Euromonitor International

Top Five Digital Shopper Trends in 2025

February 2025

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EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

A snapshot of the global digital shopper in 2025
Leveraging the Retail Reinvention Framework to reach the digital shopper

TREND 1: CHEAP CLICKS

Consumers actively explore low-cost platforms when seeking budget-stretching options
Temu is reshaping the online landscape and consumer expectations
Retailers are adapting strategies amid low-cost market disruption
Zalando revamps off-price solutions tailored to value-conscious shoppers
Amazon launches its own online “discount store” to stave off Temu and Shein
H&M focuses on enhancing consumer experience amid pressure from Shein
The growing popularity of low-budget platforms forces other retailers to adapt

TREND 2: SOCIAL SHOPIFICATION

Consumers increasingly view social media platforms as places to shop
Social media platforms are making their sites more shoppable
ByteDance-owned platforms have revolutionised social commerce
Fast fashion giant Zara see sales spike in China thanks to Douyin livestreams
YouTube encourages Indian content creators to embed shoppable content
YouTube partners with Instacart on shoppable ads in the US
Social media platforms have the upper hand in their tug of war with brands

TREND 3: SOCIAL TRUST

Consumers no longer view influencers as the most authentic information source
Social media marketing adds value but cannot replace authentic human interaction
Retailers are leveraging micro-influencers to boost transparency on social media
Asos is redefining fashion marketing through micro-influencer strategy
Sephora Squad programme delivers strong results for both influencers and the brand
Halfdays targets women in sports via niche influencers, showcasing authentic advocacy
High-value engagement matters more than number of followers when building trust

TREND 4: SHOPPABLE STREAMS

Immersive video content has transformed e-commerce
Shoppable videos are helping to power livestreaming’s sales growth
Brands are increasingly integrating video commerce into their own digital platforms
Amazon launches own shoppable channel on its Prime Video streaming service
JD.com introduces lifelike virtual avatars on its livestreaming platform
Victoria Beckham unveils shoppable videos on her brand’s website and social channels
Consumers now expect brands to offer immersive video content

TREND 5: AGENTIC COMMERCE

Consumer expectations of greater personalisation becoming more feasible with GenAI
Retailers and others are investing in GenAI -powered agents to deliver personalisation
Retailers such as Walmart are building AI-powered assistants to enhance online experience
Perplexity’s AI shopping assistant takes aim at Amazon and Google Shopping
GenAI -powered agents present new opportunities - and risks

CONCLUSION

Opportunities for growth

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