



Migros and Criteo Partner to Enhance Retail Media Offering in Switzerland

Munich/Zurich, February 26, 2026 – Migros Retail Media is expanding its digital advertising offering with the launch of new retail media opportunities. In collaboration with Criteo, the global platform connecting the commerce ecosystem, data-driven advertising formats are being created and integrated on its website, migros.ch, and the Migros app. Sponsored Product Ads and, soon, Onsite Display Ads will offer brands the opportunity to target shoppers in a relevant purchasing context.

As retail media is the fastest-growing advertising category internationally, Migros sought to bring these solutions to the Swiss grocery sector. This latest offering allows the retailer to monetize its digital platforms and enables its brand partners to reach and engage shoppers with relevant ads, precisely when and where purchasing decisions are being made.

“At Migros, we are proud to be the first Swiss online grocery store to integrate the advertising formats Sponsored Product and Onsite Display Ads on migros.ch in collaboration with Criteo. These solutions offer advertising customers personalized and relevant advertising that is measurable, transparent, and effective, delivering real added value for brands,” emphasizes Séverine Hubatschek, Head of Retail Media at Migros Supermarkt AG.

Migros will leverage Criteo's technology and marketing expertise to implement the offering in this market. As part of the partnership, Criteo will market the advertising opportunities with Migros.

“The partnership with Migros shows how best-in-class ad tech takes retail media to the next level: brands can not only target users who are ready to buy during their purchasing process, but thanks to precise closed-loop measurement, they can also accurately measure the actual impact of their campaigns. We are delighted to be partnering with Migros to further expand the emerging Swiss retail media offering. With ten years of experience in retail media, we can offer our customers exactly what they need to achieve their goals,” explains Corinna Hohenleitner, Managing Director Retail Media DACH at Criteo.

For Migros, the partnership creates a foundation based on established standards that are already widely used internationally.

The expansion of Migros' retail media offering goes beyond the two new products. Migros' retail media portfolio is continuously being developed in line with market developments, creating additional opportunities for brands to plan and optimize campaigns along the customer journey in an even more targeted manner.

About Migros Retail Media

Since 1 January 2024, Migros' supermarket business has been run as a centrally managed, independent company in order to provide effective services along the entire value chain. Migros Supermarkt AG is a subsidiary of the Migros Cooperative Association (MGB). As part of the Marketing & Communications Division, Migros Retail Media is the central point of contact for online and offline advertising placements in the Migros universe.

The retail media offering enables both endemic advertising customers (brand suppliers) and non-endemic advertising customers to address target groups precisely. Relevant advertising brings brands and Migros customers together. Thanks to ongoing expansion, advertising space is being created precisely where purchasing decisions are made and advertising acceptance is high. A wide range of touchpoints are available to reach and accompany Migros customers through the marketing funnel, from the interest phase to recommendation. Further information can be found [here](#).



About Criteo

[Criteo](#) (NASDAQ: CRTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalised experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth. For more information, please visit criteo.com.

Contact Migros

Media office Migros-Genossenschafts-Bund

Limmatstrasse 152

8031 Zürich

Tel.: 058 570 38 38

media@migros.ch

Contact Criteo Public Relations

Florian Herzing, f.herzing@criteo.com