

SALSIFY AND DIGITAL SHELF INSTITUTE (DSI) REPORT

# Ecommerce Pulse Report: Q4 2024

EXPERT INSIGHTS, CONSUMER RESEARCH,  
AND TOP INDUSTRY TRENDS



# Ecommerce Pulse Report: Q4 2024

## Q4 UNWRAPPED: THE SECRET TO A SUCCESSFUL HOLIDAY SEASON AND 2025

The fourth quarter (Q4) represents the hottest time on the digital shelf for brands, retailers, and consumers. It's pedal to the metal on all accounts. Every second, consumers are tapping "buy" online or inserting chips in-store on cards that have seen better days to ensure their holidays are special for their special someones.

Brands are putting their cheeriest faces forward and watching their holiday campaign handiwork perform magic. Retailers are on omnichannel overload to ensure consumers can purchase, pick up, receive, and return seamlessly. These organizations also have to pivot for new-year goal-setting and assess performance from the past year.

But how are consumers feeling behind the scenes leading up to the holiday season? What ecommerce trends are they driving or reacting to? How can brands and retailers follow suit — both internally and externally?

Explore the first edition of the quarterly report from Salsify and the [Digital Shelf Institute \(DSI\)](#) — your answer to keeping up with shifts in ecommerce that are susceptible to even the most subtle market changes.

It's not just about the big milestones. Here's what's cooking in Q4.





ECOMMERCE PULSE REPORT: Q4 2024

# Table of Contents

<b>Ecommerce Milestones</b> .....	4
<b>Ecommerce Trend Spotlight</b> .....	11
<b>Top Takeaways for a Successful Next Quarter</b> .....	23





# Ecommerce Milestones

## HOLIDAY SHOPPING, GOAL-SETTING, AND END-OF-YEAR ASSESSMENTS

This quarter is the most holiday-heavy time of year. It should also serve as a time to reconvene with your organization and align on goals for the new year, with performance analysis driving your decisions.



### 2025 Strategy: Strength in Specificity

“Having a strong rationale is how you’re going to make it. With that, lay out clearly where you’re going to place your bets. Milestones and specificity are important.”

— Jie Cheng, VP and Global Head of Digital Commerce, Mondelez

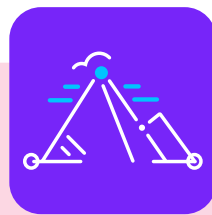
Source: *DSI*





# Save the Date: Major Ecommerce Events in Q1 2025

Beyond the advice in this report, your business can also benefit from in-person networking and continuing education opportunities offered at upcoming ecommerce events in 2025. Many of the events listed below also offer free, on-demand sessions if you're unable to attend.



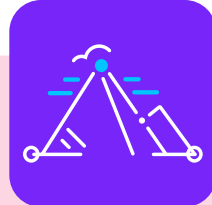
## EVENT

## DATES

## LOCATION

<p><b>NRF Big Show</b></p> <p>“Retail’s largest stage” allows you to discover future industry trends, test drive the latest tech, and build valuable partnerships.</p> <p>Presence from more than 100 countries gather to share expert advice and insights while exploring innovative retail spaces throughout New York City.</p>	<p><b>Jan. 11–14, 2025</b></p>	<p><b>New York City, New York, United States</b></p>
<p><b>Ecommerce Berlin Expo</b></p> <p>Leading industry players and sought-after national and international customers gather for this conference and expo.</p> <p>More than 11,000 attendees are expected in 2025 from top industries, including fashion, electronics and media, health and beauty, and more.</p>	<p><b>Feb. 19–20, 2025</b></p>	<p><b>Berlin, Germany</b></p>
<p><b>eTail West</b></p> <p>Learn the latest insights and collaborate at the forefront of the retail revolution.</p> <p>Attendees range from the billion-dollar club to startups, offering a “one-of-a-kind community.”</p>	<p><b>Feb. 24–27, 2025</b></p>	<p><b>Palm Springs, California, United States</b></p>

# Save the Date: Cont.



EVENT	DATES	LOCATION
<p><b>DX3 Canada</b></p> <p>Canada’s biggest retail, marketing, and technology event, offering interactive installations and provocative content.</p> <p>Explore a retail summit, a marketing innovation summit, and exhibitions on the latest technology all at one event.</p>	<p><b>March 4–5, 2025</b></p>	<p><b>Toronto, Ontario, Canada</b></p>
<p><b>Adobe Summit</b></p> <p>Gather with industry leaders from world-class brands for innovation, insights, and more.</p> <p>On-demand sessions and keynotes are available, with top speakers from a wide range of industries.</p>	<p><b>March 17–20, 2025</b></p>	<p><b>Las Vegas, Nevada, United States</b></p>
<p><b>Shoptalk Spring</b></p> <p>Prepare to address the entire retail ecosystem, with a primary focus on the North American market.</p> <p>This new conference from Shoptalk offers more networking for brands and retailers, tech companies, investors, media, and analysts.</p>	<p><b>March 24–27, 2025</b></p>	<p><b>Palm Springs, California, United States</b></p>

## The Holiday Sprint — and What To Do While Catching Your Breath

The consumers' preference for a mix of both online and in-store shopping isn't new — and our research shows it remains steady at nearly half of shoppers (49%) this season.

This mix presents more opportunities for your brand to get found and your shop to be visited. But it also presents more channels and touch points to track and performance analytics to pour over both during and after the holidays. (Hint: Exactly what your brand should be doing.)



### Holiday Activities: Shift With Shopper Intent

“Shopper intent changes from early- to mid- to late-season. Consider how your brand and category are relevant based on the shoppers' mindset throughout. Then, plan your activity and budget to maximize the opportunity. That might mean launching a campaign mid-week versus on the retailer's established cadence, or it might mean revising your secondary PDP image for a different occasion mid-season.”

— **Lindsey Simcik, Digital Content Sr. Manager, Mars United Commerce**

## Always Watching: Keep Eyes on All Your Touch Points

It's important to have some idea of how all of your touch points are performing in the wake of all this data-gathering. Focusing on metrics from top-tier retailers is often the most valuable — though it's important to tailor any optimizations to each of your retailers.

Tracking [the right key performance indicators \(KPIs\)](#), such as search rank, will also inform how well your content performs on marketplaces and organically in search engines.



### Performance Tracking: Prioritize Your Partnerships

“Make sure you're working with your partners, whether it's technology or individuals that syndicate out to the different retailers and then triage accordingly. What are the retailers that are most important, where the extra 10% or 15% could achieve an impactful outcome from a business standpoint?”

— **Wayne Duan, Vice President of Alternative Revenue, Constellation Brands**

Source: [Unpacking the Digital Shelf Podcast](#)

## New Year, New You? Goal-Setting and End-of-Year Assessments

We're not just on the cusp of a new quarter; we're on the cusp of a new year. Even if your business crushed its goals in 2024, how likely do you think a repeat performance is without assessments? Here are some tips for setting goals and assessing performance.



### Goal Setting: A Step-by-Step Plan

“Collaborate cross-functionally to create a learning agenda with three to four measurable goals and what levers each team can pull to make progress. Ensure the goals make sense based on where your brand is on the digital shelf maturity curve (i.e., needing to improve content score versus taking advantage of the newest retailer functionality). Invite stakeholders to sign their names on the document, even digitally. This creates buy-in and ownership of the plan. Then schedule regular checkpoints and revisit that same document to track progress.”

