



**2025**

REPORT

# *Consumer Research*

*Meet Every Shopper, Every Channel, Every Moment*







# Entering the Always-On Era of Shopping

*Shoppers Are Redefining the Shopping Experience (Again)*

It's nothing new: The way shoppers move through the buying journey has shifted — again — and will continue to change until the end of time. While that may seem dramatic, it's not false. Shoppers have never been stagnant, and your brand shouldn't be either.

What's more apparent than ever before is that shopping is no longer just something shoppers “do” — it's something that's always happening (whether they're aware of it or not).

It's become clear that the boundaries between “shopping” and “not shopping” have dissolved, whether shoppers come across your brand while

watching YouTube, scrolling on TikTok, searching through Google's endless results pages, or walking through a brick-and-mortar store.

Our consumer research shows that if brands want to achieve success in 2025, they must meet every shopper across every channel, at every moment, with engaging, accurate, and consistent shopping experiences and product content.

Learn how to build meaningful connections at every touch point, create seamless shopping experiences, and stay present in every moment that matters to shoppers.

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### Icon Key

Keep an eye out for these icons throughout the report to get actionable insights that can help you guide your brand strategy.



**Ecommerce 101:** This icon highlights foundational ecommerce concepts and best practices, helping you build a solid digital shelf foundation — no matter where you are in your journey.



**Growth Hack:** This icon highlights helpful data-based tips, helping you build a strategy that drives customer acquisition, conversion rates, and revenue growth.



**Trend Watch:** This icon highlights emerging trends still in their infancy, allowing you to get ahead of the competition.



# 01 *Awareness*

## *How Shoppers Discover New Products and Brands*

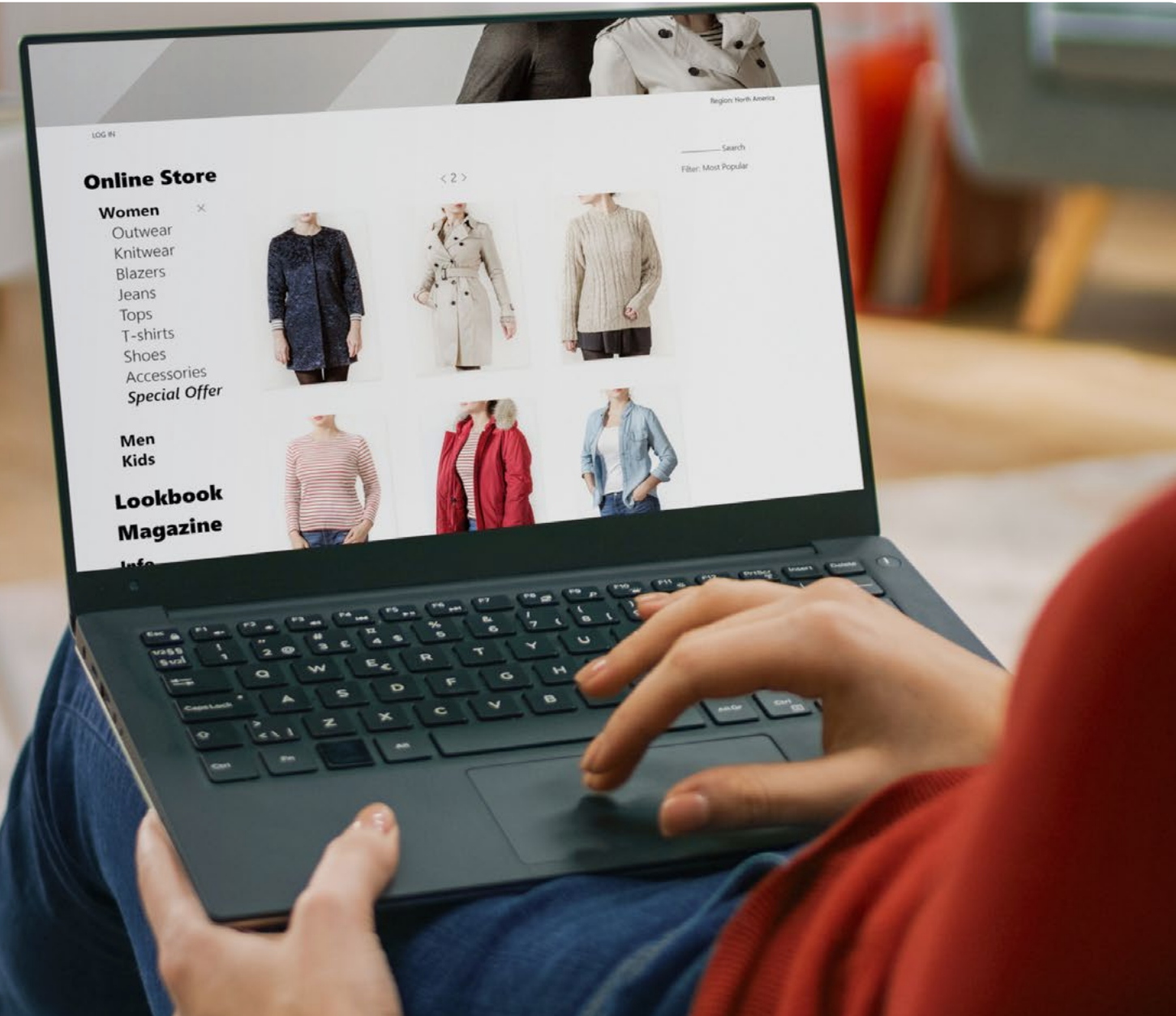
Shoppers are increasingly turning to digital channels for product and brand discovery — and these preferences for more product content, more personalization, and more unique shopping experiences will only continue to grow. Brands must be prepared to keep up with the increasingly omnichannel nature of the awareness stage.





# Online Spending Trends

Ecommerce Growth Patterns Reflect Shifting Shopping Habits



As ecommerce growth stabilizes, traditionally in-store shopping verticals are seeing the most significant increase in online adoption — indicating that shoppers are becoming more comfortable buying (virtually) anything online.

## TREND WATCH

**21%** of Total Global Retail Sales Will Come From Ecommerce in 2025

Source: [eMarketer](#)

## Global Ecommerce Sales: Steady Growth Signals Market Maturation in 2025

Ecommerce is predicted to grow modestly in 2025, as it's projected to make up 21% of total global retail sales — a shift from the hypergrowth predictions of previous years, according to the [“Worldwide Retail Ecommerce Forecast 2024”](#) report from eMarketer.

However, these numbers may highlight a maturation of the market rather than stagnation — a natural progression that could indicate movement toward steadier, more reliable growth patterns. While this increase may be modest, the expected \$6.86 trillion in online sales in 2025 represents an enormous opportunity for brands — despite the less-than-explosive growth predictions.



### GROWTH HACK

#### Build a Unified Strategy for the Omnichannel Era

Prioritize an omnichannel approach to ensure you meet shoppers wherever they are in the buying journey. Build seamless shopping experiences to help shoppers weave between online and in-store shopping.

While the majority of spending happens offline, product and brand discovery, research, and even purchases are increasingly (and, often, overwhelmingly) happening online.



## Economic Environment: Shoppers Make Changes To Navigate Financial Pressures

Between inflation, rising costs, interest rates, and many other economic factors, shoppers have taken steps to maintain — and cut back on — spending, highlighting notable economic pressure on households.

The majority (66%) of shoppers have cut back on non-essential purchases like luxury products and dining, and 52% have shifted to store-brand products and less-expensive alternatives. A surprising 27% of shoppers have even taken on a side hustle to keep their budget balanced, and 18% have dug into their savings or taken on additional debt to make ends meet.



### GROWTH HACK

#### Prioritize Value for Budget-Minded Shoppers

As shoppers manage a wide range of economic factors, prioritizing value within your promotions and product offerings could help budget-minded shoppers make the most of their money.

Consider exclusive promotions and loyalty programs to offer additional savings for repeat customers. Value packs and bundling could be another way to help shoppers find the best deal.

## What Are Shoppers Doing To Cut Back on Spending?

66%

of Shoppers Cut Back on Non-Essential Purchases

52%

of Shoppers Shifted To Less-Expensive Products

QUESTION: CONSIDERING THE CURRENT ECONOMIC ENVIRONMENT (E.G., INFLATION, RISING COSTS, INTEREST RATES), HOW HAVE YOUR SPENDING HABITS CHANGED WITHIN THE LAST YEAR? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)

## What Are Shoppers Doing To Maintain Spending?

27%

of Shoppers Took on a Side Hustle

18%

of Shoppers Relied on Savings or Took on Debt

QUESTION: CONSIDERING THE CURRENT ECONOMIC ENVIRONMENT (E.G., INFLATION, RISING COSTS, INTEREST RATES), HOW HAVE YOUR SPENDING HABITS CHANGED WITHIN THE LAST YEAR? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)



## Vertical Ecommerce Sales: Traditionally ‘Offline’ Verticals Grow Online

Shoppers have increased online shopping across every vertical — with the most considerable growth coming from more traditionally in-store categories, health and wellness (up 19% from 2024) and food and beverage (up 14%), according to the Salsify “2024 Consumer Research” report, highlighting that shoppers might be growing more comfortable with buying online.

Fashion and apparel (71%) and electronics (68%) retake the lead, with the overwhelming majority of shoppers indicating that they’ve purchased a product from these categories within the last year — showing substantial maturity within these categories.



### GROWTH HACK

#### Take a Page From the Top Online Vertical: Fashion and Apparel

Take a page from leading fashion and apparel brands, which use a wide range of product content and shopping experiences to give shoppers new ways to engage with products online.

From 360-degree image views of items and videos showing how the fabric moves in the real world to highlights of user-generated content (UGC) and enhanced lifestyle imagery, shoppers can access a wide range of product content that helps them make final buying decisions.

## What Types of Products Have Shoppers Bought Online?

Vertical	Percentage	Increase From 2024
Fashion and apparel	71%	+4%
Electronics	68%	+8%
Food and beverage	63%	+14%
Personal care and beauty	54%	+6%
Health and wellness	52%	+19%
Household supplies	51%	+9%
Furniture and home goods	44%	+8%
Home improvement	36%	+5%
Alcohol	28%	+7%
Sports and outdoor	28%	+3%
Toy and baby	27%	+2%

QUESTION: WITHIN THE LAST YEAR, HAVE YOU PURCHASED A PRODUCT ONLINE FROM ANY OF THE FOLLOWING CATEGORIES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)

2024 DATA SOURCE: SALSIFY “2024 CONSUMER RESEARCH” REPORT



# Discovery Channel Trends

*Always-On Shopping, Social Commerce, and AI Reshape the Discovery Landscape*



Shopping has moved from an intentional action to something that’s always happening; brand and product discovery continues its shift to online channels; and social media and artificial intelligence (AI) tools show emerging potential — all emphasizing the expanding digital maturity of shoppers.

## ECOMMERCE 101

### What Is Ambient Shopping?

Ambient shopping is the act of making a purchase while doing something else, such as casually browsing social media or watching a streaming service, without intentionally searching for that product.

### What Is Intentional Shopping?

Intentional shopping is the act of deciding whether you need or want a product and then visiting a physical brick-and-mortar store or an online channel to purchase it.

## Ambient Shopping: Shopping Is No Longer Just Something You ‘Do’ — It’s Always Happening

The emergence of ambient shopping highlights one crucial truth: Shopping isn’t just something you “do.” It’s also something that’s always happening. Scrolling TikTok or Instagram? You’re also shopping. Watching Netflix or YouTube? Same thing.

Ambient shopping has become mainstream, with an overwhelming majority (69%) of shoppers saying they participate in this passive buying behavior. Millennials (76%) and men (75%) lead as the groups that are most likely to make a purchase while multitasking, but the rates are high across all genders and generation groups.



### GROWTH HACK

#### Be Present on Passive Discovery Channels

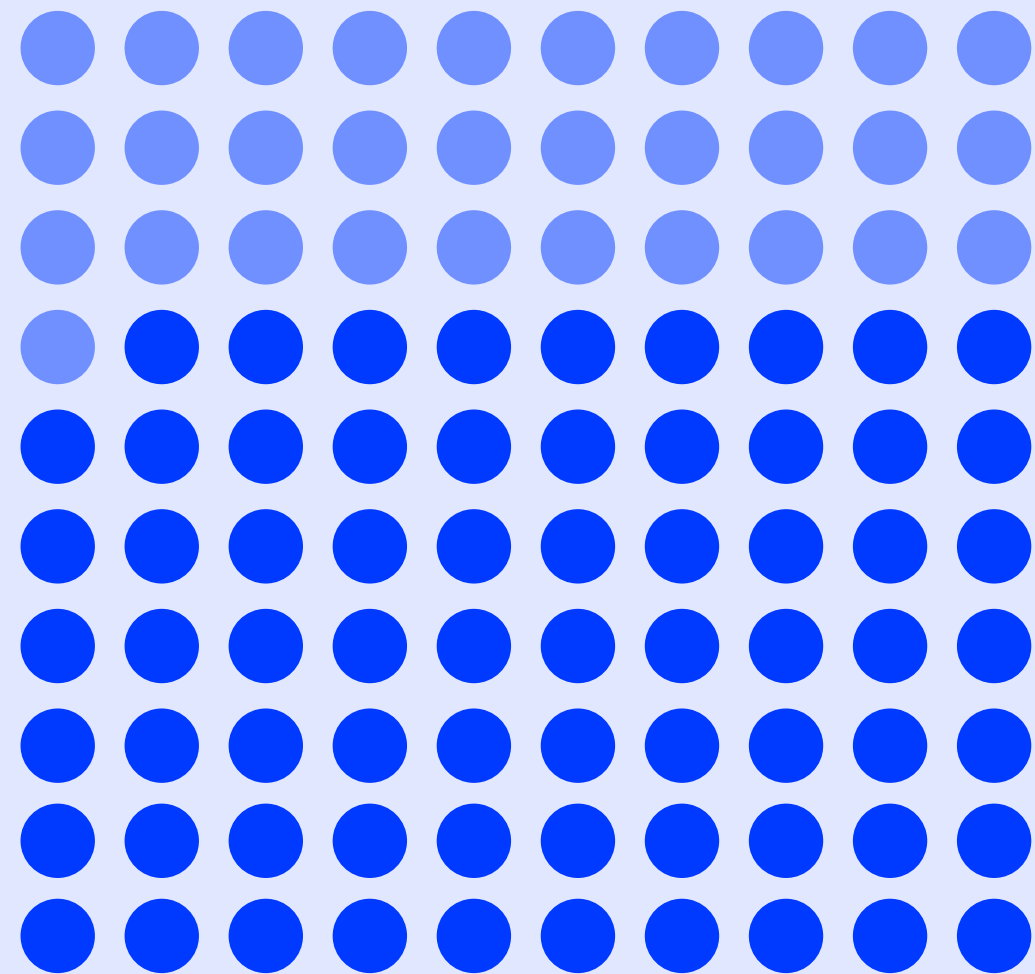
What does this signal for brands? You must be present on the biggest passive discovery channels: Show up on shoppers’ TikTok For You Pages (FYPs), Instagram Stories, YouTube Lives — and anywhere else your audience spends their time.

Social media, digital streaming services, and other passive channels are a normal part of everyday life for most shoppers, so ensure your brand presence is everywhere they show up digitally.

