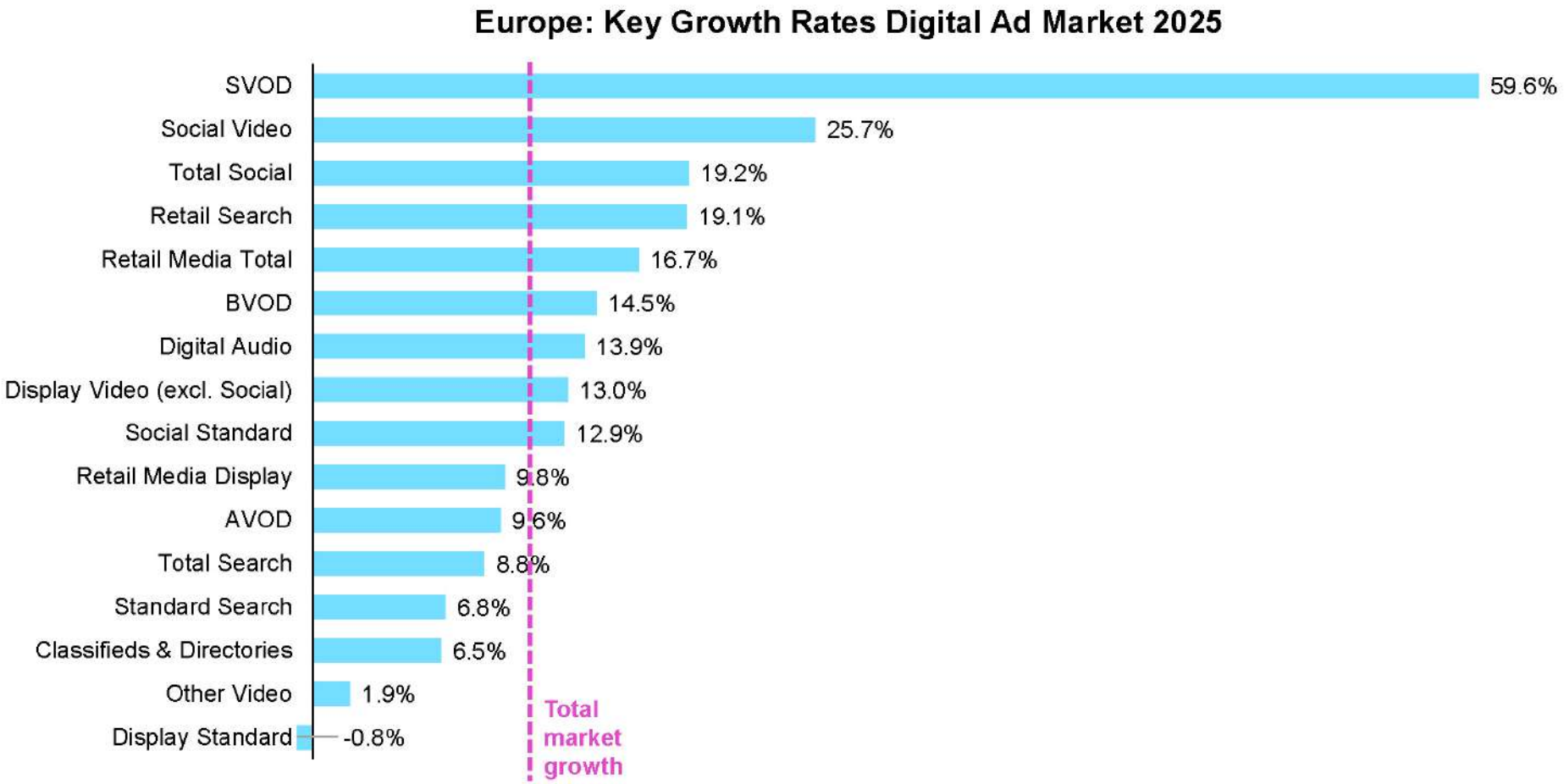
# Summary of key 2025 growth drivers




Note: All data in constant 2025 EUR. Growth rates per format not de-duplicated. Retail Media equally is already in Search and Display on top of being separated out.

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