— **Lindsey Simcik, Digital Content Sr. Manager,  
Mars United Commerce**

## Go for Goals: Setting Goals for Digital Shelf Success

Setting goals for digital shelf success is both an art and a science. To get the most bang for your buck out of your new year goals, they must be omnichannel-minded.

Omnichannel experiences (if they're seamless) influence even in-store shoppers — if you make worthwhile online content. Assessing your content's performance and tweaking it to make it more compelling will drive more sales online and drive more shoppers in-store.

While making adjustments to your content, related campaigns, media spend, etc., pace yourself during the test-and-learn process. You can't expect to accurately track the impact of 50 major changes at once.



### Initiatives and Testing: Maintain Control and Pace Yourself

“There's a lot you have to learn and unpack. You've got to have a control, and you've got to have the experiment. If you have 10 experiments and one control, you're not going to know what works, so pace yourself.”

— **Colette Richards, Former Director of Alternative  
Sales and Distribution, Barcel USA**

Source: *Unpacking the Digital Shelf Podcast*



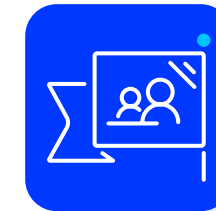
And though you need leadership at your organization to set priorities and establish a vision for the new year, [goal-setting doesn't just fall on CEOs](#) (but they do hold special responsibility). It's crucial to foster inter-team alignment to better allocate spend, maximize your return on investment (ROI), and pivot as necessary.

Beyond potential internal silos, proper collaboration between brands and retailers is necessary — especially if you're navigating a new network connection.

### **It's Not the End, It's a New Beginning: End-of-Year Assessments**

Before you or your teams submit all the PTO they've squirreled away for the holiday season, it's important to plan for your organization's end-of-year assessments.

Whether you begin these assessments before Q4 closes out or after, performance reviews — including self-assessments, peer reviews, or 360 reviews, where feedback travels back and forth — provide critical insights for starting the year strong on a personal and organizational level.



### **Navigating a New Network Connection: Keep It Open and Clear**

“Provide open and clear communication with the retailer on what you're experiencing. Often, there are many factors that contribute to technical challenges, and they require being passed to other teams that are not in the day-to-day work of the network connection. Screenshot and keep logs of the process so it's easier to reference specific things, track progress, and log what worked and didn't work.”

— **Lindsey Simcik, Digital Content Sr. Manager,  
Mars United Commerce**

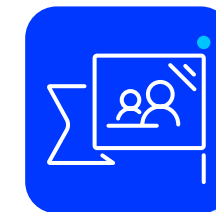
There are some [questions digital leaders should ask regularly to assess and improve their performance](#), particularly for one-to-one meetings with direct reports and bosses, as well as end-of-year assessments.

**For example, directors and managers can approach assessments with a “[servant leadership mindset](#)” and ask:**

- Did my reports have the right resources to achieve our business goals? Personal goals?
- Did any silos stand in the way of achieving these goals this past year?
- What other education and networking opportunities can I provide my reports?
- How have I supported digital initiatives in the past year?

**Individual contributors or those completing self-assessments can use the same questions, just reframed:**

- Did I have the right resources to achieve the business’s goals? My personal goals?
- Were there any silos or communication difficulties between my department and others?
- What other education and networking opportunities would help me in my role and career?
- What role did I play in digital initiatives in the past year?



### **Reviews and Assessments: Combine and Conquer**

“It’s this understanding of business objectives and starting from a shared perspective of ‘I’m not going to come in here and tell you what to do. Tell me what’s important to you,’ and really start[ing] from that servant leadership mindset.”

— **Matt Fantazier, Former Director of Digital Experience, Johnson & Johnson Consumer Health**

Source: [Unpacking the Digital Shelf Podcast](#)



# Ecommerce Trend Spotlight

## **DECISION-MAKERS, SHOPPER FORECASTING, AND RETAIL NETWORK EXPANSION**

Brands and retailers planning on updating their strategy can benefit from asking: Who's who at checkout, what are they checking out, and where? These trends aren't just speculation. They're based on Salsify intel polled directly from more than 1,000 surveyed shoppers across generation groups in the U.S. and the U.K.





## The Evolution of the Household Decision-Maker

“I’m not indecisive. I just can’t decide.” This sentiment can represent every shopper trying to navigate the crowded digital shelf from time to time. However, someone is bound to step up and pull the trigger.

If your brand wants to attract this buying power from new or returning customers, it’s important to remember their demographics and influences.

### Speaker of the House: Female Decision-Makers Reign Supreme

Diana Ross’s famed lyric, “It’s my house, and I live here,” is not only catchy but can describe the attitude of any household’s primary decision-maker — and most of them are women.

More than 90% of shoppers who answered our survey are the primary decision-makers of the household. And, 93% of shoppers surveyed who identified as the primary decision-maker also identified as female, nearly 5% higher than male decision-makers.

Even this small sample aligns with predictions from [Nielsen](#) that “by 2028, women will own 75% of the discretionary spend, making them the world’s greatest influencers.” Per [TechCrunch](#), women already “control or influence 85% of consumer spending.”





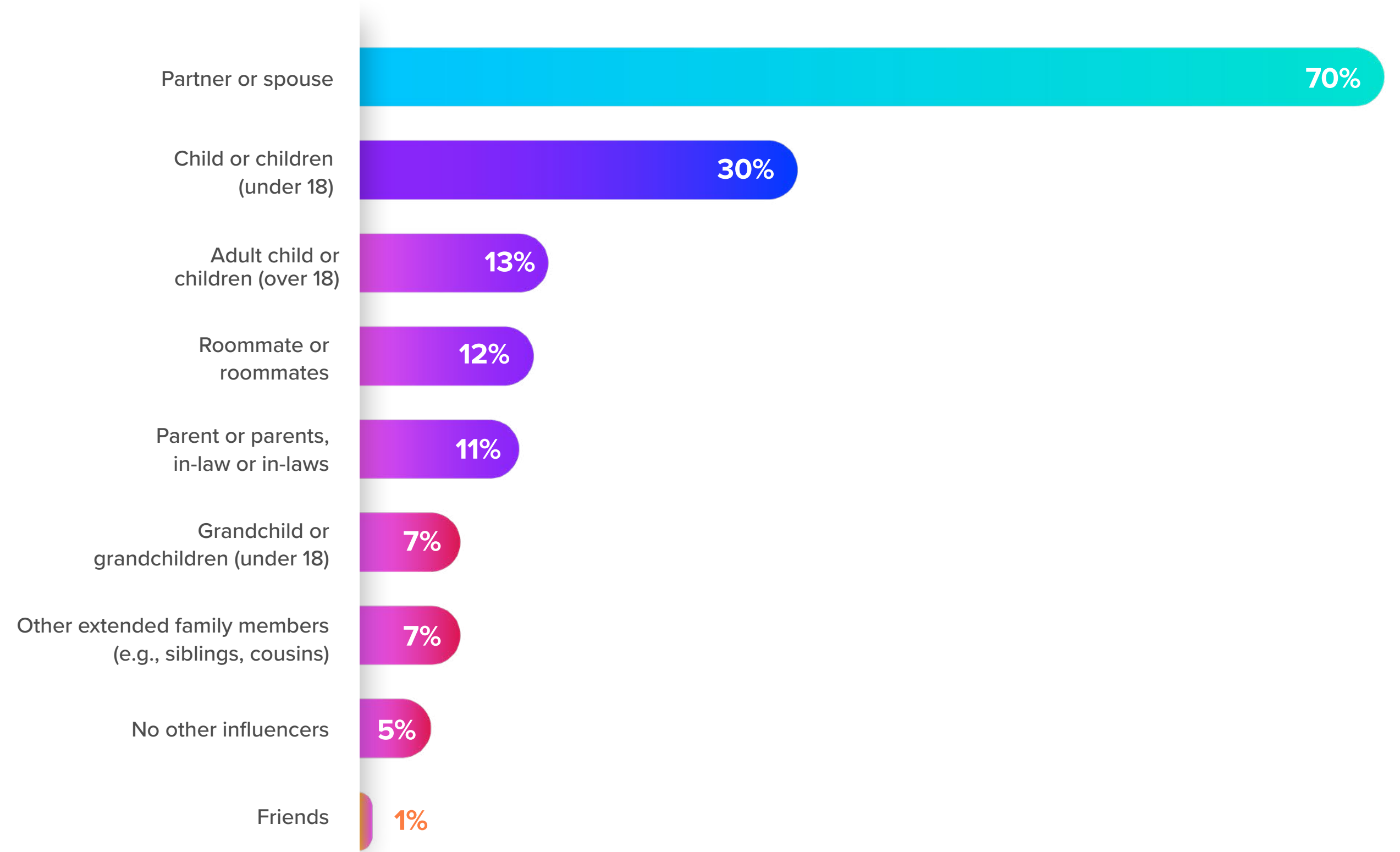
### ‘And They Were Roommates’: Spending of Primary Decision-Makers and Influencers

