents make shopping decisions.

50%+

over 50% of consumers plan to use AI assistants to help make purchases in 2026.⁵

2026 Opportunities for the **Retail Category**

NBCU100



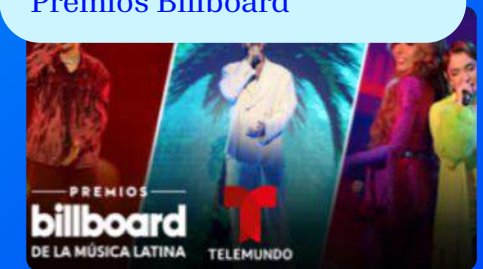
The Kelly Clarkson Show



Bravo Fan Fest



Premios Billboard



The Paper



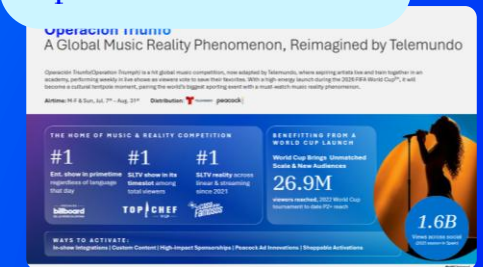
Today



Emmys



Operación Triunfo



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THANK YOU

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