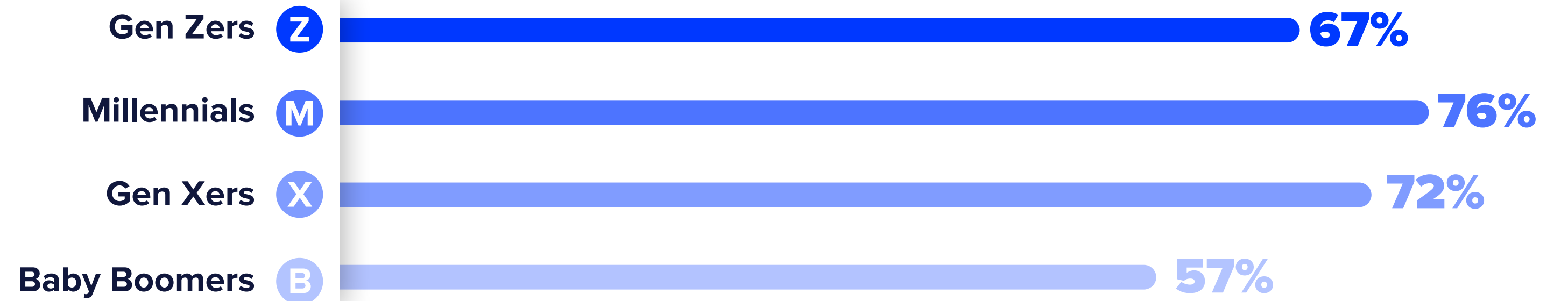


# 69%

## of Shoppers Have Participated in 'Ambient' Shopping



### Generation Group Breakout



### Gender Breakout



QUESTION: HAVE YOU EVER MADE AN ONLINE PURCHASE WHILE DOING SOMETHING ELSE, LIKE CASUALLY BROWSING SOCIAL MEDIA OR WATCHING A SHOW, WITHOUT INTENTIONALLY SEARCHING FOR THAT PRODUCT? BASE: ALL COMPLETE RESPONSES (N=1,910)



## Product and Brand Discovery Channels: Online Marketplaces Edge Out Physical Retail Stores

When it comes to product and brand discovery, a new channel has taken over the top spot from physical retail stores: online marketplaces. For 57% of shoppers, Amazon and similar sites are the primary go-to spot to discover new products and brands — up 10% from last year, according to the 2024 Salsify report, when 47% listed it as a primary discovery source.

While physical retail stores remain a crucial discovery channel for 54% of shoppers, the channel decreased slightly from last year. Could this be the start of a shift away from brick-and-mortar stores for shoppers? Across the board, online channels saw notable increases from 2024, and these trends are expected to grow as shoppers continue to embrace omnichannel commerce.



### GROWTH HACK

#### Digital Discovery Is Rising — Meet Shoppers Everywhere

Success on the digital shelf relies on finding out where your shoppers are — and meeting them there.

As online platforms continue to grow as product and brand discovery channels, you must ensure your brand has an engaging and accurate presence everywhere your target audience is online. Having an omnichannel approach to commerce is more important than ever.





## Where Do Shoppers Discover New Products and Brands?

Category	Channel	Percentage	Increase From 2024
Offline Channels	Physical retail stores	54%	-3%
	Recommendations from friends or family	51%	9%
Online Channels	Online marketplaces (e.g., Amazon, eBay)	57%	10%
	Search engines (e.g., Google)	55%	6%
	Social media (e.g., TikTok, Instagram, YouTube)	51%	8%
	Retail websites (e.g., Macy's, Target)	28%	7%
	Brand websites (e.g., Nike, Warby Parker)	24%	5%
	Delivery apps (e.g., Instacart)	12%	7%

Category	Channel	Percentage	Increase From 2024
Media Advertising	Video ads (e.g., TV, Hulu)	20%	7%
	Print ads (e.g., magazines, direct mail)	14%	3%
	Podcast ads (e.g., The Daily, StartUp)	10%	4%
Digital Information and Opinion Sources	Product review websites (e.g., Wirecutter, CNET)	13%	2%
	Online forums (e.g., Reddit)	13%	3%
	Blogs	5%	2%

QUESTION: WHERE DO YOU PRIMARILY DISCOVER NEW PRODUCTS AND BRANDS? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)

2024 DATA SOURCE: SALSIFY "2024 CONSUMER RESEARCH" REPORT



## Social Media Influencers: Convert Scrolls to Sales at Record Rates

Are social media influencers actually ... influential? Turns out, they're driving an impressive number of sales: Thirty-nine percent of shoppers made a purchase within the last year based on an influencer recommendation — an impressive 18% increase from last year, when only 21% of shoppers did the same, according to the 2024 Salsify report.

Social media has spurred the growth of content creators with highly engaged communities that value and trust influencer opinions on a wide range of products and brands. Most notable are men (48%) and millennials (48%), who are the most swayable groups for this particular discovery channel — with women (31%) and baby boomers (28%) being the least impressed by influencers.



**GROWTH  
HACK**

### Find the Right-Size Influencer Partnership for Maximum ROI

Building relationships with social media influencers could lead to an impressive return on investment (ROI), depending on your target audience and vertical, as they could expose your brand to a sizable and engaged community.

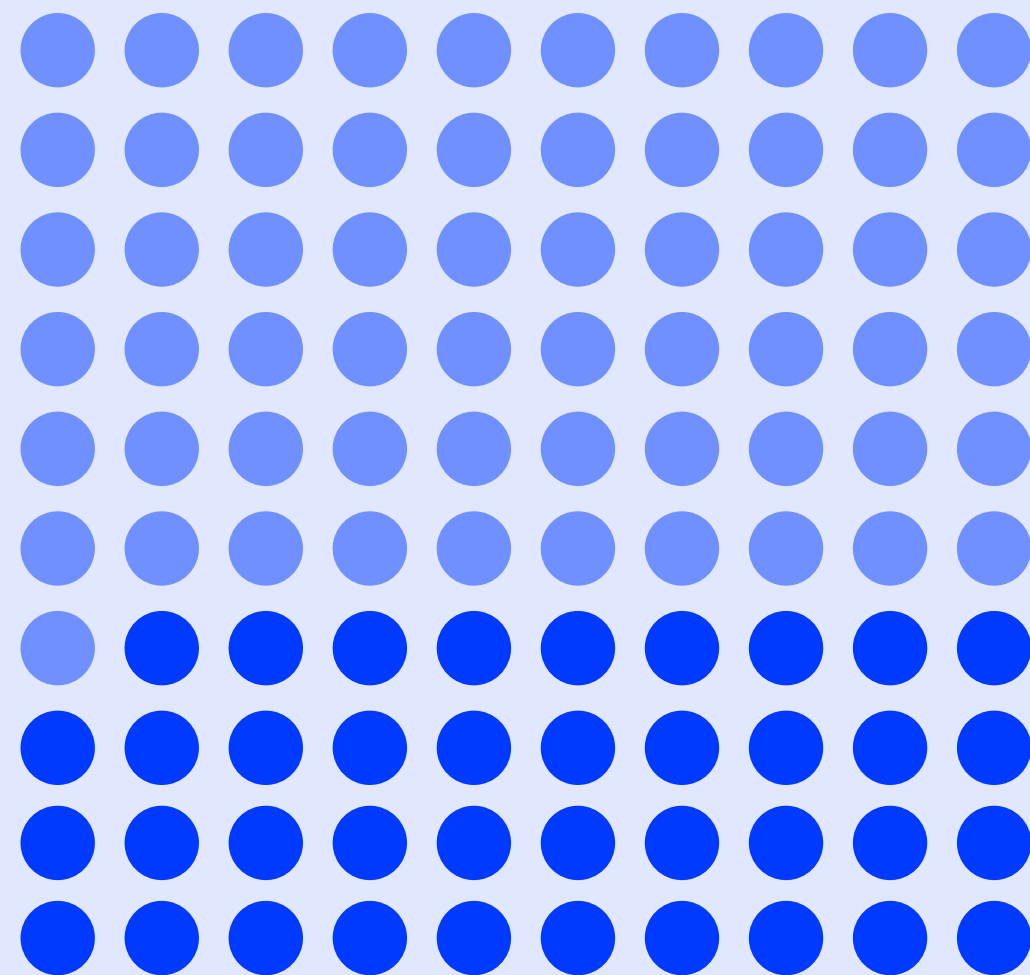
Micro-influencers, those with 100,000 followers or less who are considered experts in their specific niche, also offer connected audiences at a lower cost than “celebrity” partnerships.



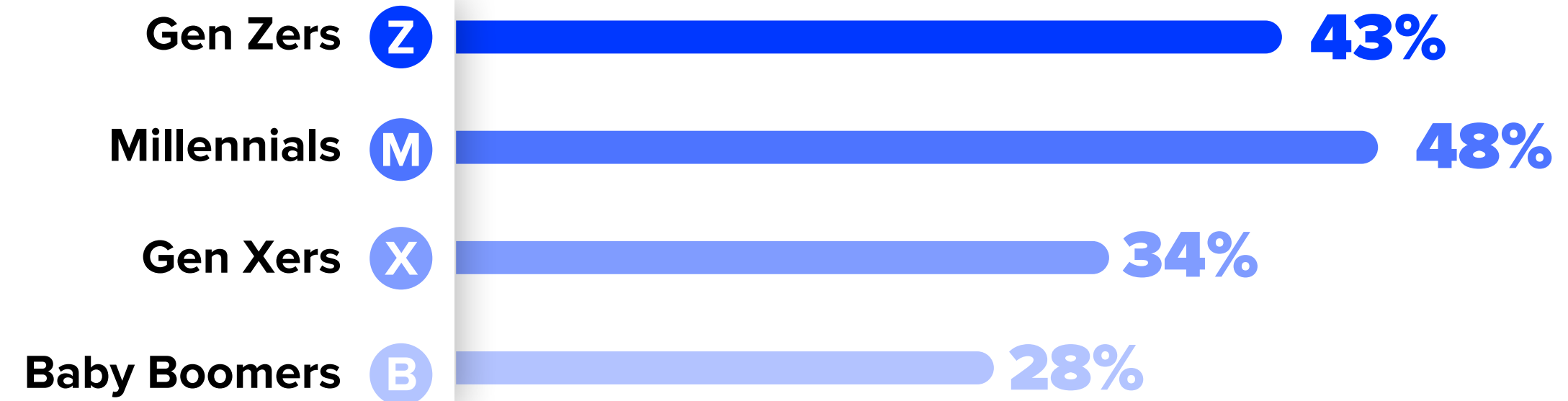


# 39%

**of Shoppers  
Purchased a  
Product Online  
Because a Social  
Media Influencer  
Recommended It**



## Generation Group Breakout



## Gender Breakout



QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PURCHASED A PRODUCT ONLINE BECAUSE A SOCIAL MEDIA INFLUENCER RECOMMENDED IT. BASE: ALL COMPLETE RESPONSES (N=1,910)



## Viral and Trending Products: Go From Social Buzz to Sold Out

Another area where social media has continued to drive influence? Trending and viral products. In the last year alone, products from every vertical — from insulated tumblers and sunscreens to cleaning appliances and candies — have gone viral on social media, prompting huge spikes in sales.

Thirty-four percent of all shoppers have purchased a viral or trending product within the last year — a 17% increase from 2024, when only 17% of shoppers sought out these hot commodities, according to the 2024 Salsify report. Gen Zers (40%), millennials (39%), and men (39%) are the most likely to buy because of virality, while baby boomers (23%) and women (29%) are the most discerning shoppers.



### GROWTH HACK

#### When Lightning Strikes, Ensure Your Brand Is Ready

While there isn't a secret formula for creating a viral or trending product, at their core, they all share one thing: exceptional product quality coupled with something unexpected or conversation-worthy that makes people want to talk about it.

Brands can't force a viral product, but they can ensure they have the ecommerce infrastructure in place to keep up with explosive demand if they get lucky in 2025.



### ECOMMERCE 101

#### What Is a Viral or Trending Product?

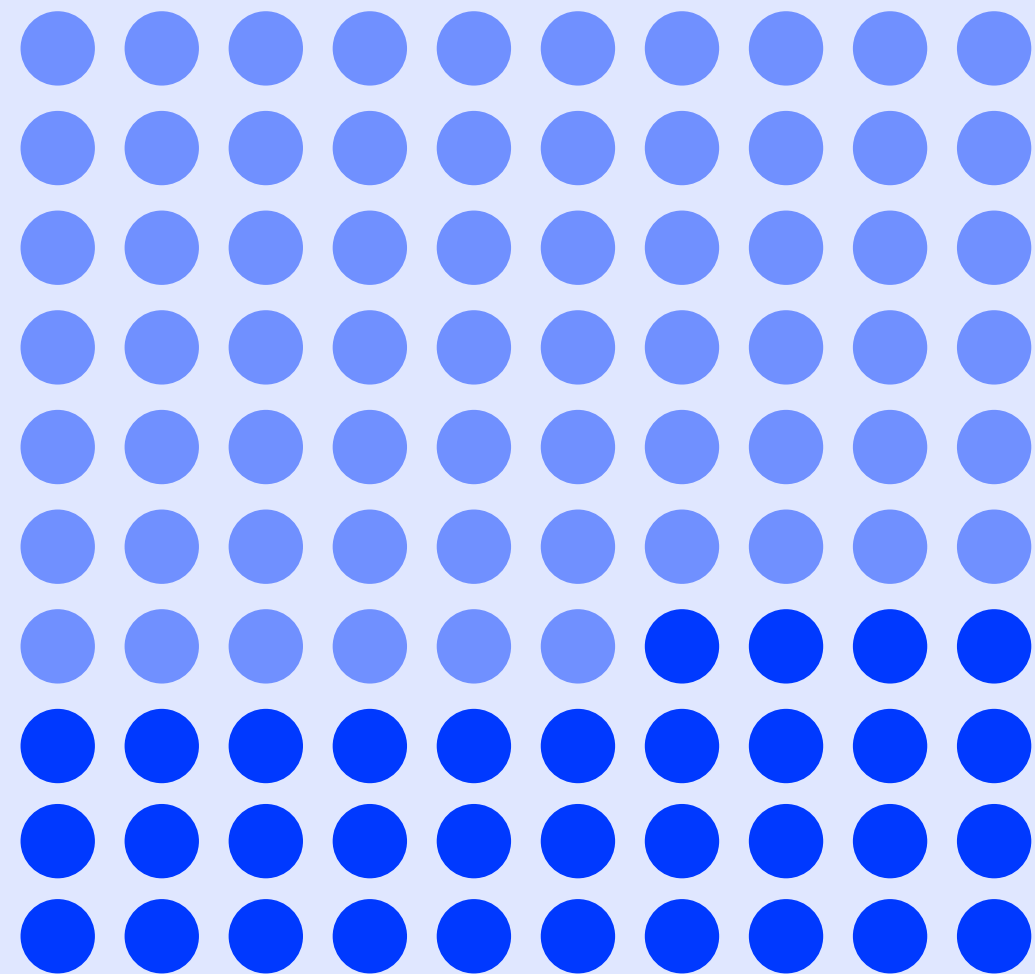
A viral or trending product is an item that suddenly gains popularity and interest on social media, often because a content creator or brand created highly captivating and shareable content that encourages audience engagement.