Some shoppers don’t always have the last word, even if they’re the primary decision-makers. For many respondents, their spouses and partners are, unsurprisingly, the members of their household who have the highest influence on their final buying decisions.

And, beyond those whose partner or spouse is a “kid at heart,” the influence of children (30%), adult children (13%), and grandchildren (7%) can’t be ignored either.

When trying to [connect with busy parent shoppers](#), it’s important to remember that their time, money, and patience are valuable and limited. Seamless mobile experiences, convenience, and clear communication are crucial for gaining their attention and loyalty.

### Which Household Members Influence Final Buying Decisions for Primary Decision-Makers?



QUESTION: IF SO, WHICH MEMBERS OF YOUR HOUSEHOLD INFLUENCE YOUR FINAL BUYING DECISIONS? SELECT ALL THAT APPLY. EXAMPLES INCLUDE REQUESTING SPECIFIC PRODUCTS OR BRANDS, HELPING WITH PRODUCT RESEARCH, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)

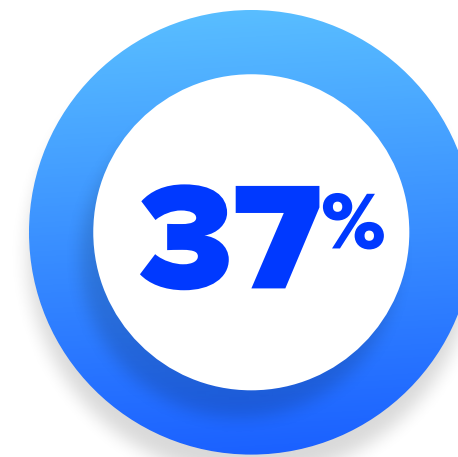
## Give Me More: Buying Frequency and Personalized Product Recommendations

A stronger connection with power buyers (no matter how they identify) is possible with personalization, which can be achieved in various ways.

Based on a shopper's past purchases or browsing history, you can offer complementary or related product recommendations, product care instructions, information on warranties or returns, discounts and reward programs, actually personalized products, and more.

Personalized product recommendations can be served up via segmented email blasts, tailored ads, next to related products on marketplaces and direct-to-consumer (DTC) sites — and can be particularly effective.

If increasing your average order value (AOV) is a goal for 2025, or you're simply hoping to clear more inventory, personalization is an important avenue to invest in. Across generation groups, personalized product recommendations prove fairly effective.

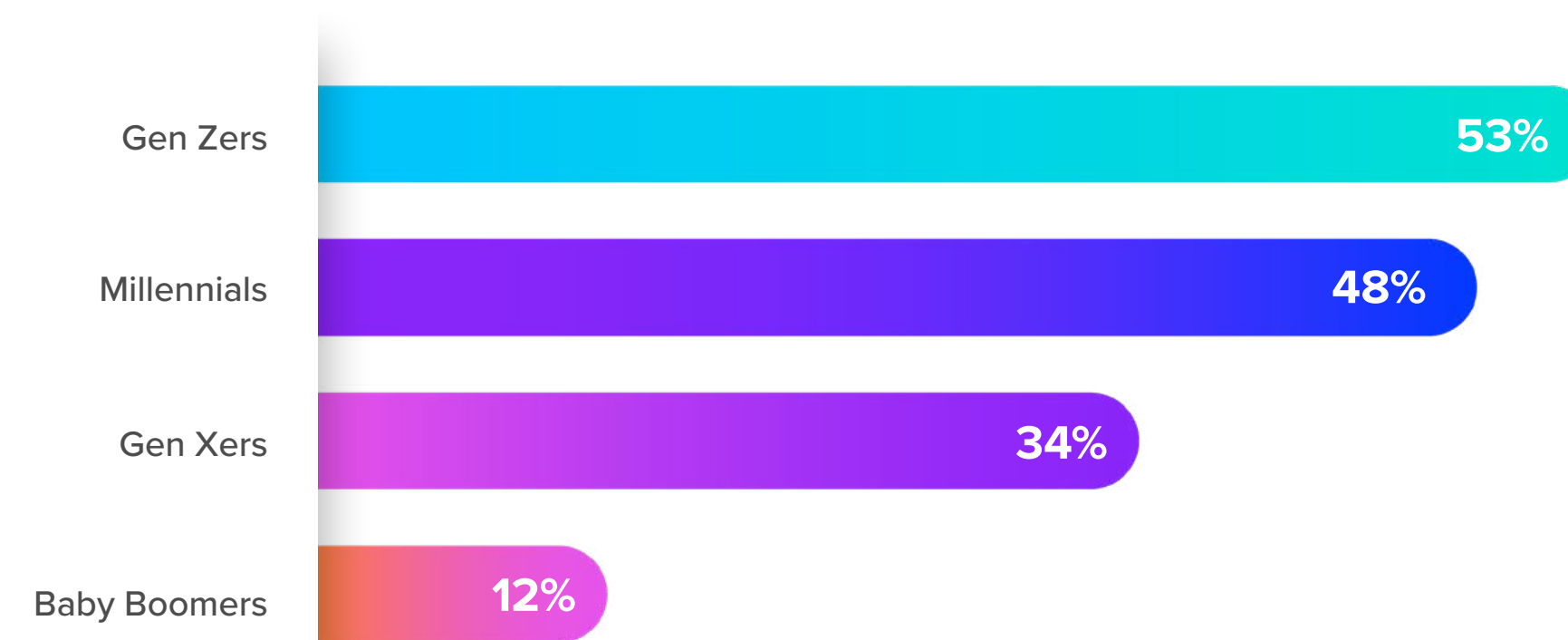


## 37% of Shoppers Buy More Often Due to Personalized Product Recommendations

QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)

## What Percentage of Shoppers Buy More Often Due to Personalized Product Recommendations?

Generation Group Breakout



QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)



## Choose To Use Wisely: Data Usage and Consumer Concern

Shoppers strongly desire personalized experiences. However, the uncertainty of how their data is being used may stop them in their tracks.



