



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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