



Voice of the Consumer: Digital Shopper Survey 2025 Key Insights

September 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Background and coverage of the Voice of the Consumer: Digital Shopper Survey

Highlights of the 2025 edition of the Voice of the Consumer: Digital Shopper Survey

EMERGING DIGITAL CHANNELS

YouTube remains the world's leading social media platform, but TikTok is gaining ground

YouTube and Flipkart encourage Indian content creators to embed shoppable content

WhatsApp remains the world's most popular messaging platform

Governments are increasingly moving to restrict minors' social media use

Livestreaming is beginning to catch on outside of its Asia Pacific stronghold

Fashion categories are the most popular in livestreaming, but grocery is not far behind

Lidl becomes the first legacy grocery retailer in Europe to partner with TikTok

DIGITAL PATH TO PURCHASE

Smartphones are increasingly the go-to tool used in pre-purchase research

Smartphones are the most popular tool for foodservice, leisure and travel purchases

Personal recommendations still greatly outweigh influencer endorsements

Asos is redefining fashion marketing through its micro-influencer strategy

Credit and debit cards continue to be consumers' preferred online payment method

Consumers around the world are warming to the use of digital wallets

Asia Pacific consumers lead the world in digital wallet adoption

Backed by Sea Ltd's ecosystem, ShopeePay is expanding by building partnerships

DELIVERY AND RETURNS

Demand for free shipping and returns faces pushback from retailers

Consumer sentiment on free returns appears to be shifting

Mobile app-enabled ordering is critical to foodservice e-commerce success

Uber Eats unveils Live Order Chat feature

PRIVACY, SECURITY AND TRUST

Consumers are more willing to share personal data if they are incentivised to do so

In the UAE, AI-Futtaim offers intelligent personalisation with its loyalty programme

Digital shoppers seem less concerned about data privacy than in the past

The share of consumers that are deleting their social media accounts is growing

COMFORT WITH NEW TECHNOLOGIES

Consumers continue to weave new technologies into their daily habits

Widespread adoption of AR and VR technology still faces serious challenges

Google Assistant remains the most popular voice assistant globally

Digital shoppers can already see the benefits of generative AI

Google's integration of Gemini into shopping platform enables AI to buy for shoppers

CONCLUSION

Recommendations for growth

Questions we are asking

Channels: Helping you understand where and how consumers shop

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