**19%** of Shoppers Have Concerns About How Their Data Is Used for Personalization

QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)

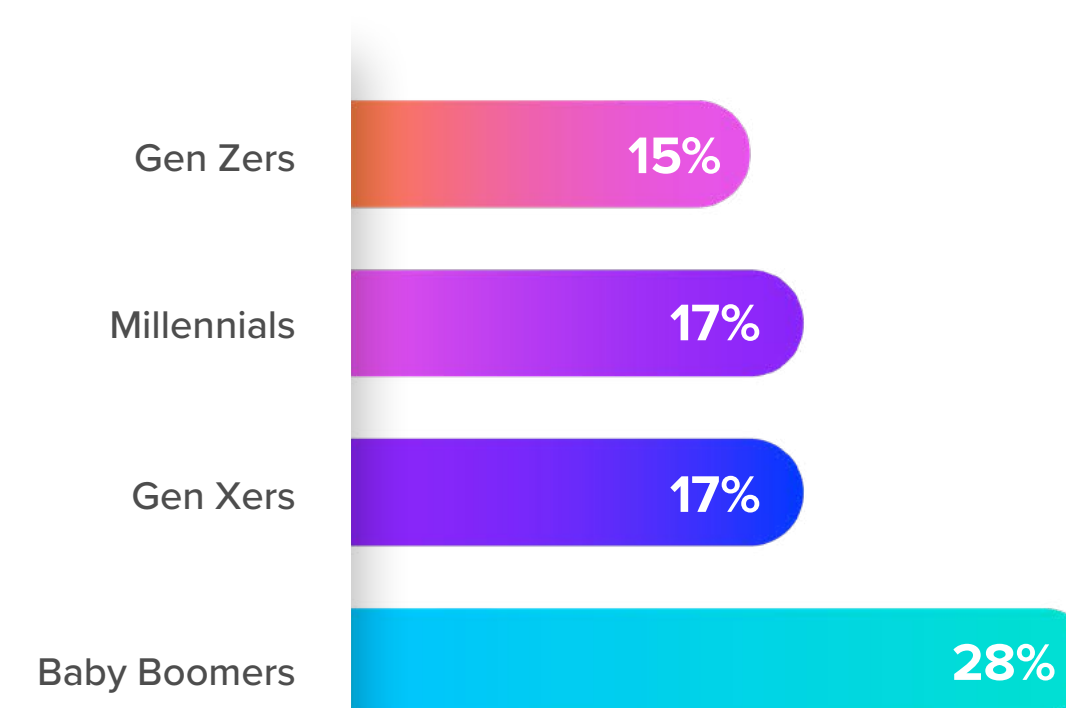
Among generation groups, concerns are highest among baby boomers. The same hesitation exists among baby boomers toward other types of technology that utilize data to improve shopping experiences, like artificial intelligence (AI).

Practicing transparency for how data is collected and used can assuage some of these fears, that is, if shoppers read your terms and conditions or posted policies.



## What Percentage of Shoppers Have Concerns About How Their Data Is Used for Personalization?

Generation Group Breakout



QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS, AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)



## Shopper Forecasting: What They Want and What They Expect in 2025

If you want to get inside shoppers' minds before the new year, here are a few important insights on what's catching their eye (and what they expect) from product detail pages (PDPs), personalization efforts, and brands and retailers.

### Cut It: Shoppers Put Spending on the Chopping Block in 2025

Many shoppers will be guarding their wallets, with 69% making a New Year's resolution to reduce their spending in 2025.

Millennials are the most likely to make this resolution at 82%, with Gen Zers and Gen Xers not far behind.

However, nearly 60% of baby boomers don't plan on cutting back spending in 2025. Perhaps they don't believe in making New Year's resolutions, or maybe they really don't care about curbing their spending habits as much as other generations.



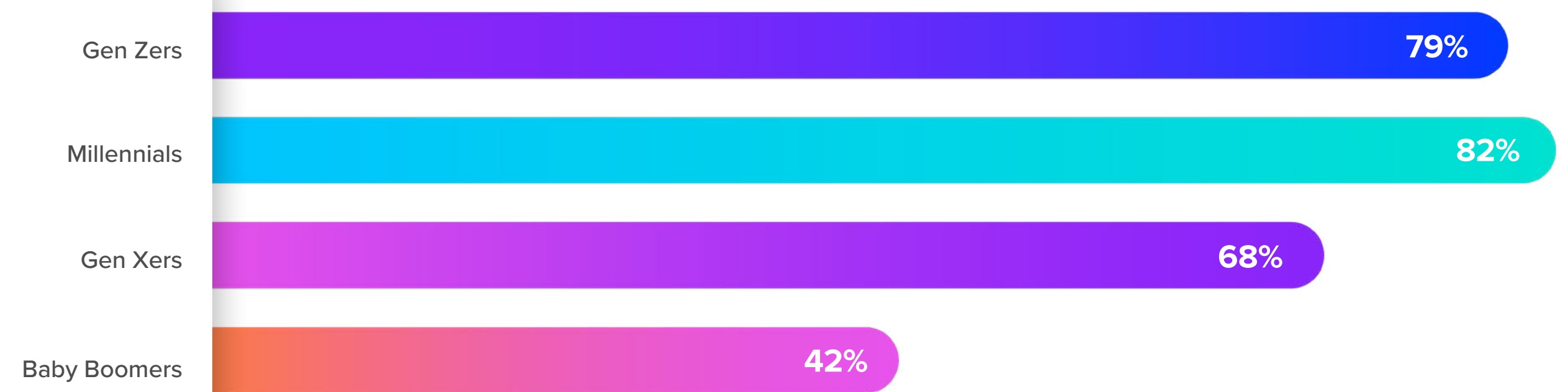
**69%** of Shoppers Will Make a New Year's Resolution to Cut Back on Spending in 2025

QUESTION: DO YOU PLAN TO MAKE A NEW YEAR'S RESOLUTION TO CUT BACK ON SPENDING IN SOME WAY IN 2025? BASE: ALL COMPLETE RESPONSES (N=1,033)



### Which Shoppers Will Make a New Year's Resolution to Cut Back on Spending in 2025?

*Generation Group Breakout*



QUESTION: DO YOU PLAN TO MAKE A NEW YEAR'S RESOLUTION TO CUT BACK ON SPENDING IN SOME WAY IN 2025? BASE: ALL COMPLETE RESPONSES (N=1,033)



## Demure and Mindful: Enhanced Content Makes a Powerful Impression on PDPs

You don't need a reminder of the increasing vastness of the digital shelf — the number of products, the number of competitors — or maybe you do.

How can brands expect consumers to make a decision or, more aptly, choose their products over others without engaging product pages?

Add the dazzle to your brand's razzle with [enhanced content](#), increasingly applauded by shoppers for its helpfulness.

In the survey, enhanced content was defined as “product content that goes beyond the basic parts of a product page, including comparison charts, feature tours, extensive image galleries, downloadable materials, videos, and longer, more customized product descriptions” — and an overwhelming majority of online shoppers find it helpful.