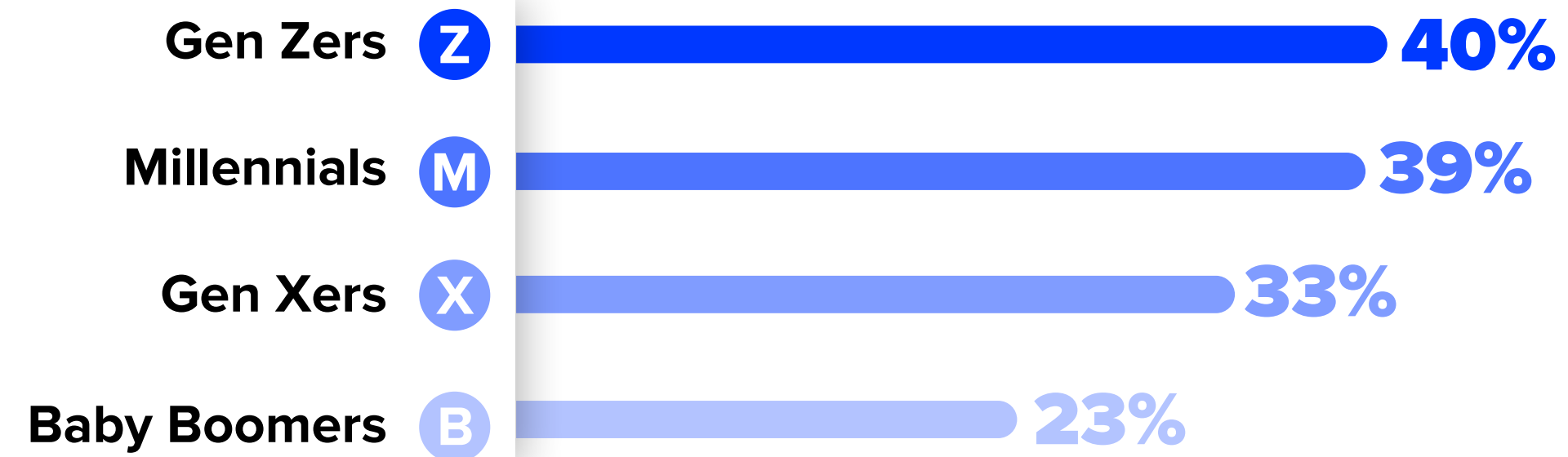


# 34%

## of Shoppers Purchased a Product Online Because It Was Trending on Social Media



### Generation Group Breakout



### Gender Breakout



QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PURCHASED A PRODUCT ONLINE BECAUSE IT WAS TRENDING ON SOCIAL MEDIA. BASE: ALL COMPLETE RESPONSES (N=1,910)



## Live Stream Shopping: Drive Real-Time Engagement With a Growing Channel

Have the televised home shopping networks of yesterday evolved into the live stream shopping experiences of today? For the 35% of shoppers who purchased something from a live stream event in the past year, the answer is yes.

This engaging shopping channel has seen a significant 22% increase from last year, according to the 2024 Salsify report, when just 13% of shoppers bought an item from a live stream shopping event. Men (47%) and millennials (43%) are the most invested in this shopping format, with baby boomers (21%) and women (24%) showing the slightest interest.



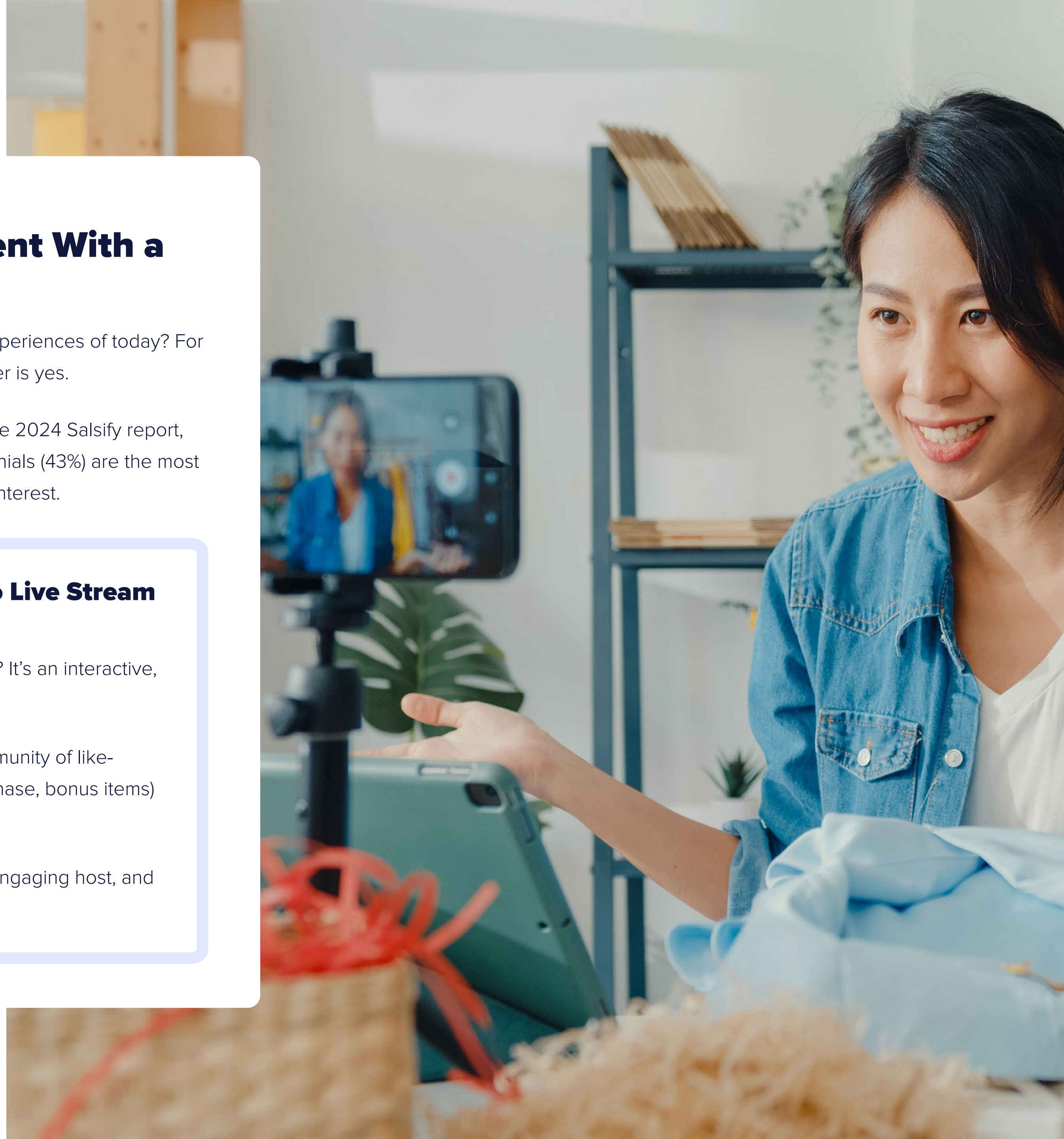
### GROWTH HACK

#### **Community + Engagement + Exclusive = The Secret to Live Stream Shopping Success**

What sets live stream shopping apart from the average ecommerce journey? It's an interactive, engaging, and (obviously) live experience.

For many shoppers, live shopping events offer a fun experience with a community of like-minded people — with promotional incentives (e.g., exclusive gifts with purchase, bonus items) and discounts as an added plus.

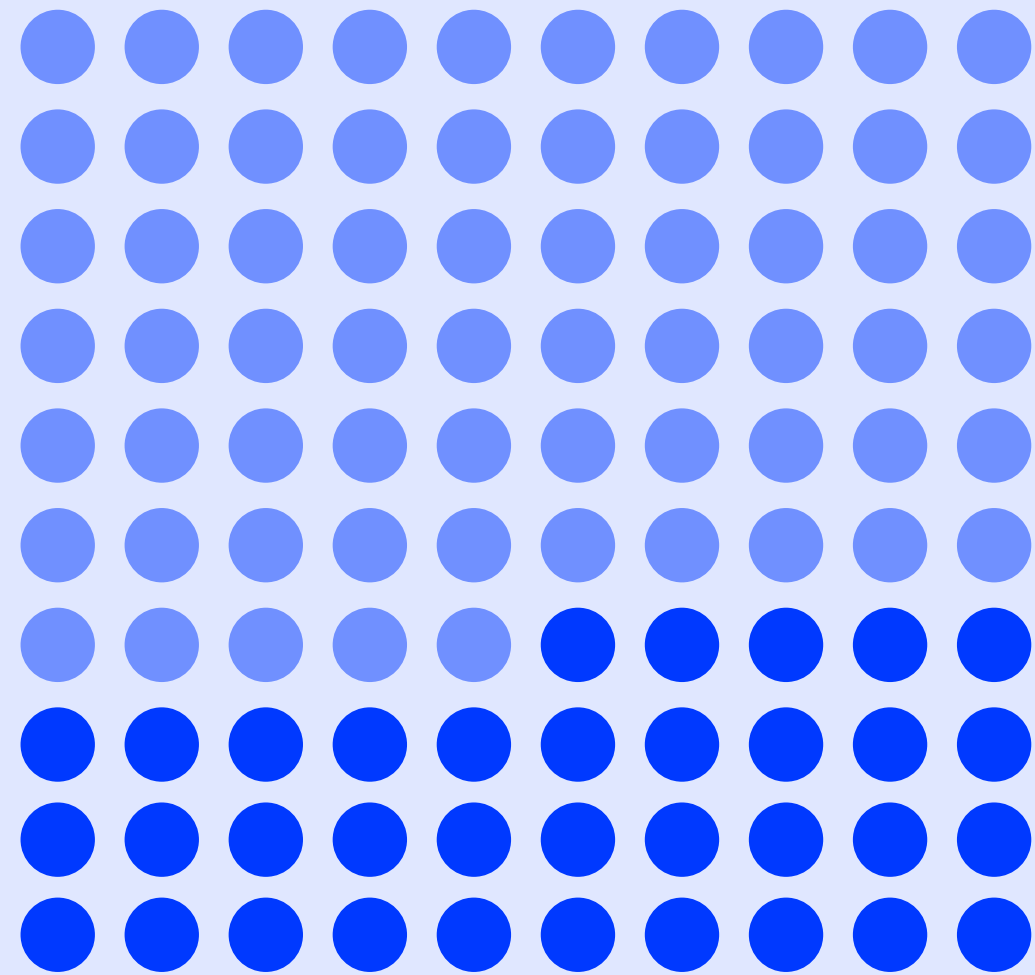
Ensure your live stream shopping events offer a connected community, an engaging host, and exclusive discounts and offers to deliver on shopper expectations.



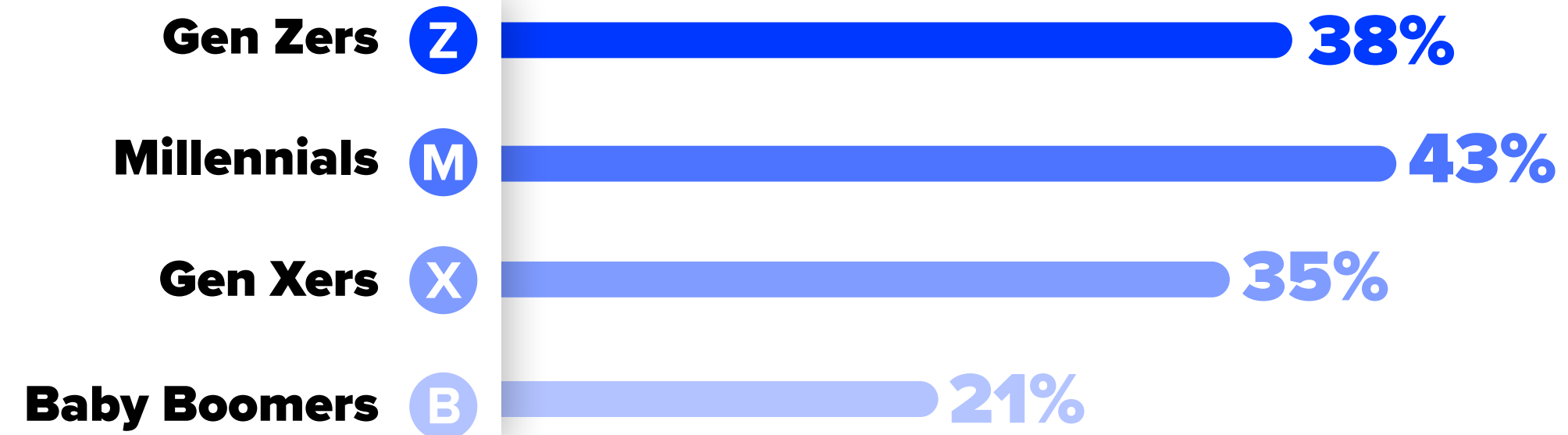


# 35%

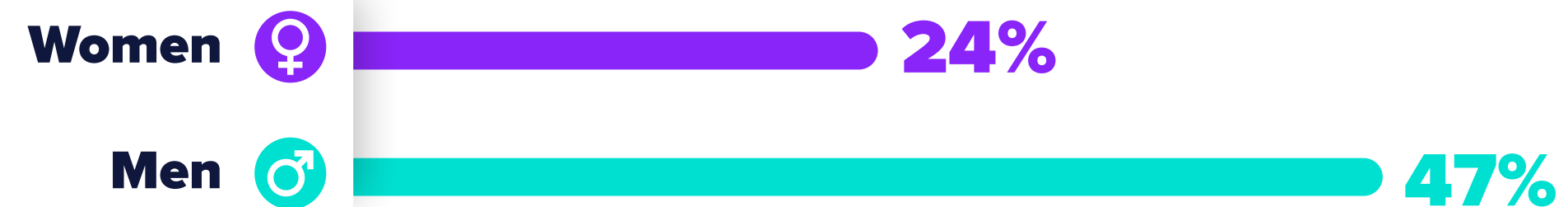
**of Shoppers Purchased a Product From a Live Stream Shopping Event Like TikTok LIVE or Instagram Live Shopping**



## Generation Group Breakout



## Gender Breakout



QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PURCHASED A PRODUCT FROM A LIVE STREAM SHOPPING EVENT (E.G., TIKTOK LIVE, INSTAGRAM LIVE SHOPPING). BASE: ALL COMPLETE RESPONSES (N=1,910)

## AI Shopping Tools: Shopper Interest Is Growing, Brands Must Innovate To Keep Up

Artificial intelligence (AI) has infiltrated practically every industry in some way — and ecommerce is no exception. AI-powered shopping assistants and chatbots offer new and innovative ways to shop, with personalization at the core of powering these experiences. Virtual reality (VR) and augmented reality (AR) technologies offer fresh new ways to experience products, and voice shopping continues to grow within Internet of Things (IoT)-connected homes.

While just 17% of shoppers have actually completed a purchase using AI tools, 28% view them as a valuable shopping resource — indicating that these sales may grow as the tools become more widely available — and men (44%) and millennials (22%) show the most interest in the value of these tools. There were also slight increases from 2024 Salsify report data for VR, AR, and voice shopping, showing slow (but real) growth for these more established channels.



### GROWTH HACK

#### Find Out How AI Could Solve Real Shopping Challenges

As new AI tools continue to emerge, shoppers may be more likely to experiment with those that offer them engaging experiences and genuine value.

Consider your audience and their unique shopping challenges, and focus your AI innovation on solving these challenges — rather than simply promoting AI as a technology.

As with any new technology, a test-and-learn approach is best to ensure you find the right ways to add value for your unique audience.



