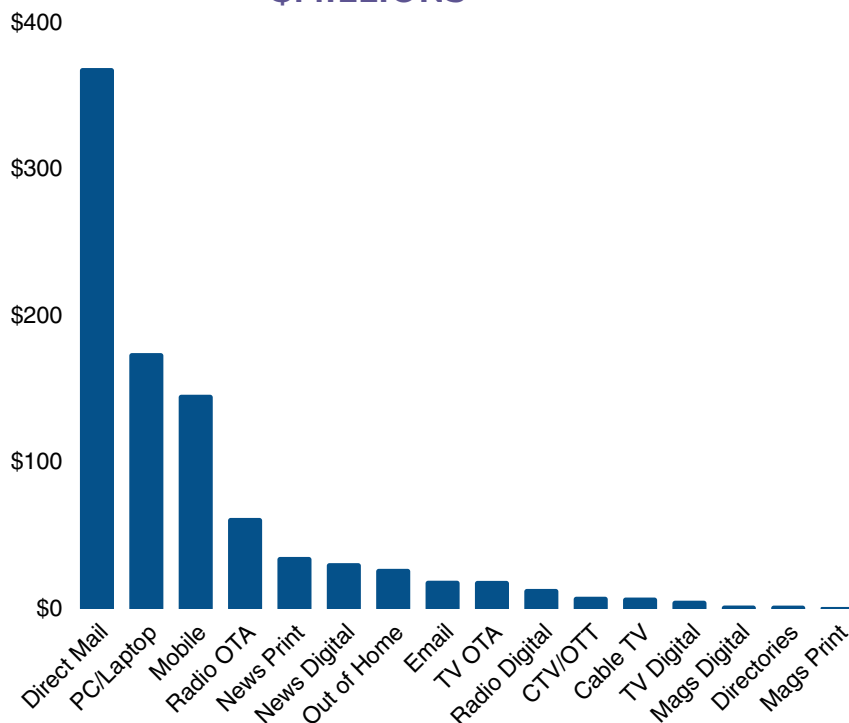


Warehouse Clubs & Supercenters



2025 AD SPEND BY MEDIA CHANNEL* \$MILLIONS



\$919M

Warehouse Clubs & Supercenters U.S. Advertising Spend in 2025

+7.5%

2024-2025 Change In Warehouse Clubs & Supercenters Total Advertising Spend

CTV/OTT Fastest Growing Ad Spend

Streaming ad spend for warehouse clubs and supercenters is increasing 36.3% from 2024-2025.

TV and Radio Growing Ad Spend

Ad spend for both over-the-air and digital channels for radio and TV are forecast to grow from 2024 to 2025. TV Digital has the largest percent increase at 10.8%, while Radio OTA has the largest dollar growth at \$1.7 million.

BIA Tips for Advertisers

Food is one of the top holiday shopping categories. Across the extended holiday shopping journey, ensure your brand makes it to the shopper's cart with consistent coupons added to ads. Support your offers with media campaigns that promote deals throughout the holiday shopping season.

TRENDS

Over Half of CTV Viewers Find TV Ads Valuable for Holiday Gift Information

With four in five holiday shoppers using free ad-supported streaming platforms brands can enhance their holiday campaigns with linear and CTV media strategies.

82% of Consumers Might Cut Spending on Groceries And Essentials

To stretch their budgets, shoppers are using:

- Digital load-to-card coupons
- Paper coupons
- Instant redeemable
- Direct mail discounts

Data is from Inmar 2025 Holiday Commerce Forecast. Zeta Holiday Shopping Trend Report . Numerator Holiday Trends Reports