**87%** of Online Shoppers Find Enhanced Content Helpful

QUESTION: DO YOU FIND ENHANCED PRODUCT CONTENT HELPFUL WHEN SHOPPING ONLINE? ENHANCED PRODUCT CONTENT INCLUDES PRODUCT CONTENT THAT GOES BEYOND THE BASIC PARTS OF A PRODUCT PAGE, INCLUDING COMPARISON CHARTS, FEATURE TOURS, EXTENSIVE IMAGE GALLERIES, DOWNLOADABLE MATERIALS, VIDEOS, AND LONGER, MORE CUSTOMIZED PRODUCT DESCRIPTIONS. BASE: ALL COMPLETE RESPONSES (N=1,033)

There are some slight differences by generation group — but even with baby boomers responding the least favorably, nearly 75% of respondents find enhanced content helpful.

Enhanced content may differ depending on the channel or retailer you're connecting to. However, adding enhanced content to your Amazon PDPs, called A+ Content, can take just a few minutes to launch.

If your brand is unsure of what content to add, using AI in your ecommerce strategy can help you repurpose existing content in new ways — at the very least, it can help you brainstorm what content to create.

## What Percentage of Online Shoppers Find Enhanced Content Helpful?

*Generation Group Breakout*



QUESTION: DO YOU FIND ENHANCED PRODUCT CONTENT HELPFUL WHEN SHOPPING ONLINE? ENHANCED PRODUCT CONTENT INCLUDES PRODUCT CONTENT THAT GOES BEYOND THE BASIC PARTS OF A PRODUCT PAGE, INCLUDING COMPARISON CHARTS, FEATURE TOURS, EXTENSIVE IMAGE GALLERIES, DOWNLOADABLE MATERIALS, VIDEOS, AND LONGER, MORE CUSTOMIZED PRODUCT DESCRIPTIONS. BASE: ALL COMPLETE RESPONSES (N=1,033)

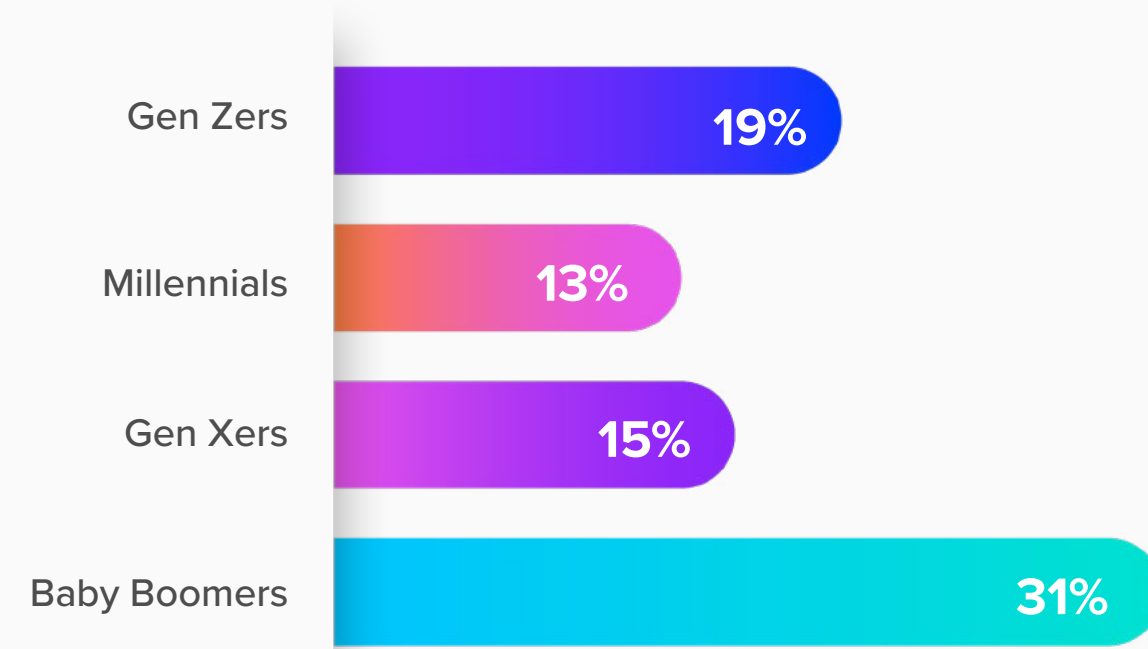
### Final Destination: What Matters Most on Product Pages

For the necessities and can't-resist purchases, what parts of product pages are the most impactful for brands to focus on? Customer ratings and reviews drive final decisions a quarter of the time, underscoring their importance. Compelling visuals aren't far behind.

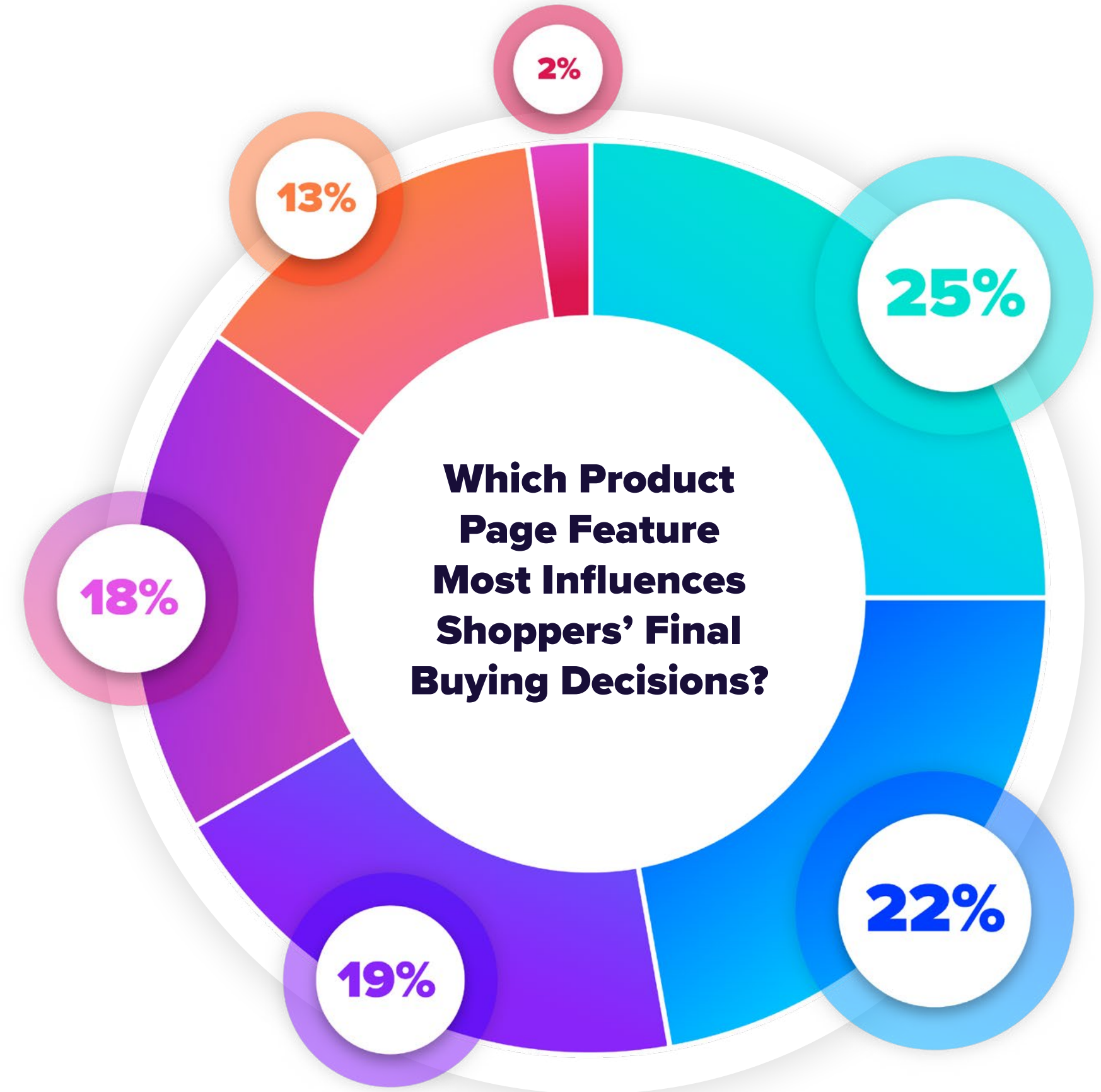
Even though baby boomers aren't particularly motivated to make a New Year's resolution to cut back on spending in 2025, it doesn't mean that price doesn't matter to them. Interestingly, nearly a third (31%) of baby boomers consider pricing and availability the most important influence on their final buying decision — significantly more than other generation groups.