### TREND WATCH

17%

**of Shoppers** Purchased a Product Online After Using a Virtual Try-On or Placement Preview Tool — Up 9% From 2024

18%

**of Shoppers** Purchased a Product Using a Voice Shopping Tool like Amazon Alexa or Google — Up 14% From 2024

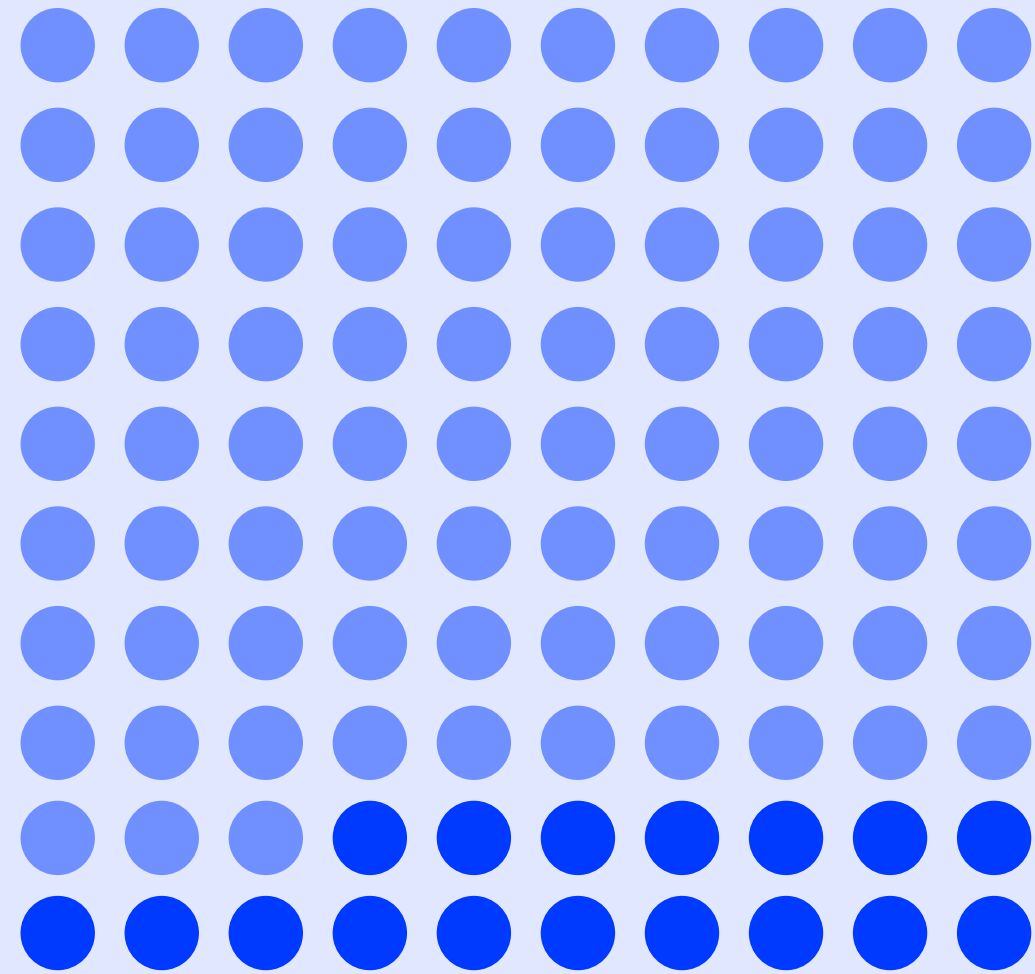
QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PURCHASED A PRODUCT ONLINE AFTER USING A VIRTUAL TRY-ON OR PLACEMENT PREVIEW TOOL. PURCHASED A PRODUCT USING VOICE SHOPPING (E.G., AMAZON ALEXA, GOOGLE HOME). BASE: ALL COMPLETE RESPONSES (N=1,910)

DATA SOURCE: SALSIFY 2024 CONSUMER RESEARCH™ REPORT

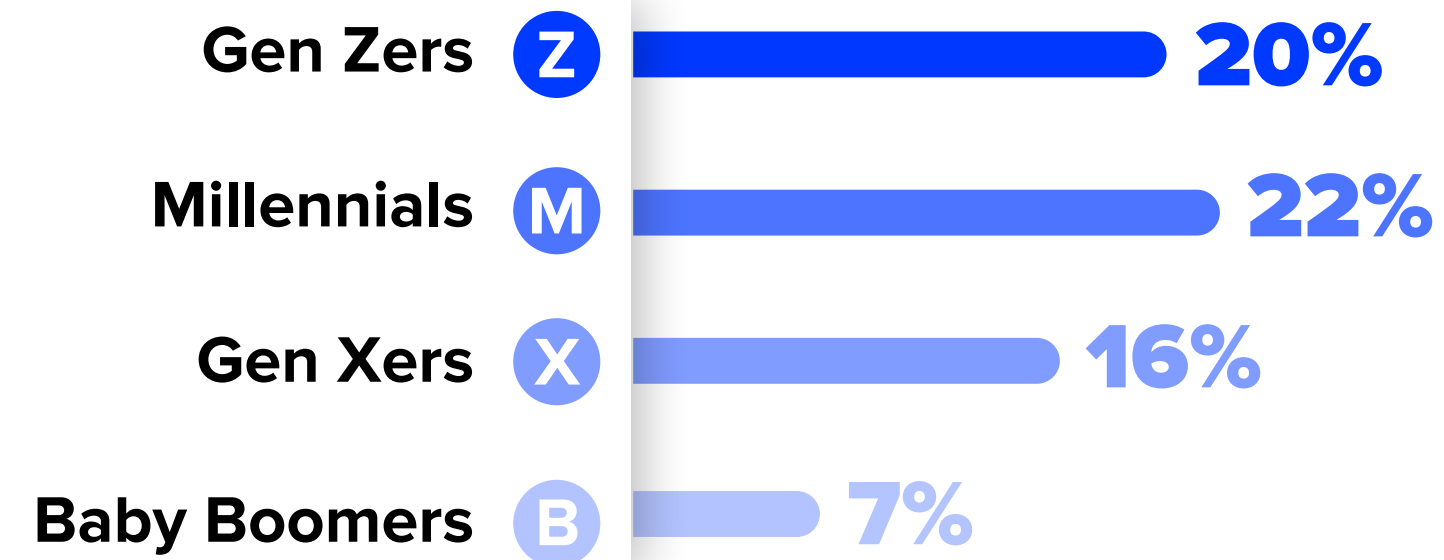


# 17%

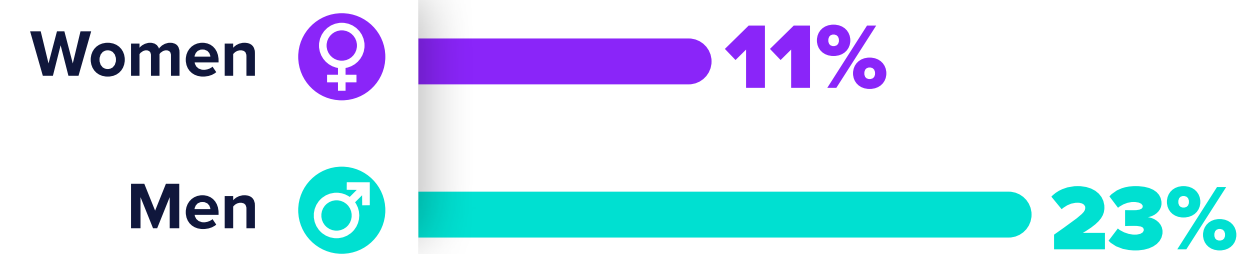
**of Shoppers Purchased a Product Because It Was Recommended by an AI Shopping Assistant or Chatbot**



## Generation Group Breakout



## Gender Breakout

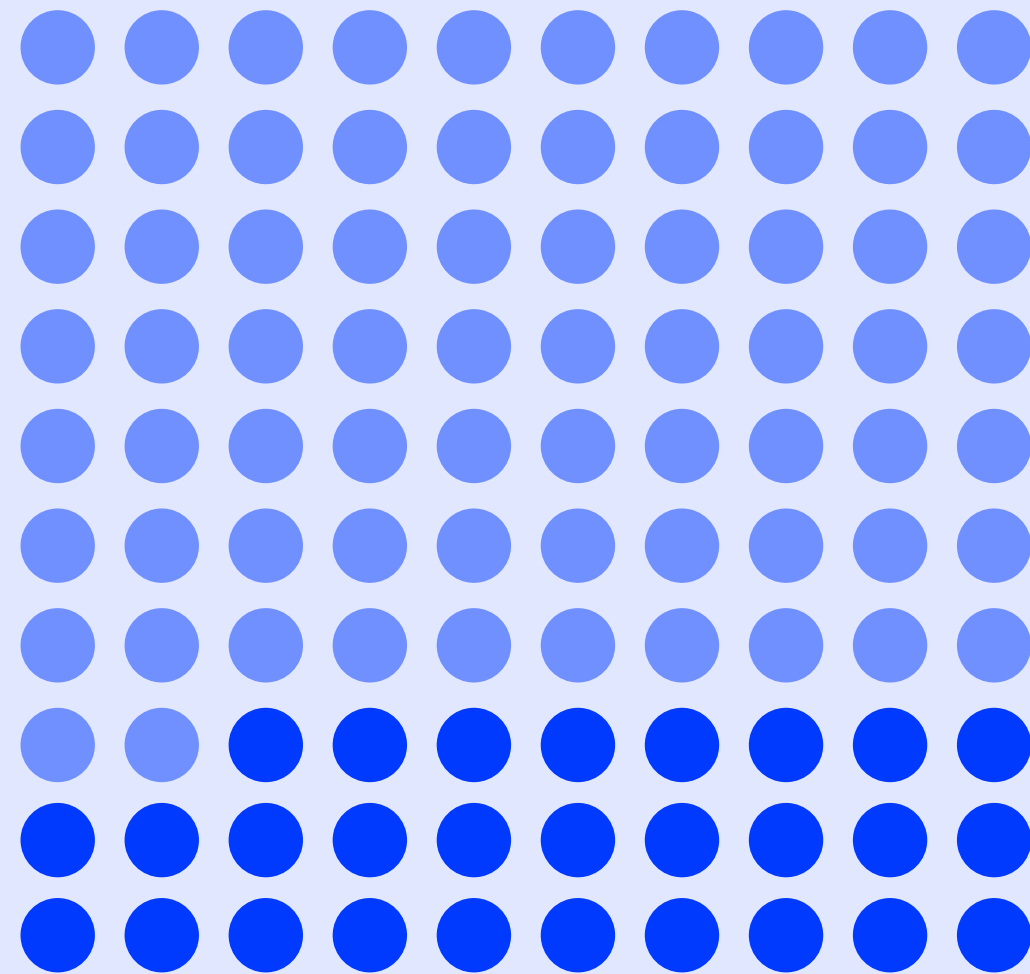


QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PURCHASED A PRODUCT BECAUSE IT WAS RECOMMENDED BY AN AI SHOPPING ASSISTANT OR CHATBOT. BASE: ALL COMPLETE RESPONSES (N=1,910)



# 28%

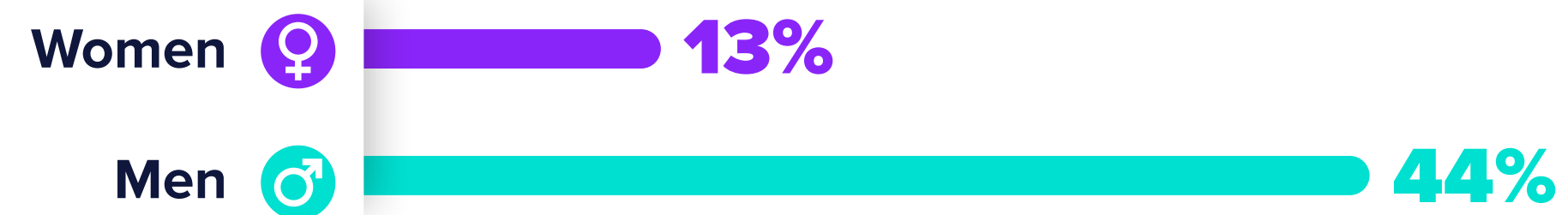
**of Shoppers Find AI-Powered Shopping Assistants or Chatbots Valuable**



## Generation Group Breakout



## Gender Breakout



QUESTION: HOW DO YOU FEEL ABOUT USING ARTIFICIAL INTELLIGENCE (AI)-POWERED SHOPPING ASSISTANTS OR CHATBOTS TO ENHANCE YOUR SHOPPING EXPERIENCE? BASE: ALL COMPLETE RESPONSES (N=1,910)





# Product Search Results Trends

*Evolving Search Behaviors  
Expand Product Discovery  
Beyond Page One*

Page one or bust? According to shoppers, that's not entirely true anymore, with most willing to look beyond the first page to find the perfect product — and personalization could offer additional paths beyond the search bar to support product discovery.

## Product Search Scroll Depth: Expand Your Search Strategy Beyond Page One

Being on page one of the product search results is the Holy Grail. The core of this belief is that shoppers are only interested in scrolling through the first selection of product options — that it gives them enough selection to make a buying decision.

Shoppers, however, are much more committed to the process than previously thought. A considerable 41% of shoppers will typically scroll up to page three — and 26% will continue up to page five to find the right product. Just 18% of shoppers believe in page one or bust.



**GROWTH HACK**

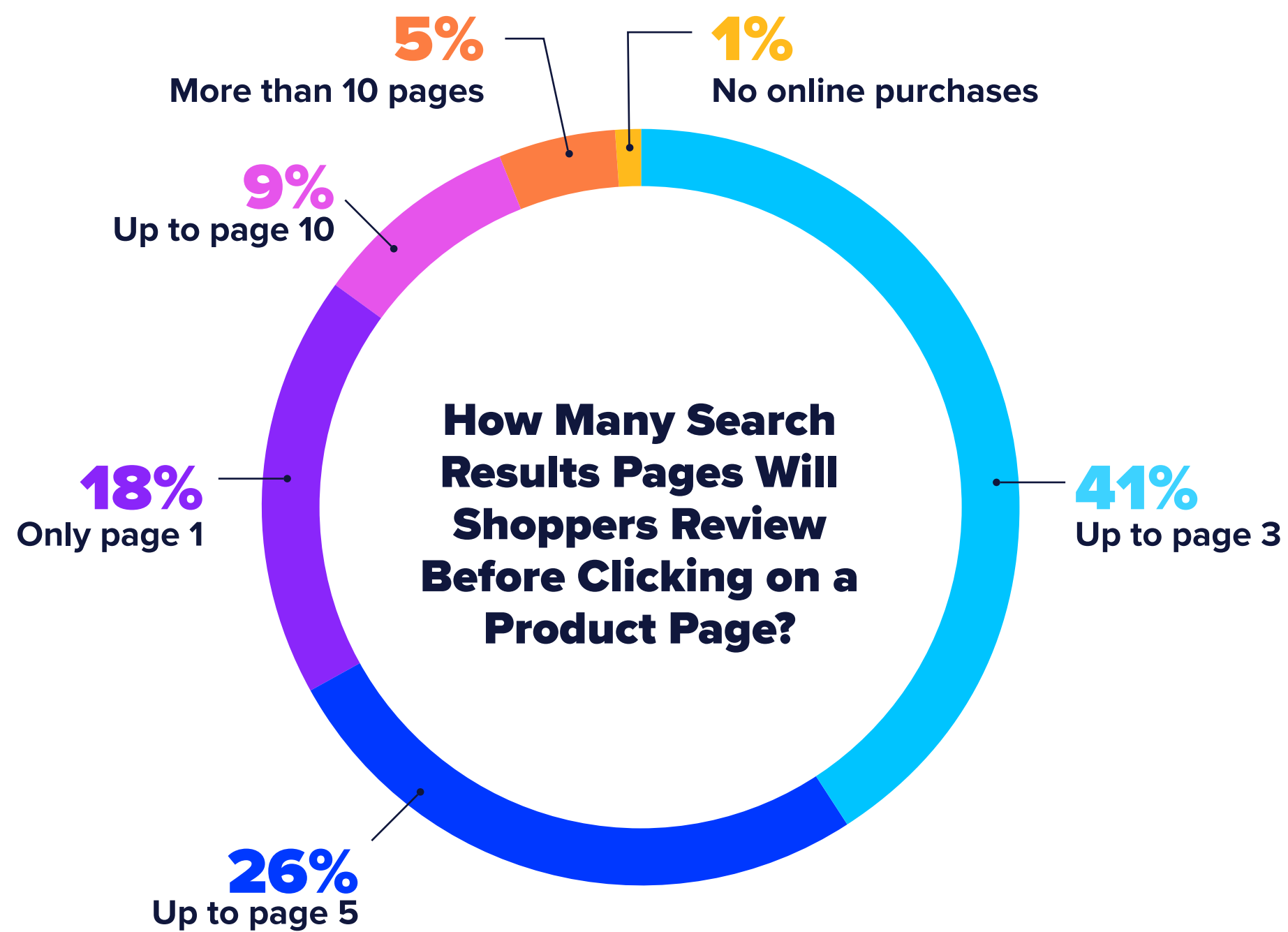
### Perfect Your Product Pages, Increase Visibility

Product search visibility matters well beyond page one. Ecommerce search engine optimization (SEO) is essential for boosting product search rankings, but it's not the only method.

