



Massmart Accelerates Retail Media Offering in South Africa with Criteo

Johannesburg, July 22nd, 2026 – [Criteo](#), the global commerce intelligence platform, and Massmart, one of Africa's largest consumer goods retailers, today announced a new retail media collaboration. The collaboration will help brands and marketplace sellers engage more effectively with consumers across Massmart's digital properties in South Africa. By introducing Sponsored Product Ads and Onsite Display Ads, Massmart expands its advertising offering with sophisticated, data-driven formats along the purchase journey. These natively integrated and engaging formats also significantly enhance the customer experience.

Massmart, a subsidiary of Walmart, is home to some of Africa's most recognized brands. The company operates a range of retail and wholesale formats in several sub-Saharan countries, with leading market shares in general merchandise, liquor, home improvement and wholesale food. Its move into retail media – one of the fastest-growing advertising disciplines globally – creates new opportunities for advertisers to engage with consumers in South Africa at key decision-making moments.

"Retail media is an important part of our growth strategy, offering brand advertisers and marketplace sellers meaningful opportunities to engage directly with a broad customer base at our digital points of sale", said Aidan Johnson, Vice President of Alternative Revenue at Massmart. "Strategically collaborating with Criteo gives us access to proven technology and global expertise, enabling us to deliver high-quality onsite advertising experiences that are not only valuable for brands and marketplace sellers, but also highly relevant for shoppers."

Criteo's retail media platform, Commerce Yield, provides Massmart's advertisers with a unified solution to manage campaigns on the retailer's website and app. Sponsored Product Ads drive sales with strong return on ad spend and transparent analytics, while Onsite Display Ads increase brand visibility and product exposure at key points of sale.

"Retail media continues to grow globally, with particularly strong momentum in the Middle East and Africa", said Alex Crowe, Managing Director Retail Media EMEA at Criteo. "We are delighted to collaborate with Massmart to build a powerful retail media offering for brands and agencies. Our technology enables precise audience targeting throughout the purchase journey, along with accurate, transparent closed-loop measurement of campaign performance that brands and their agency partners are looking for."

While these advertising solutions are already available on [Makro.co.za](#), Massmart's flagship eCommerce and marketplace platform, in the coming months, Massmart and Criteo are exploring opportunities to expand and enhance retail media placements across Massmart's digital ecosystem, including Makro.

About Massmart

Massmart powered by Walmart, comprises over 280 stores, across 8 sub-Saharan countries. Through our widely-recognised retail and wholesale Builders, Game, Jumbo Cash & Carry, Makro, Walmart and Shield formats, we have achieved leading shares in the General Merchandise, Liquor, Home Improvement and Wholesale food markets.



About Criteo

Criteo (NASDAQ: CRTO) is the global commerce intelligence platform that drives performance for brands, agencies, retailers, and publishers. Built on proprietary commerce data from more than \$1 trillion in annual sales and two decades of AI innovation, Criteo helps companies across the ecosystem make smarter decisions and achieve better outcomes, while delivering more relevant experiences for shoppers. With thousands of clients and deep partnerships across global retail and digital commerce, Criteo provides the technology and insights businesses need to compete and grow. For more information, please visit criteo.com.

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