#### What Percentage of Shoppers Are Most Influenced by Pricing and Availability?

Generation Group Breakout



QUESTION: WHICH PART OF THE PRODUCT PAGE HELPS YOU THE MOST IN MAKING A FINAL BUYING DECISION ONLINE? BASE: ALL COMPLETE RESPONSES (N=1,033)



- 25%** Customer ratings and reviews
- 22%** Product images and videos
- 19%** Pricing and availability
- 18%** Product title and description
- 13%** Enhanced product content (e.g., comparison charts, feature tours, brand content)
- 2%** No online purchases

QUESTION: WHICH PART OF THE PRODUCT PAGE HELPS YOU THE MOST IN MAKING A FINAL BUYING DECISION ONLINE? BASE: ALL COMPLETE RESPONSES (N=1,033)



## Great (Brand and Retailer) Expectations

Before shoppers set foot in your store or lay a finger on your PDP, they have expectations of how the experience will go. In other words, they're the captains now, more than ever.

Nearly a quarter of shoppers expect brands and retailers to deliver personalized shopping experiences.



**22%** of Shoppers Expect Brands and Retailers To Deliver Personalized Shopping Experiences

QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS, AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)

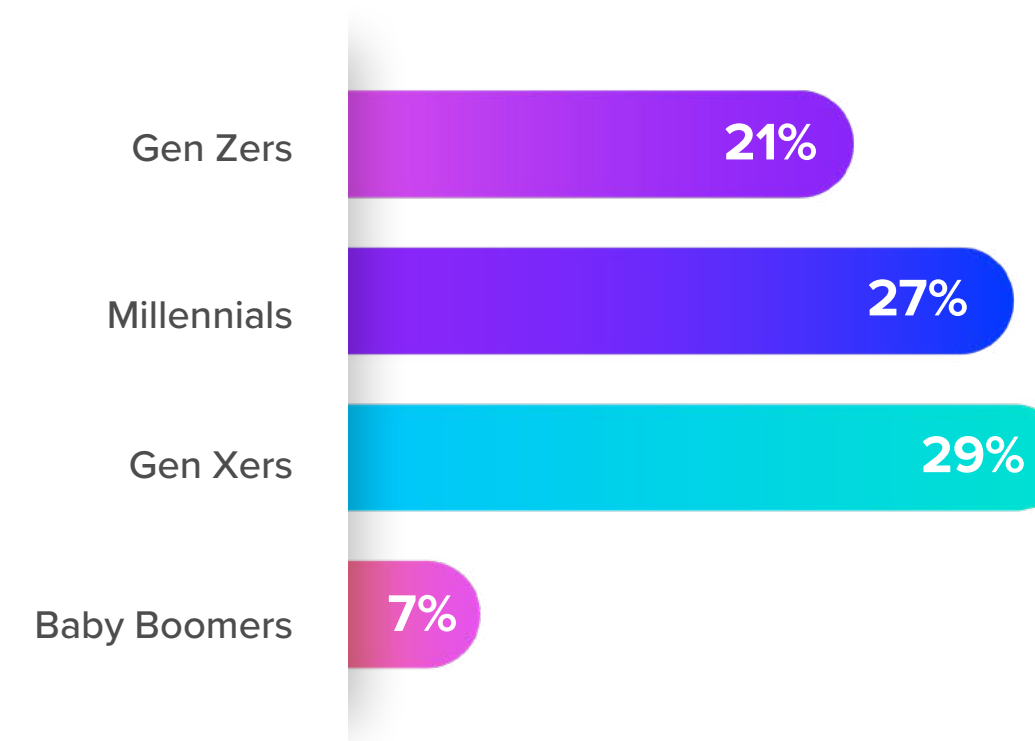


These expectations arise most from millennials and Gen Xers, with both groups having a significant amount of buying power.

Ninety-seven percent of millennials and 96% of Gen Xers are the primary decision-makers of their household, the highest of all generation groups by nearly 10%.

## What Percentage of Shoppers Expect Brands and Retailers To Deliver Personalized Shopping Experiences?

Generation Group Breakout



QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS, AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)