Invest in building high-quality product pages and product content — which make your listings stand out in search. Ensure product content is consistent across channels, which helps build trust with shoppers.

Consider targeted promotions to improve visibility for your products that regularly rank beyond page three. All of these methods help ensure your product pages drive clicks from search.





QUESTION: WHEN SHOPPING ONLINE, HOW MANY PAGES OF SEARCH RESULTS DO YOU TYPICALLY LOOK THROUGH BEFORE CLICKING ON A PRODUCT PAGE? BASE: ALL COMPLETE RESPONSES (N=1,910)



## ECOMMERCE 101

### What Is Zero-Party Data?

Zero-party data is a method of collecting shopper preferences and information directly (and willingly) from shoppers by using quizzes, questionnaires, and other engaging methods in exchange for a personalized shopping experience.



### GROWTH HACK

### Build Trust, Offer Value — and Boost Your Bottom Line

Effective zero-party data collection must start with a strong foundation of transparency: Be upfront with shoppers about how the collected data will be used.

From there, design collection methods that prioritize shopper value and engagement — and show them how the information directly improves the shopping experience. Transparency and value help build shopper trust, which supports buying decisions (and, therefore, your bottom line).

## Personalization and Zero-Party Data: Transform Insights Into Shopping Experiences That Convert

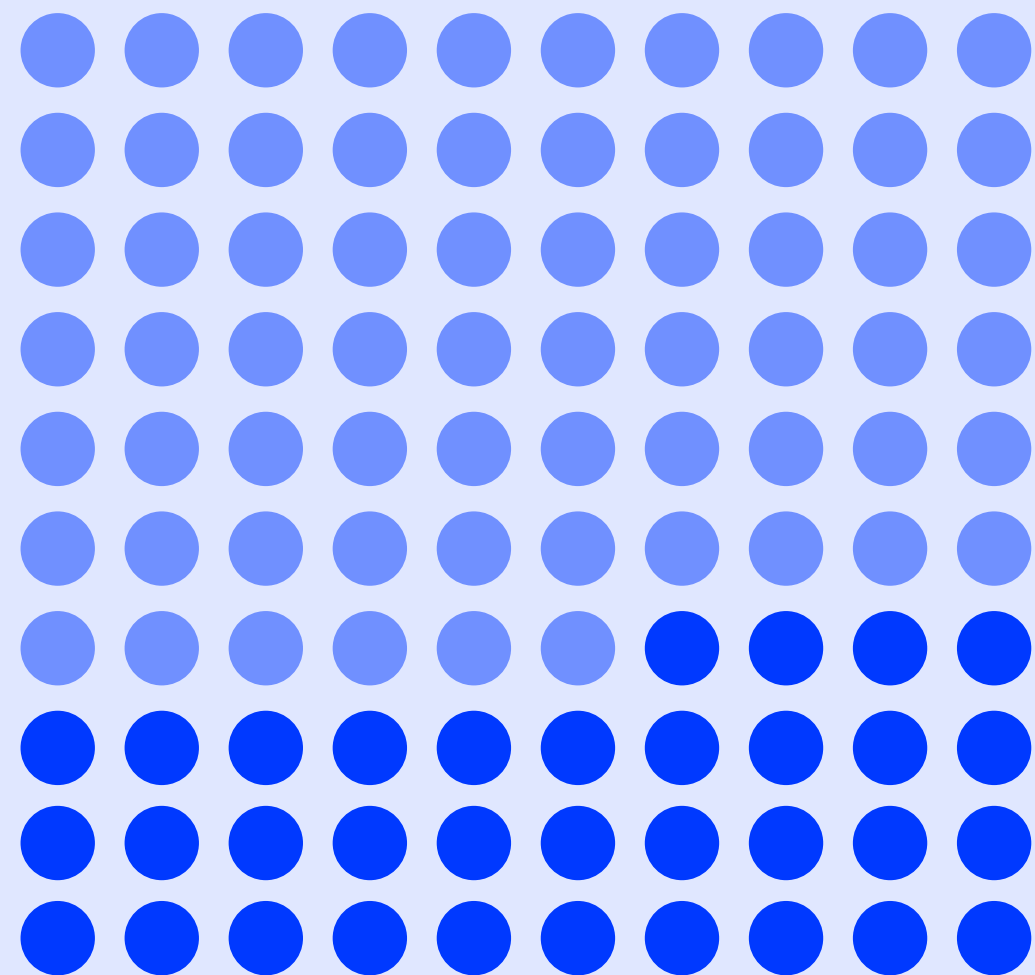
Personalized product recommendations are popular with shoppers, with 37% saying they buy more often because of them, according to the “[Ecommerce Pulse Report: Q4 2024](#)” from Salsify and the [Digital Shelf Institute \(DSI\)](#). And while more shoppers may be willing to scroll to find the right product than previously thought, maybe the real answer is giving them uniquely personalized experiences using zero-party data.

Thirty-four percent of shoppers find value in zero-party data and are willing to share information with brands and retailers through quizzes, questionnaires, and other engaging methods because they get a personalized shopping experience in exchange. Men (47%) and millennials (37%) lead the way as the most interested groups, and women (22%) and baby boomers (27%) are the least convinced.



# 34%

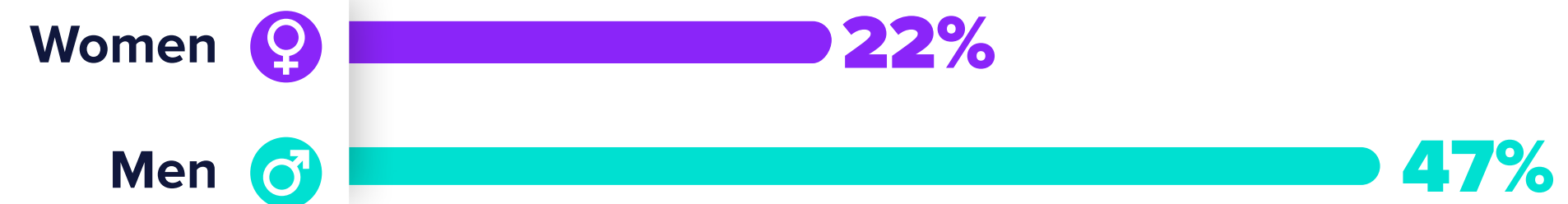
**of Shoppers Find Sharing Zero-Party Data for a Personalized Experience Valuable**



## Generation Group Breakout



## Gender Breakout



QUESTION: HOW DO YOU FEEL ABOUT SHARING PERSONAL PREFERENCES AND INFORMATION WITH BRANDS OR RETAILERS THROUGH QUIZZES, QUESTIONNAIRES, OR OTHER SHOPPING TOOLS IN EXCHANGE FOR A PERSONALIZED SHOPPING EXPERIENCE? BASE: ALL COMPLETE RESPONSES (N=1,910)

**02**

# *Consideration*

*How Shoppers Research New Products  
and Brands*

Shoppers continue to move seamlessly between online and offline product and brand research channels, and they need — not want — high-quality, consistent product content to help them through their research journey. Whether shoppers are standing in a physical aisle or browsing on the digital shelf, brands must be equipped to keep up with the fluid (and fast) nature of the consideration stage.







The lines between online and offline channels continue to blur for product research, with most shoppers making quick buying decisions based on a mix of product content, social proof, and in-store experiences, highlighting just how essential omnichannel commerce is for the future of shopping.

## Shopper Research Channels: Shoppers Search Far and Wide for Product Information

Search engines (unsurprisingly) dominate product research for 65% of shoppers, followed by online marketplaces like Amazon at 54% and physical retail stores at 51%. While most sales still happen in brick-and-mortar stores, shoppers overwhelmingly turn to online channels for product research, highlighting how vital it is to build seamless omnichannel shopping experiences.

Word-of-mouth channels and social media saw the most significant growth from last year, up 9% and 8%, respectively, according to the 2024 Salsify report, suggesting shoppers are increasingly turning to trusted human voices — online and offline — to gather necessary product information.



### GROWTH HACK

#### Meet Shoppers Where They Search, Scroll, and Shop

Brands need a robust omnichannel strategy to meet shoppers wherever they search for product information. Start with ecommerce SEO to ensure your product pages rank high in search, both within traditional search engines like Google and online marketplace search engines.

Consider how social commerce could also help support the research journey, as platforms like TikTok, Instagram, and YouTube are increasingly influential in the discovery journey.

## Where Do Shoppers Research Products and Brands?

Category	Channel	Percentage	Increase From 2024
Offline Channels	Physical retail stores	51%	4%
	Conversations with family and friends	46%	9%
Online Channels	Search engines (e.g., Google)	65%	-1%
	Online marketplaces (e.g., Amazon, eBay)	54%	7%
	Social media (e.g., TikTok, Instagram, YouTube)	40%	8%
	Brand websites (e.g., Nike, Warby Parker)	27%	3%
	Retail websites (e.g., Macy's, Target)	26%	5%
	Delivery apps (e.g., Instacart)	10%	6%

Category	Channel	Percentage	Increase From 2024
Digital Information and Opinion Sources	Product review websites (e.g., Wirecutter, CNET)	18%	0%
	Online forums (e.g., Reddit)	16 %	5%
	Blogs	5%	2%

QUESTION: WHEN CONSIDERING A PURCHASE, WHERE DO YOU PRIMARILY RESEARCH NEW PRODUCTS AND BRANDS? PLEASE SELECT ALL THAT APPLY.  
 BASE: ALL COMPLETE RESPONSES (N=1,910)

2024 DATA SOURCE: SALSIFY "2024 CONSUMER RESEARCH" REPORT



## Shopper Research Time: Quick Decisions Dominate — So Make Product Content Count

Most shoppers (68%) are quick researchers, spending an hour or less on product research — with 9% of these shoppers spending just 10 minutes or less. Twenty-one percent spend a moderate amount of time on research, ranging between one to four hours.

Coming in last are our slowest shoppers (10%), with 3% of this group spending more than four hours on research and 7% spending several days or more to find the perfect product.



### GROWTH HACK

#### Facilitate Efficient Decision-Making

Most shoppers move quickly, so your brand must be equipped to deliver the product information they need to make final buying decisions. Build product pages with high-quality images and videos, as well as helpful comparison charts and other enhanced product content, to offer more detail that helps facilitate efficient decision-making.

The more product information you make available to shoppers, the fewer questions (and reservations) they may have about clicking “buy it now.”



QUESTION: WHEN SHOPPING ONLINE, HOW MUCH TIME DO YOU TYPICALLY SPEND RESEARCHING AN ITEM BEFORE PURCHASING IT? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)





# *Omnichannel Commerce Trends*

*Shoppers Truly Embrace Omnichannel Shopping Experiences*

Modern consumers seamlessly blend online and in-store shopping experiences through webrooming, showrooming, and “phygital” retail touch points, demonstrating the increasingly interconnected nature of digital and physical commerce.

## **Ecommerce Drivers: Why Shoppers Buy Online — From Convenience to Product Content**

Convenience (71%) and better pricing (64%) are the top reasons why shoppers decided to make a purchase online versus in a brick-and-mortar store — but product content plays a notable part in luring shoppers to ecommerce.

Better product content (37%); easy product comparisons (35%); customer ratings and reviews (35%); and personalized product recommendations (13%) all drive notable individual influence online — and are a force to be reckoned with collectively.