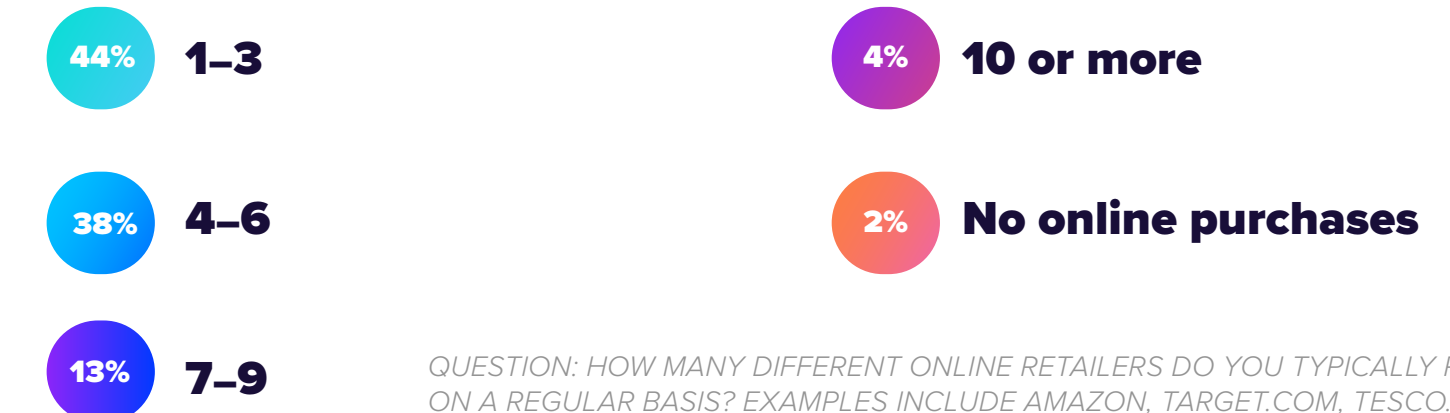
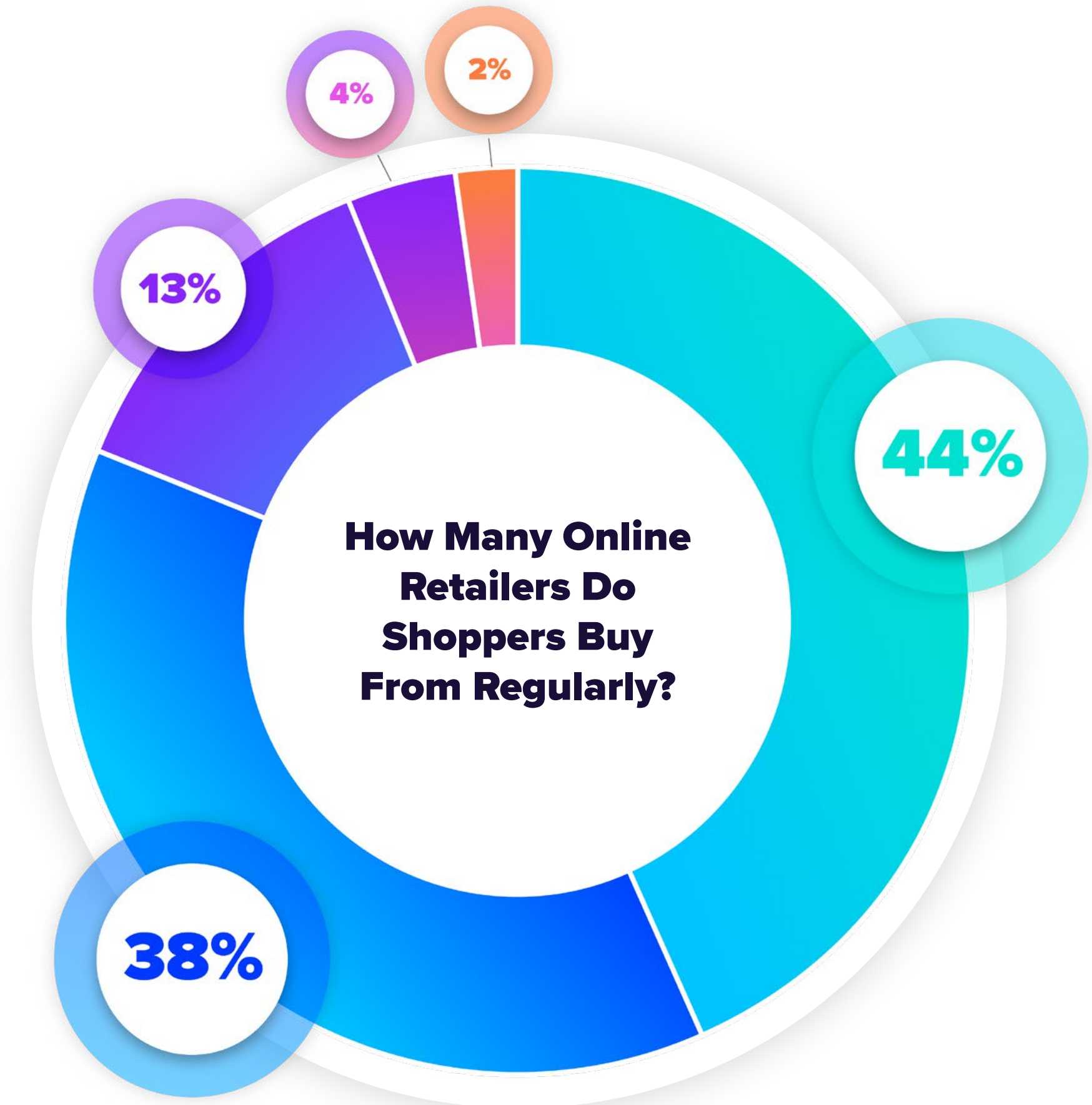
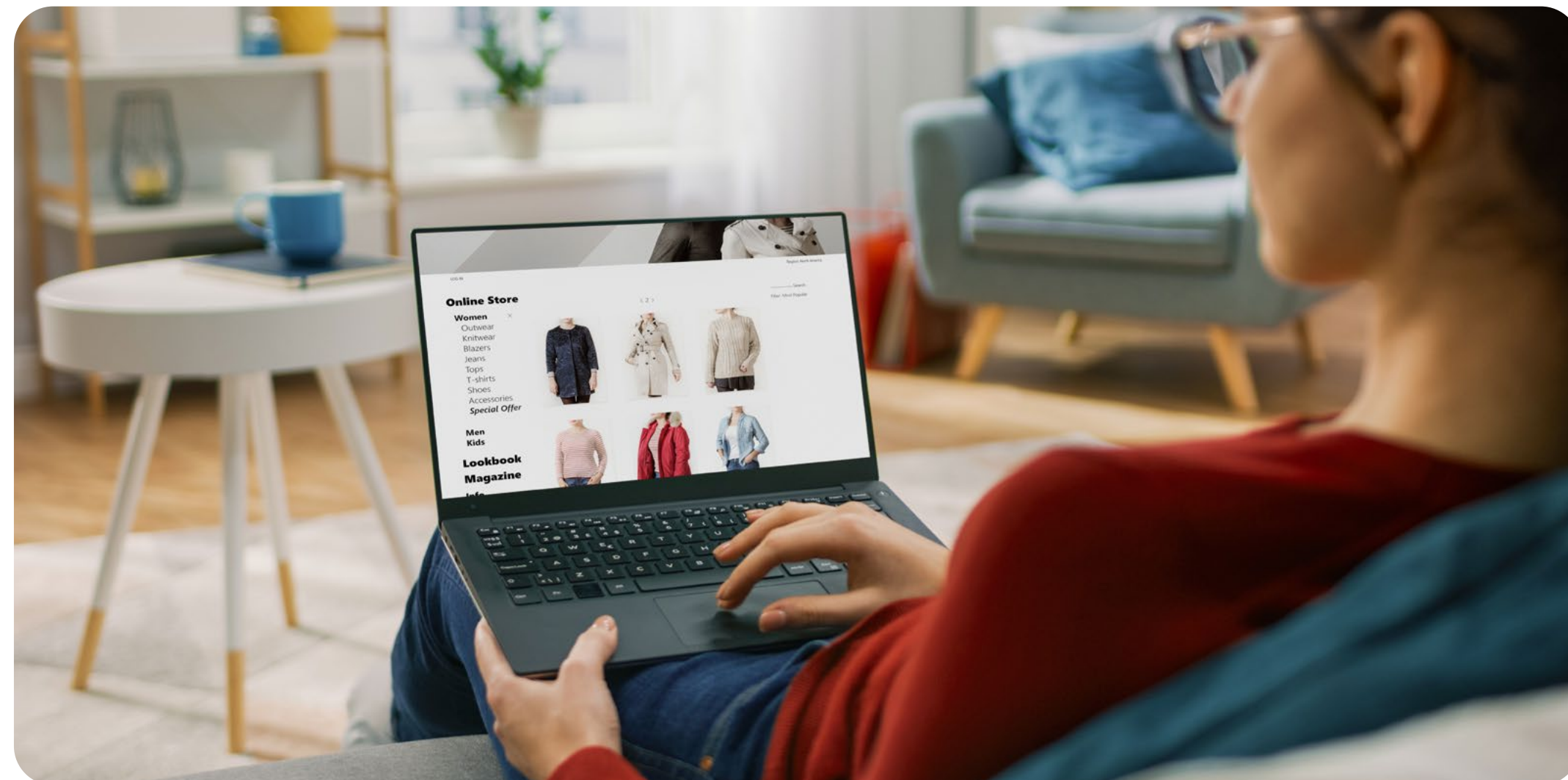
## Retail Network Expansion: Where Are Shoppers Shopping and Why?