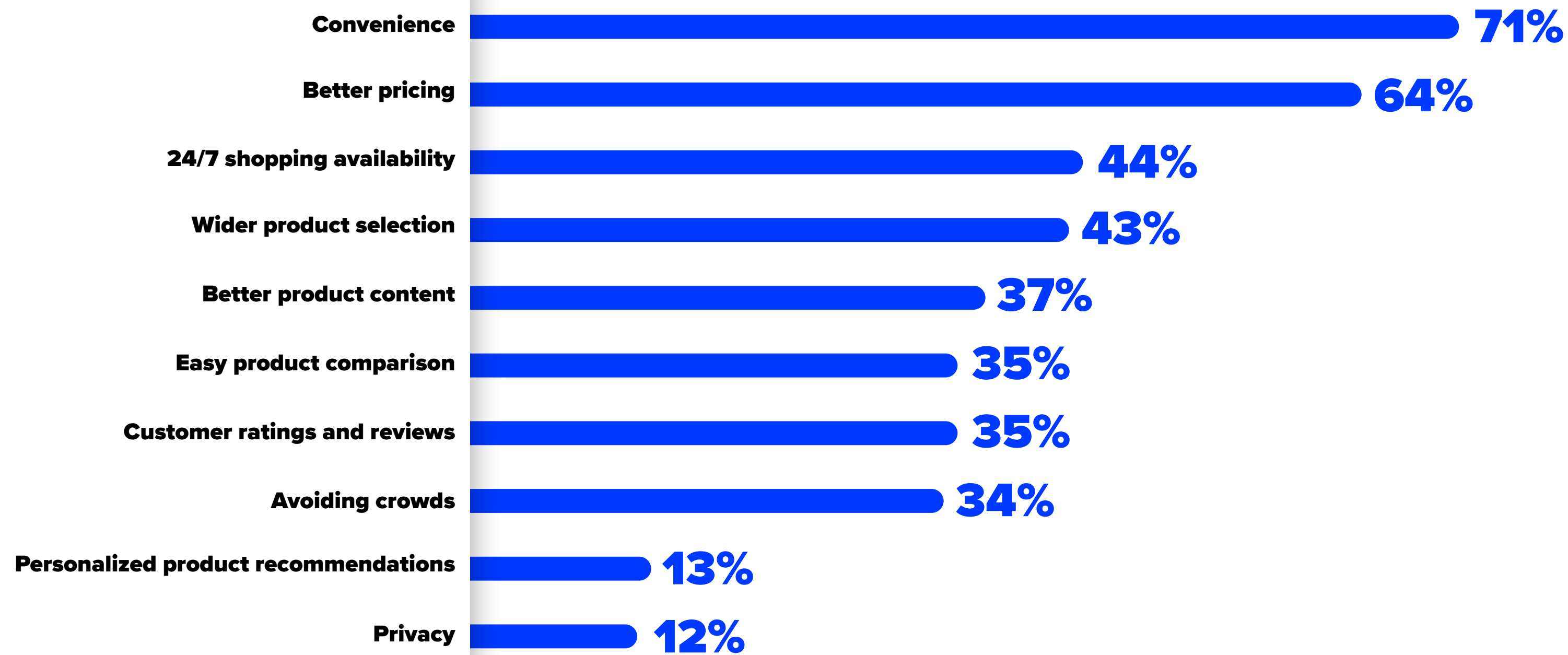
**GROWTH HACK**

### **Win Over Online Shoppers With Engaging Shopping Experiences**

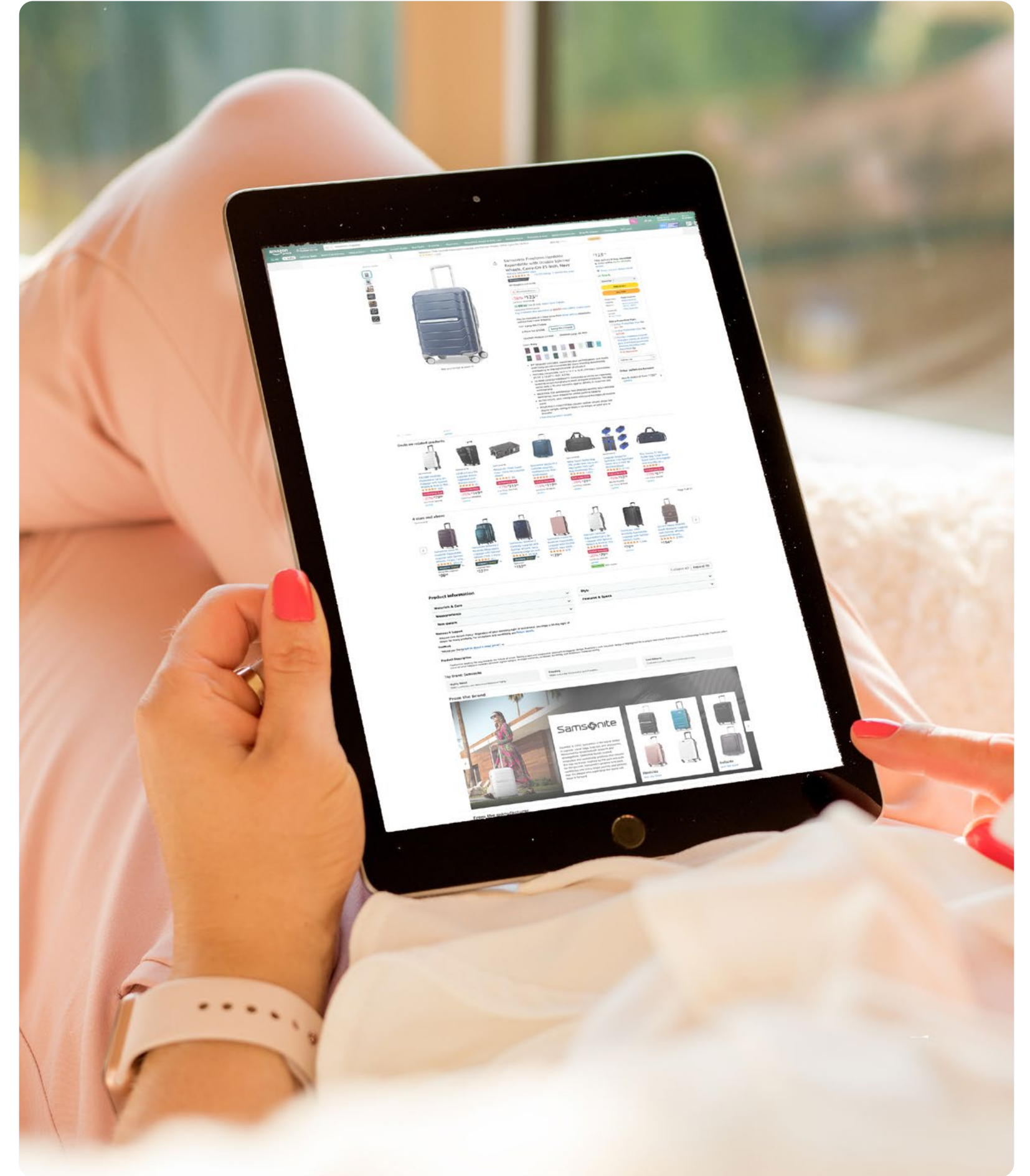
While you can't always compete on price, you can win by offering shoppers engaging, informative, and easy shopping experiences. Focus on creating product content that delivers the details shoppers need to make final buying decisions, such as high-quality images and videos, product comparison charts, and authentic customer reviews.



## Why Have Shoppers Decided To Buy Online Instead of In-Store?



QUESTION: WITHIN THE LAST YEAR, WHICH FACTORS HAVE INFLUENCED YOUR DECISION TO MAKE A PURCHASE ONLINE INSTEAD OF AT A PHYSICAL RETAIL STORE? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES



## Webrooming and Showrooming: Blurred Lines Grow Between In-Store and Online Shopping

No other buying behavior highlights the prevalence of omnichannel commerce quite like webrooming and showrooming, highlighting how the majority of shoppers already move seamlessly between online and in-store shopping — and leverage each for their unique value.

These behaviors showed growth from last year, with 67% of shoppers saying they webroom (up 4%) and 63% saying they showroom (up 15%), according to the 2024 Salsify report. Across generation groups and genders, these buying behaviors hold strong, signaling the prevalent nature of omnichannel behaviors within the modern commerce landscape.

A surprising 30% of shoppers even admitted to purchasing a product on their smartphone while standing inside a physical retail store — highlighting just how important factors like pricing; online ratings and reviews; and other product content can be for them.



### GROWTH HACK

#### Omnichannel Commerce Success Requires Winning Product Content

While webrooming and showrooming may instill fear in some brands, these buying behaviors highlight how essential product content is for shoppers.

Product pages with lackluster photos, videos, and product descriptions leave much to the imagination — and incentivize shoppers to venture into physical retail stores. Likewise, a physical product on a shelf lacks ratings and reviews — or additional details about how the product was made or other similar products that may suit a shopper better.

Ensure your product content is detailed, consistent across sales channels, and engaging to ensure it supports the buying journey — both in-store and online.



### ECOMMERCE 101

#### What Is Webrooming?

When a shopper researches a product online — and then goes to a physical retail store to buy it.

#### What Is Showrooming?

When a shopper goes to a physical retail store to check out a product in person — before buying it online.



### TREND WATCH

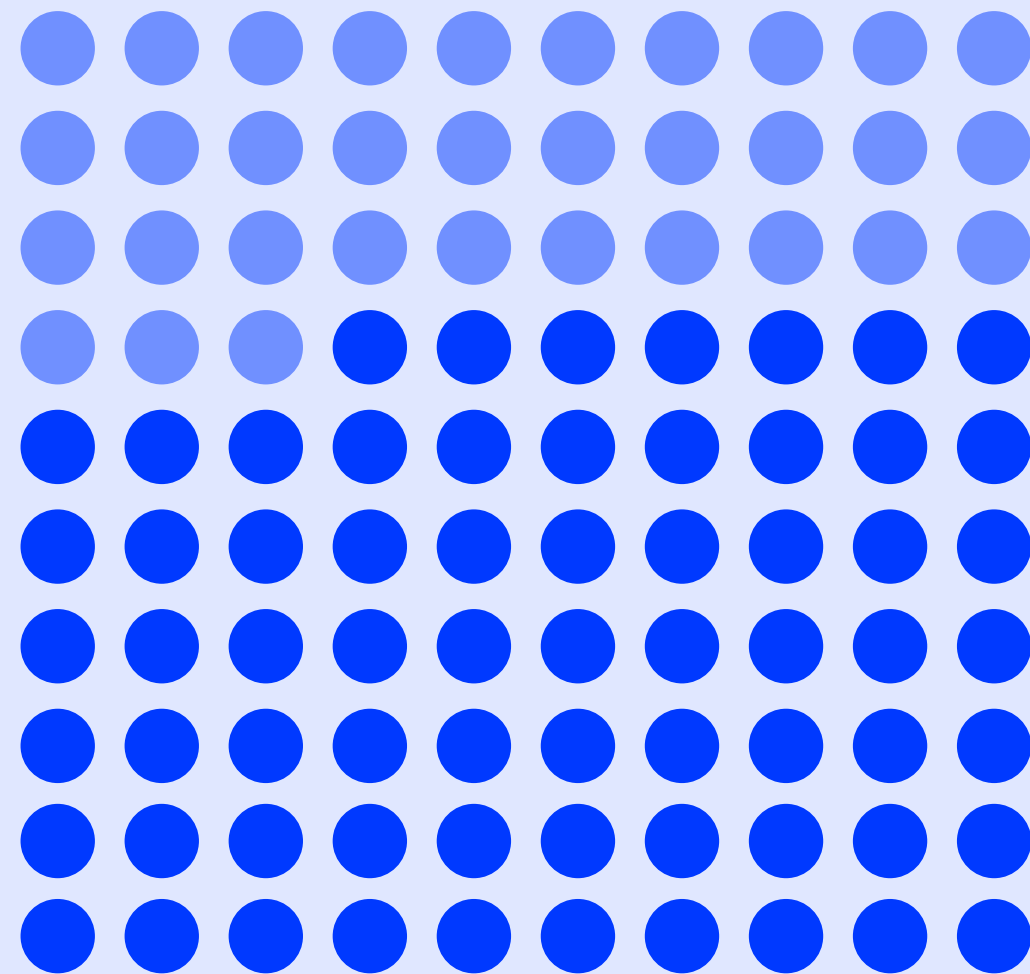
**30%** of Shoppers Used a Smartphone To Purchase a Product While Shopping in a Physical Store

QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)



# 67%

## of Shoppers Are Guilty of Webrooming



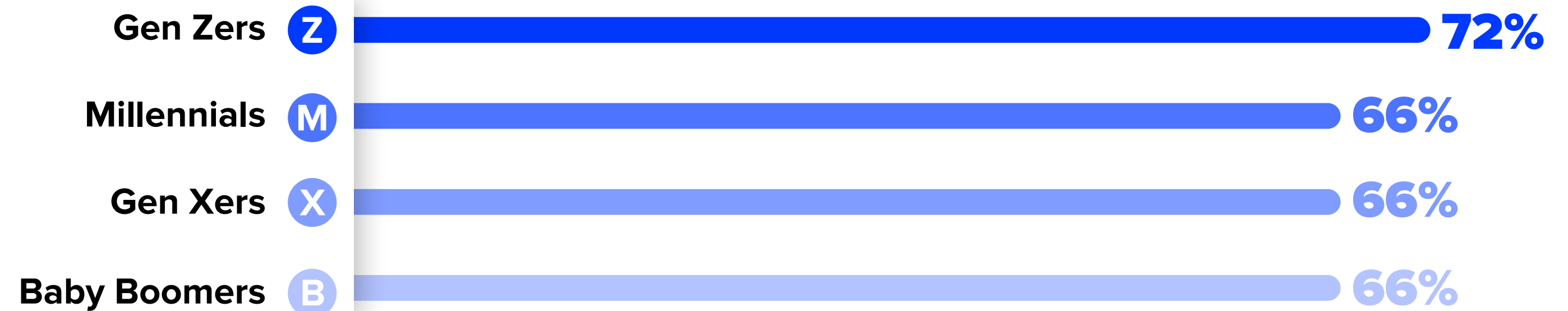
### TREND WATCH

**Webrooming Increased by 4% From 2024**

QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)

DATA SOURCE: SALSIFY "2024 CONSUMER RESEARCH" REPORT

### Generation Group Breakout



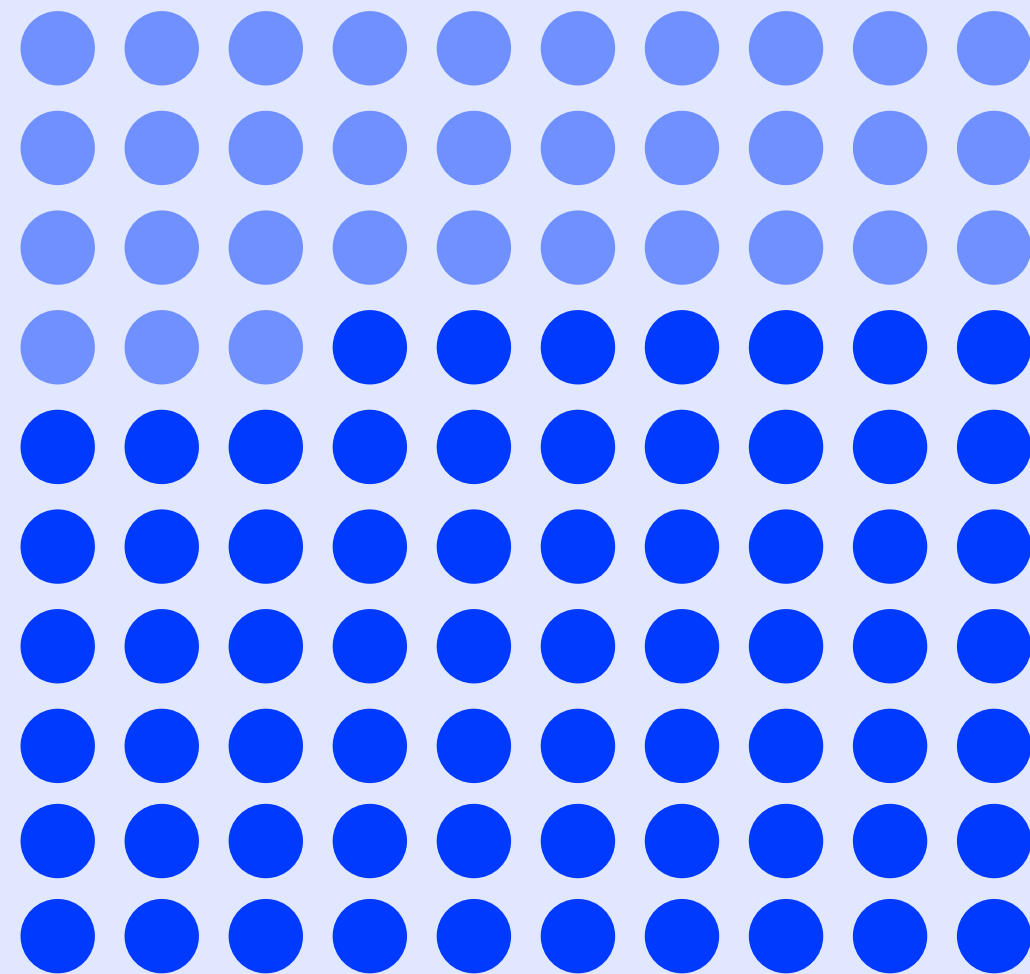
### Gender Breakout



QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)

# 63%

## of Shoppers Are Guilty of Showrooming



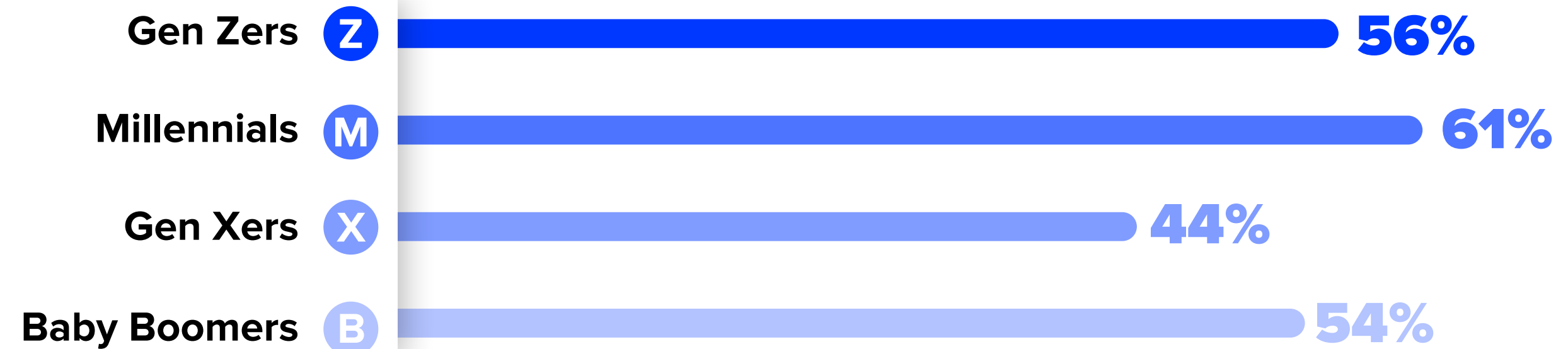
### TREND WATCH

Showrooming Increased by 15% From 2024

QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)

DATA SOURCE: SALSIFY "2024 CONSUMER RESEARCH" REPORT

### Generation Group Breakout



### Gender Breakout



QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)



## Phygital Retail: Shoppers Find Value in the Best of Both Worlds

Phygital retail, which are shopping experience that unite in-store and online elements, is relatively new — with many brands and retailers experimenting with new ways to unite these physical and virtual channels.

From using an in-store smart mirror to try on new outfits or makeup looks to using a virtual reality (VR)-powered app to see how a new piece of furniture would look in your home, 35% of shoppers find these experiences valuable.



### ECOMMERCE 101

#### What Is Phygital Retail?

Phygital is the combination of physical and digital, and phygital retail is a physical shopping experiences that combine in-store and online elements, resulting in more engaging and informative buying journeys.



### GROWTH HACK

#### Embrace Innovation and Bridge the Gap Between Online and In-Store

Innovation is at the heart of phygital retail. To meet this challenge, consider the unique offerings your brand could provide to shoppers and invest in initiatives that bridge the gap between online and in-store experiences.

From click-and-collect services and VR experiences to personalized in-store interactions, there are numerous ways to create value for shoppers through phygital retail.



### TREND WATCH

**35%** of Shoppers Find 'Phygital' Shopping Experiences Valuable

QUESTION: HOW DO YOU FEEL ABOUT USING IN-STORE TECH LIKE AUGMENTED REALITY MIRRORS, QR CODES, INTERACTIVE DISPLAYS, OR OTHER SHOPPING TECHNOLOGIES THAT ENHANCE THE IN-STORE SHOPPING EXPERIENCE? BASE: ALL COMPLETE RESPONSES (N=1,910)

## Shopper Spotlight: Shoppers Share the Good, the Bad, and the Transformative of Online Shopping

Hands down, convenience was the top benefit of online shopping for our survey audience, who overwhelmingly shared their love for the ease of buying products online — stressing that it offered them the ability to purchase anytime, anywhere.

While Gen Z and millennial shoppers stressed how product content made product research and comparison much easier, Gen Z Shoppers highlighted how much they enjoyed avoiding the “hassles” of in-store shopping, such as long lines and pushy salespeople. Several baby boomers also stressed how online shopping is a valuable accessibility support for those with more limited physical abilities.

Inconsistent or incorrect product content, on the other hand, was one of the top challenges of online shopping for our survey audience, who stressed how much they disliked the disappointment of getting a product that was nothing like the product description.

Trust was a significant theme for Gen Z and millennial shoppers, with many flagging fake reviews or untrustworthy brands as a cause for concern when buying online. Baby boomers highlighted website user experience (UX) more than any other generation, stressing how complex shopping experiences turn them away from some stores.





# *What Do Shoppers Enjoy Most About Shopping Online?*



## **Convenience**

“I enjoy not having to leave my house — and that when I think about something I need, I can just order it instead of having to remember it when I physically go to a store.” — **Gen Z Shopper**

“I enjoy that I can do it any time and anywhere! What’s more, since I mostly do it at home, I can do waaay more meaningful research into each product, comparing prices, average ratings, and general quality.” — **Millennial Shopper**

“I can do it on my schedule, not just when a physical store is open. I also like the ability to price compare.”  
— **Gen X Shopper**

## **Product Reviews**

“It’s nice to be able to read people’s reviews on items you might want without having to blind buy it.”  
— **Gen Z Shopper**

“I enjoy the convenience, how easy it is, and being able to see reviews so don’t have to worry if the product is good or not.” — **Millennial Shopper**

“Online shopping offers a wider variety than retail stores, as well as customer reviews and (often) better prices.”  
— **Gen X Shopper**

## **Product Discovery**

“It’s fun and easy. It’s so convenient. I like that recommendations pop up that I would never have thought of. I find that very cool when buying gifts for the holidays, and I don’t know what to get people. But the internet always has good ideas!” — **Baby Boomer Shopper**

## Product Research and Informed Buying Decisions

“I enjoy reviews, instantly comparing items to other brands, easy-to-find specifications, and details about the product.” — **Gen Z Shopper**

“I enjoy the research, looking at reviews, and coming to a decision about certain products before purchasing.” — **Millennial Shopper**

“It’s easy to see different brands and kinds of products and look up information about a product or specific brand by simply opening a new tab.” — **Millennial Shopper**

“Rapid comparison across an enormous number of products, which is impossible physically but possible online. I also have access to tech specs and datasheets, as well as manuals.”

— **Gen X Shopper**

## Casual, No-Pressure Shopping

“I like that I can take as much time as I need to browse and research without feeling rushed as I would in a physical store.” — **Gen Z Shopper**

“I don’t have to deal with a salesperson — no rushing me — and I don’t have to shop with my teenagers.” — **Gen X Shopper**

“I enjoy not having to deal with the lack of cashiers, which makes even the self-checkout lanes long.” — **Gen X Shopper**

## Wider Product Availability and Selection

“I enjoy the convenience and ability to search for any product — and have it be in stock and not sold out.” — **Gen Z Shopper**

“I’m always able to find what I need because someone has it in stock online — even if it’s out-of-stock in a brick-and-mortar store.” — **Millennial Shopper**

“I like that I can find exactly what I am looking for without having to settle for what is convenient.” — **Millennial Shopper**

There’s such a wide range of items available online compared to a limited range in my city. Also, I love handcrafted items and unique designs.” — **Gen X Shopper**

## More Accessibility

“I enjoy that it’s easy. My mobility is limited, and online shopping makes it possible to purchase things I need when I am unable to go out.” — **Baby Boomer Shopper**

“It’s easy, fun, convenient. I’m an old lady now. Stomping through malls and going from store to store isn’t happening anymore. Technology has blessed us with better ways to shop that are less frustrating. Long live online shopping!” — **Baby Boomer Shopper**

“I place the order from the convenience of my home, and it gets delivered to me at home.” — **Baby Boomer Shopper**



# *What Do Shoppers Dislike Most About Shopping Online?*

## **Product Authenticity and Review Reliability**

“What’s frustrating is sometimes you need to check the seller or the reviews because it seems a lot of people have bad reviews of some items I want, so I’m scared to buy.” — **Gen Z Shopper**

“I can’t try things on. Reviews can be bought. Sometimes, people sell fake knockoff products and advertise them as the real thing.” — **Gen Z Shopper**

“I know there are often fake reviews by bots or reviews by incentivized customers. The most frustrating is when reviews mention an entirely different product than is currently being sold in the listing — meaning the product was recently changed, and the rating doesn’t apply to it at all.”

— **Millennial Shopper**

“The number of scams and fraudulent items and fake reviews everywhere.”

— **Millennial Shopper**

## **Hands-On Testing Barriers**

“What frustrates me most about shopping online is the uncertainty of not seeing the product in person, which can lead to surprises when it arrives. Also, waiting for deliveries can be inconvenient — especially when there’s a delay.” — **Gen Z Shopper**

“You can’t be certain what the product looks like, feels like, smells like, etc. until you buy it.”

— **Gen Z Shopper**

“I can’t physically see or touch what I am getting, so I don’t know the quality right away.”

— **Gen Z Shopper**

“Not being able to physically hold the thing to see if I like it — the feel/texture of it, the size of it, how it actually looks, etc.” — **Millennial Shopper**

“I can’t see the item in person to touch, smell, or feel it. It’s a hassle to return things.”

— **Millennial Shopper**

“I dislike that some products do not live up to online descriptions — some products you have to get your hands on them.” — **Gen X Shopper**

## Poor Search and Navigation Experience

“I dislike being unable to filter and sort products because they haven’t been properly indexed or the option isn’t available.” — **Gen X Shopper**

“Some websites are still frustrating. If I click on a product, it takes me to that product. Then, if I want to go back to the search, it won’t take me back to where I was in the search results — I have to start all over and scroll through to get to where I was.” — **Baby Boomer Shopper**

“The inability to find exactly what I want due to phrasing. For example, if I search for ‘100% linen sheets,’ the results show a lot of regular sheets called ‘linens.’” — **Baby Boomer Shopper**

“I dislike having to scroll through pages of stuff I don’t want in order to find what I’m looking for.” — **Baby Boomer Shopper**

“Websites that you can’t even look at until you join. You want to go and just peruse what they have or understand what they’re all about, but you keep hitting this page about joining before you can even get in and see what they offer.” — **Gen X Shopper**

“I dislike having to wade through multiple pages to finalize a purchase and companies trying to add on items before I can finalize my purchase.” — **Baby Boomer Shopper**

## Overwhelming or Irrelevant Options

“I dislike when there is a product I want, and I’m flooded with sponsored recommendations of similar products, but ones that don’t function as I need. If those weren’t there, I’d find what I need much faster.” — **Gen Z Shopper**

“There are too many options presented that do not fit the criteria of what I’m looking for — so the results can be overwhelming.” — **Baby Boomer Shopper**

“Generally, there’s not enough real information about the product. There’s too much hype and not enough actual needed information.” — **Baby Boomer Shopper**

## Returns and Sustainability Concerns

“I hate returning stuff because it’s not a sustainable practice, but I have to sometimes if it doesn’t fit or isn’t exactly what I need.” — **Millennial Shopper**

“I don’t think it’s environmentally friendly due to extra shipping versus buying at a physical store.” — **Gen Z Shopper**

“I dislike buying something, and it doesn’t work or you don’t like it, then you have to return it and that hassle.” — **Gen X Shopper**



## Shipping and Delivery Challenges

“The biggest frustrations are expensive shipping costs, insufficient information about many specific products, and the inability to see and touch the product before purchasing.” — **Millennial Shopper**

“I get frustrated by unexpected shipping delays and unclear return policies when shopping online.” — **Gen X Shopper**

“I dislike shipping costs and times, untrustworthy reviews, and strange brand names, as well as confusing listings.” — **Baby Boomer Shopper**

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QUESTION: WHAT FRUSTRATES YOU MOST ABOUT SHOPPING ONLINE? BASE: ALL COMPLETE RESPONSES (N=1,910)



### GROWTH HACK

#### Offer Engaging, Accurate Shopping Experiences To Win Over Shoppers

Shoppers across generations share similar likes and dislikes when it comes to online shopping, which means the ways to win them over are also the same. They want convenient, engaging, and consistent shopping experiences — and hate misleading or complicated product content and user experiences.

To win them over, build product pages and websites with these factors in mind. Ensure accurate and detailed product content, including enhanced content like videos and image galleries. Verify and monitor review authenticity. Keep navigation simple and make the checkout process a breeze.



**03**

# *Decision*

*How Shoppers Make Final  
Buying Decisions*

Shoppers are increasingly channel-agnostic in their buying behavior, and as shoppers shop more often — and shopping channels increase online and offline — brands must deliver consistent, high-quality product content across touch points to convert browsing into buying.







# Product Purchase Trends

*Shoppers Are Buying From More Channels — More Often*

If “always be closing” is the mantra of the salesperson, then “always be looking” is the mantra of modern shoppers, and specific buying channels encourage more purchases from shoppers than others.

## Product Purchase Channels: Online Channels Continue To Gain Steam

The top spot for shoppers to buy new products is online marketplaces like Amazon (66%) for the second year in a row. Shopping in-store hasn’t lost its luster: 58% of shoppers primarily buy new products in physical retail stores. This illustrates shoppers’ seemingly unwavering preference for the convenience and variety these channels offer, saving them time, trips (or scrolling), and — with specials like Amazon Prime Day — money.

Social shopping, also called social commerce, is also past the point of “trendy.” If your brand wants a fighting chance on the ever-competitive digital shelf, you need to get social. Buying from social media shops like TikTok Shop and Instagram Shopping has increased 16% since last year, according to the 2024 Salsify report.



### GROWTH HACK

#### Leverage Digital Discovery for Physical Sales

With well over half of consumers still regularly making purchases in-store, your brand has an opportunity to double down on creating a competitive product and presence.

Though it’s increasingly likely shoppers might come across your brand online, strategize ways how you can get consumers to interact with your products in real life — or at least order them and decide for themselves at home.

This can include interactive displays in aisles, loyalty programs, free samples or trials, and unique collaborations with other trusted brands — not even necessarily in your vertical.

Delivery apps and voice searching for purchases are also gaining steam. Ensure your products can be found on delivery apps like Instacart and optimize your product content for voice search to help you tap into new, shifting, and otherwise growing customer bases hip to technology.



## Where Do Shoppers Purchase Products?

Category	Channel	Percentage	Increase From 2024
Offline Channels	Physical retail stores	58%	-2%
Online Channels	Online marketplaces (e.g., Amazon, eBay)	66%	1%
	Search engines (e.g., Google)	37%	10%
	Social media (e.g., TikTok, Instagram, YouTube)	34%	16%
	Retail websites (e.g., Macy's, Target)	32%	4%
	Brand websites (e.g., Nike, Warby Parker)	27%	0%
	Delivery apps (e.g., Instacart)	11%	5%
	Voice shopping (e.g., Amazon Alexa, Google Home)	8%	4%

QUESTION: WHEN CONSIDERING A PURCHASE, WHERE DO YOU PRIMARILY RESEARCH NEW PRODUCTS AND BRANDS? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910) 2024 DATA SOURCE: SALSIFY "2024 CONSUMER RESEARCH" REPORT





## Shopping Frequency: Online Shopping Is Now a Weekly Habit for Most

For most consumers, it's no longer a matter of if they're online shopping, but when. Perhaps a better question: When aren't they shopping?

You can count on modern shoppers to shop online at least once per week — if not more. Nearly a quarter of consumers (23%) shop online several times per week, and 21% do so daily, which more than doubled from last year's response of 10%, according to the 2024 Salsify report.



### GROWTH HACK

#### It's Beyond Omnichannel, It's Integration

Ambient shopping experiences can drive intentional ones. Consumers might initially come across your products by accident, then return to your brand time and time again.

To dominate the digital shelf in 2025 and beyond, it's more than having your products just floating on channels like TikTok and YouTube and on streaming services like Netflix or Hulu, it's creating a long-standing presence on these platforms, weaving your products into compelling, creative content shoppers are already consuming.



QUESTION: ON AVERAGE, HOW OFTEN DO YOU SHOP ONLINE? BASE: ALL COMPLETE RESPONSES (N=1,910)



Shoppers understandably care most about pricing and availability when it comes to the top drivers of purchase decisions, but they increasingly rely on high-quality product content to make final buying decisions.

 **TREND WATCH**

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

Source: SALSIFY AND DSI “*ECOMMERCE PULSE REPORT: Q4 2024*”

## Product Content: Shoppers Purchase for Price, But Crave Engaging Content

With 69% of shoppers looking to make a New Year’s resolution to cut back on spending in 2025, according to the Salsify and DSI report, it’s no wonder that pricing and availability dominate shoppers’ final decision to make a purchase. Many consumers don’t have the patience for unclear pricing policies or to wait for a better deal — they have more options and power than ever before.

Not far behind, shoppers decide to complete a purchase based on product titles and descriptions (77%) and product images and videos (77%). While these are a necessity on all respectable product pages, there are some proven best practices for complete product content.

According to Salsify and DSI consumer research, 87% of consumers find enhanced content especially helpful. Enhanced content is 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.