You know by now that selling your products on just one channel isn't enough to win on the digital shelf. Consumers don't discover, consider, and purchase from just one channel — their buying journeys take them to sometimes countless touch points.

To start strong in the first quarter of the end of the first quarter of this century, shoppers' experiences need to pack a punch. Here's where they're shopping, with insights on how to make these experiences more enjoyable.

## The Regular Showing: How Many Online Retailers Do Shoppers Frequent?

Though it's impossible to track every buying journey of every shopper every time they make a purchase, it's important to know how many retailers they shop from regularly.



QUESTION: HOW MANY DIFFERENT ONLINE RETAILERS DO YOU TYPICALLY PURCHASE FROM ON A REGULAR BASIS? EXAMPLES INCLUDE AMAZON, TARGET.COM, TESCO.COM, CHEWY, INSTACART, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)



Understanding the benefits of expanding your retailer network can help you work through some potential growing pains — as this push can greatly increase your reach to new shoppers.

Even if you expand to just one more retailer, it could be one of three that 44% of shoppers buy from regularly. Millennials and Gen Xers, in particular, are most likely to shop from four to six retailers regularly.



### How Many Online Retailers Do Shoppers Buy From Regularly?

Generation Group Breakout

	Gen Zers	Millennials	Gen Xers	Baby Boomers
<b>1-3</b>	<b>45%</b>	<b>32%</b>	<b>38%</b>	<b>63%</b>
<b>4-6</b>	<b>39%</b>	<b>44%</b>	<b>40%</b>	<b>26%</b>
<b>7-9</b>	<b>11%</b>	<b>18%</b>	<b>15%</b>	<b>6%</b>
<b>10 of more</b>	<b>4%</b>	<b>5%</b>	<b>7%</b>	<b>0%</b>
<b>No online purchases</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>6%</b>

QUESTION: HOW MANY DIFFERENT ONLINE RETAILERS DO YOU TYPICALLY PURCHASE FROM ON A REGULAR BASIS? EXAMPLES INCLUDE AMAZON, TARGET.COM, TESCO.COM, CHEWY, INSTACART, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)

### Preferential Treatment: Brands, Retailers, and Personalization

Personalization can take many forms — not just name tokens. A nurturing customer experience should be very personal. Shoppers don't just expect personalization from brands and retailers — they prefer it.

Being an online retailer that offers personalization can increase the likelihood that you're among the few that shoppers frequent, especially if they're choosy or suffering from decision fatigue.



**16%** of Shoppers Prefer Brands and Retailers That Offer Personalized Shopping Experiences

QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS, AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)

### Are You Experienced? How To Make Shopping 'Enjoyable'

If one of your organization's ongoing goals isn't to make shoppers enjoy buying your products and interacting with your brand, then, respectfully, what are you doing?

Not being mindful in your communications of a customer's tastes, preferences, and buying stage can make your brand appear tone deaf, annoying, or just result in your efforts being ignored — and that's wasted marketing spend (and energy).

Another goal to add to the list in 2025: No energy wasted by ecommerce professionals — it's too valuable.



**19%** of Shoppers Say Personalization Makes Shopping Experiences More Enjoyable

QUESTION: HOW HAS THE INCREASING USE OF PERSONALIZATION CHANGED YOUR SHOPPING BEHAVIOR? PLEASE SELECT ALL THAT APPLY. EXAMPLES INCLUDE PERSONALIZED PRODUCT RECOMMENDATIONS BASED ON BROWSING HISTORY, CUSTOM OFFERS, AND PROMOTIONS BASED ON PURCHASE HISTORY, AI-POWERED PRODUCT SEARCHES, ETC. BASE: ALL COMPLETE RESPONSES (N=1,033)



# Top Takeaways for a Successful Next Quarter

To end 2024 with a boom and start 2025 with a bang, your business has to go beyond the basics — both in your processes and on your PDPs. This requires a commitment to assessing the past year's performance, consulting your teams, lending necessary support, and setting aligned goals.

**Here are the top four takeaways for a successful next quarter.**

- 1. Aligned goals equal powerful organizations:** Effective goal-setting can't happen in silos — it requires cross-departmental, brand, and retailer collaboration and leadership support (and, if your organization has any silos, a first quarter [Q1] goal should be removing them).
- 2. Better assessments start with better questions:** End-of-year assessments and reviews can be intimidating, confusing, and maybe even boring — brainstorming open, honest Q&A formats for directors, managers, and reports to use will drive positive change.
- 3. Personalize prolifically:** Consumers not only prefer personalization (particularly personalized product recommendations), but they expect it and often purchase more because of it — get creative with how you connect to different customer segments.
- 4. Enhance your PDPs, enhance your performance:** Enhanced content wins the favor of nearly all consumers — repurpose existing content to build out your below-the-fold with quick how-tos, comparison charts, videos, reviews, Q&As, and so on.

This potent combination will not only propel your organization into Q1 with confidence, but into its next stage of growth on the digital shelf.





# About the Authors



Salsify helps thousands of brand manufacturers, distributors, and retailers in over 140 countries collaborate to win on the digital shelf.

The Salsify Product Experience Management (PXM) platform enables organizations to centralize all of their product content, connect to the commerce ecosystem, and automate business processes to deliver the best possible product experiences across every selling destination.

Learn how the world's largest brands, including Mars, L'Oréal, The Coca-Cola Company, Bosch, and ASICS, as well as retailers and distributors, such as DoorDash, E.Leclerc, Carrefour, Metro, and Intermarché, use Salsify every day to drive efficiency, power growth, and lead the digital shelf.

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The Digital Shelf Institute (DSI) shapes the future of the commerce industry and contributes to its growth through community, content, and education.

Become a member of the DSI to unlock career growth, drive organizational improvement, and foster industry advancement through collaborative leadership and problem-solving.

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# Methodology

Salsify surveyed 1,037 participants, resulting in 1,033 completed responses comprising 533 shoppers from the U.S. and 500 shoppers from the U.K. The research excluded incomplete or partially filled surveys to ensure the accuracy and reliability of the data.

Salsify administered the survey using SurveyMonkey and collected data on August 12, 2024.

The research employed a stratified sampling method to encourage balanced, comprehensive, and diverse representation, including a goal of 25% of survey respondents for each age group (ages 18–27, 28–43, 44–59, 60–78), a balanced gender ratio, and a balanced division between the U.S. and the U.K.

- U.S. margin of error: +/- 4.331%
- U.K. margin of error: +/- 4.472%

The research objective was to comprehensively understand consumer preferences, behaviors, and attitudes throughout the buying journey.

## U.S. Consumer Survey: 533 Participants

### AGE

**18–27:** 132 (24.77%)

**27–43:** 136 (25.52%)

**44–59:** 145 (27.20%)

**60–78:** 120 (22.51%)

### GENDER

**Female:** 261 (48.97%)

**Male:** 272 (51.03%)

**Non-binary:** 0

**A gender not listed here:** 0

**Prefer not to answer:** 0

## U.K. Consumer Survey 500 Participants

### AGE

**18–26:** 116 (23.20%)

**27–43:** 141 (28.20%)

**44–59:** 132 (26.40%)

**60–78:** 111 (22.20%)

### GENDER

**Female:** 250 (50%)

**Male:** 250 (50%)

**Non-binary:** 0

**A gender not listed here:** 0

**Prefer not to answer:** 0