**GROWTH HACK**

### Build Complete Product Pages — There’s No Such Thing as TMI

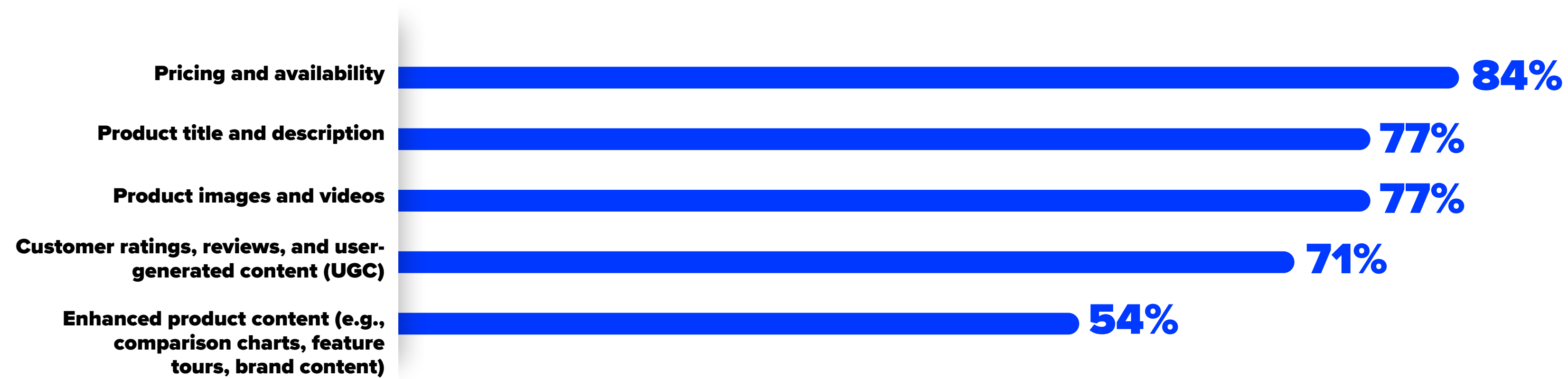
Great product content never goes out of style. Sure, your brand may evolve over time — or lean into fleeting trends — but for purchases to happen, you need to be clear about what you’re offering. There’s hardly such a thing as too much information (TMI) in the case of product content, but there are right and wrong ways to go about it.

When following best practices, product titles are a minimum of 80 characters, and product descriptions are a minimum of 250 characters and have at least five bullet points to be considered complete. You should also shoot for at least five images and two videos — but adding more will definitely earn you bonus points.

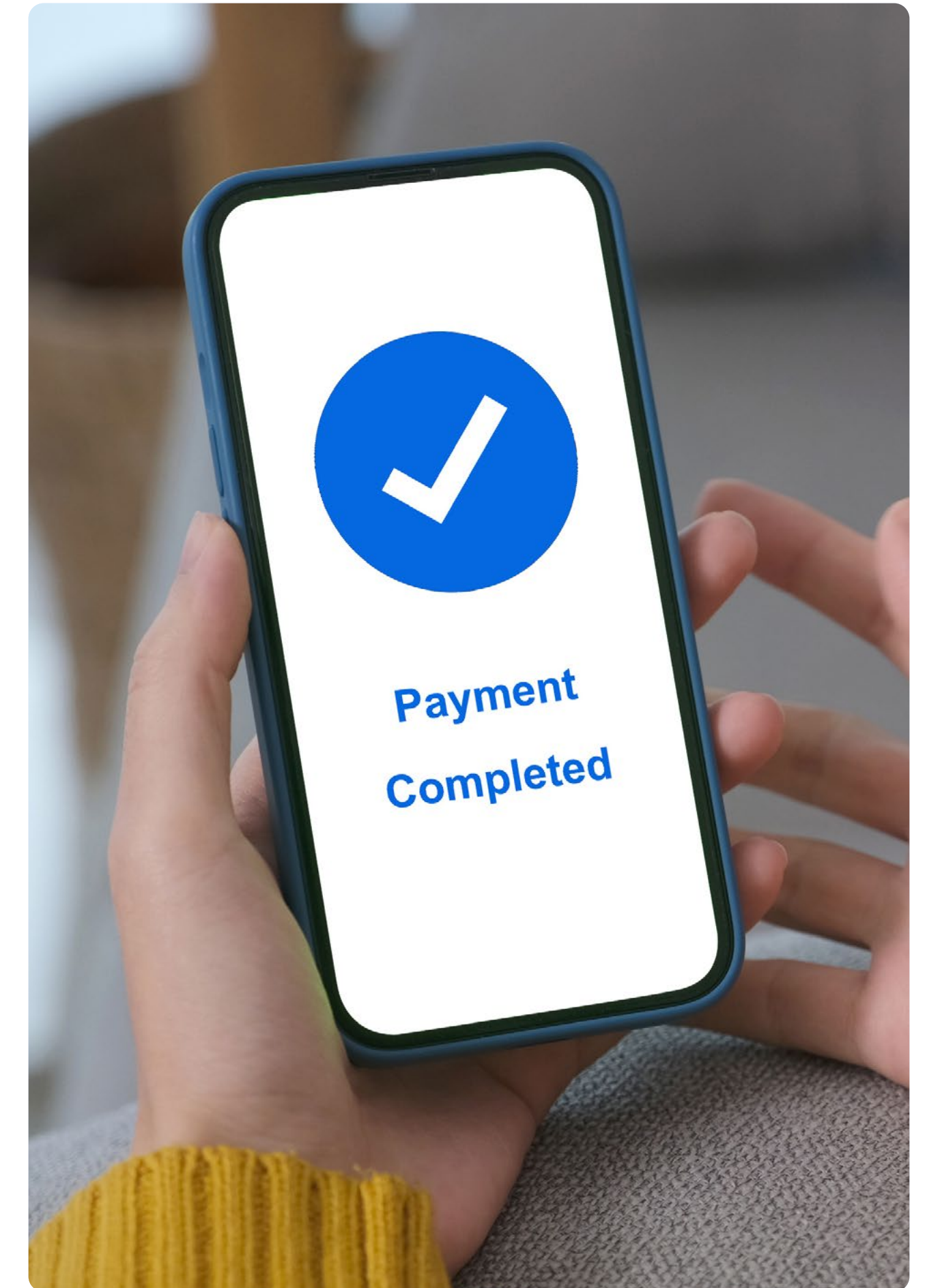


## What Product Content Makes Shoppers Decide to Complete a Purchase?

Percentage of shoppers that found the following product page elements “extremely” or “very” important when deciding to complete a purchase.



QUESTION: WHEN SHOPPING ONLINE, HOW IMPORTANT ARE THE FOLLOWING PRODUCT PAGE ELEMENTS FOR HELPING YOU DECIDE TO COMPLETE A PURCHASE? PLEASE RATE FROM “EXTREMELY IMPORTANT” TO “NOT IMPORTANT.” BASE: ALL COMPLETE RESPONSES (N=1,910)





# Abandoned Sales Trends

*Digital Trust Is the Make-It-or-Break-It Factor for Lost Sales*

Inconsistent and incomplete product content isn't just a technical issue, it's a trust barrier for shoppers, leading to lost sales for more than half of shoppers.

## Abandoned Sales: Ensure Consistent Product Information To Reduce Cart Abandonment

A fear of abandonment is only natural. But for shoppers, abandoning a sale is not so dire a situation — there are plenty of ships in the sea. With so much competition on the digital shelf, there's a good chance they'll be able to find what they're looking for elsewhere without much struggle. For brands that know what they offer and communicate this well, however, scooping up new customers and being their choice through purchase is possible — especially with the right tactics.

More than half (54%) of shoppers have abandoned an online sale due to inconsistent product information across different websites, and 53% have abandoned a sale due to incomplete or poorly written product titles or descriptions — underscoring the need for increased vigilance on your product pages.



### GROWTH HACK

#### Treat Technology Like Your Growth Partner, Not Your Enemy

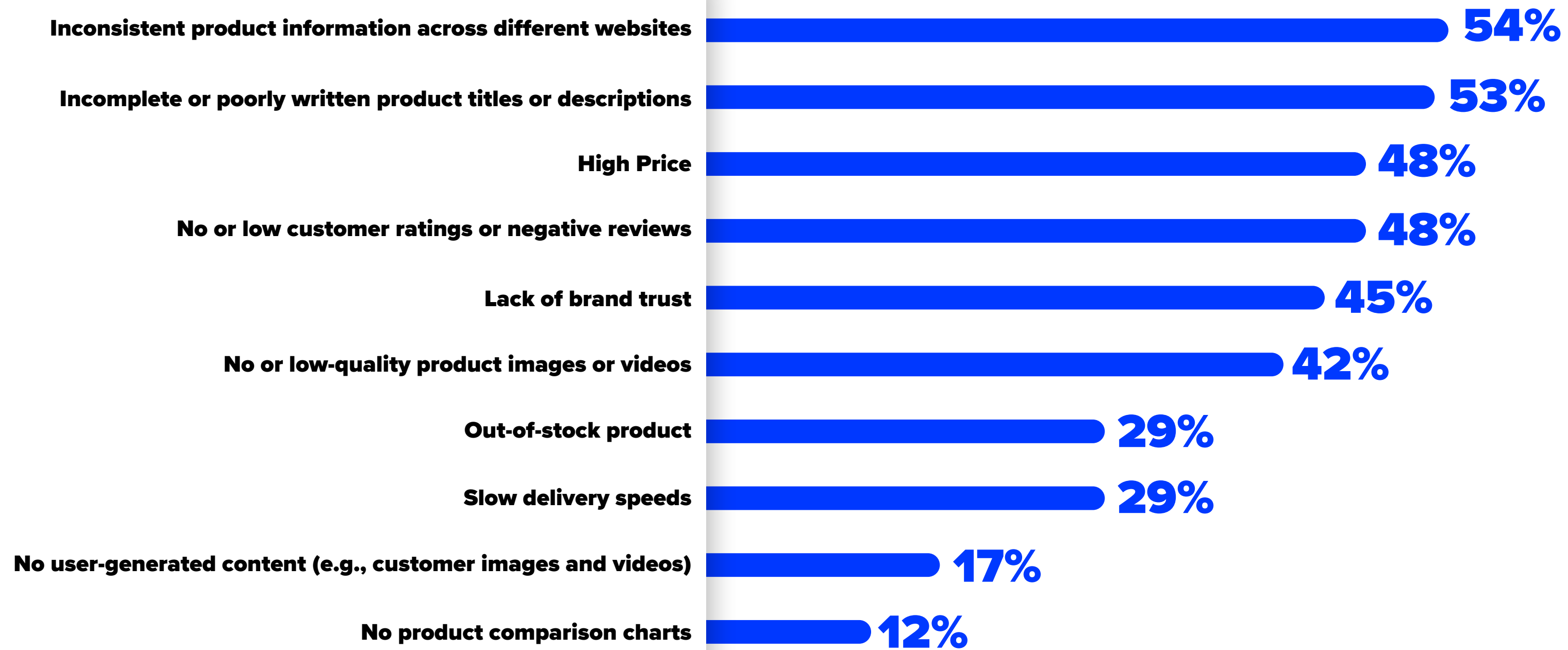
Taking a look at just one of your product pages, it might not seem like a lot of content to perfect — however, when you have thousands of SKUs across multiple retailers and several other channels, it's overwhelming.

This is where ensuring you have a central source of truth powered by automation — including a mix of artificially intelligent and human editors — to confirm that each product page has pristine product titles, descriptions, and other enhanced content to knock it out of the park and remain consistent across your entire digital presence.

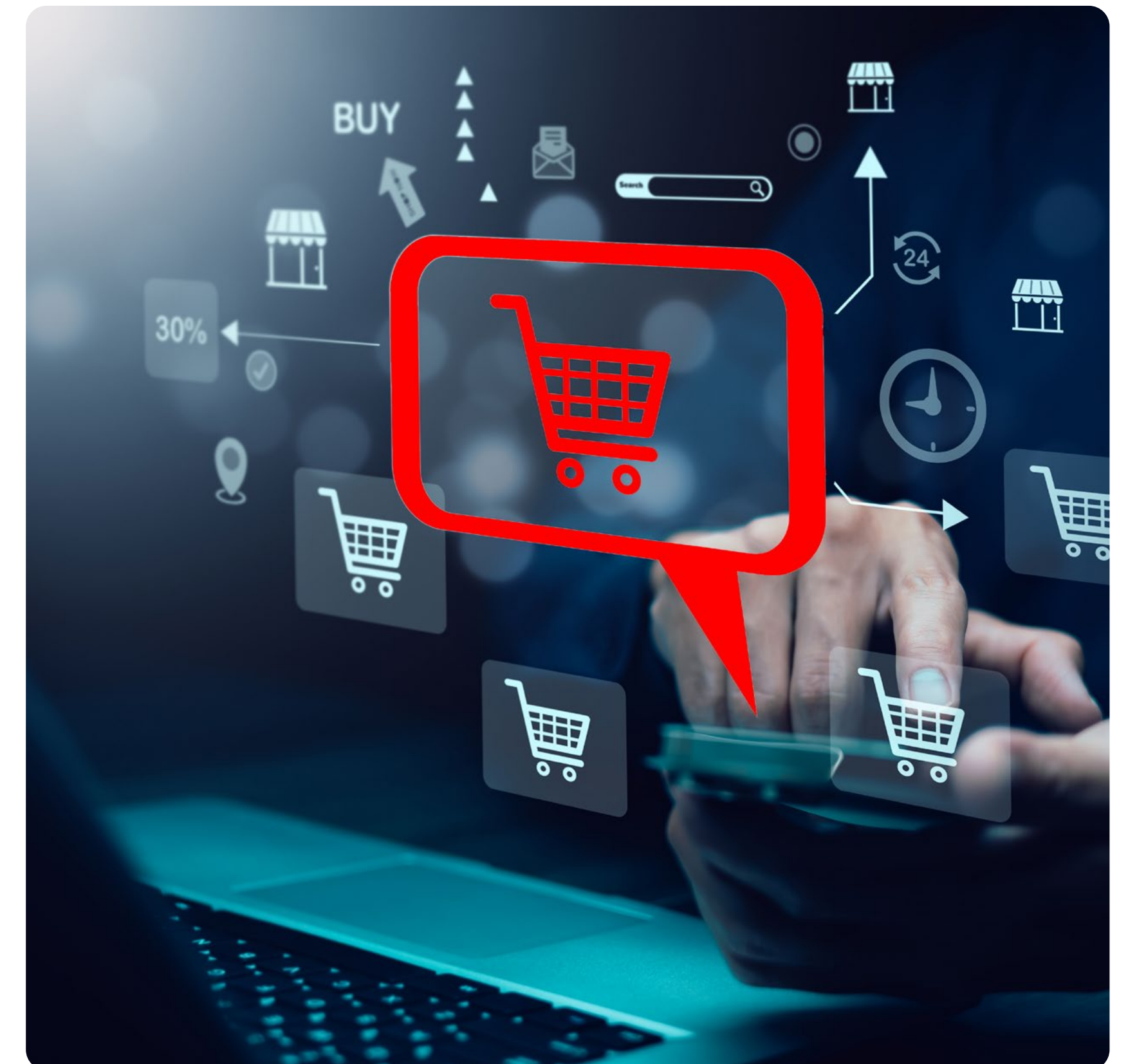
Otherwise, errors, especially in excess, can turn off more than half of your customer base.



## What Makes Shoppers Abandon an Online Sale?



QUESTION: WHEN SHOPPING ONLINE, WHICH CHALLENGES HAVE MADE YOU ABANDON A PURCHASE? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)





**04**

# *Loyalty*

*How Shoppers Evolve Into  
Brand Champions*

Loyalty, loyalty, loyalty — every brand wants it, but not every brand gets it. While shoppers have seemingly endless options on the digital shelf, brand trust remains a cornerstone of loyalty, emphasizing just how critical consistent quality, transparency, and authentic connections are for them.







## *Product Return Trends*

*When Product Content Fails Shoppers, Items Get Sent Back*

Product returns are an inevitable part of shopping, but the majority of returns stem from a very preventable cause: incorrect product content.

## **Product Returns: Incorrect Product Content Leads to Take-Backs**

Returns go hand-in-hand with shopping. However, clear, considerate return policies — partnered with excellent customer service — might be some of your customers’ favorite things about your brand.

Mitigating returns, like many brand faux pas, starts with better product content. Nearly three-quarters of shoppers (71%) have returned an item due to incorrect product content. This can mean that images didn’t match the product or that the product description was outdated.



### **GROWTH HACK**

#### **Clean-Up Time: Complete Also Means Clear and Concise**

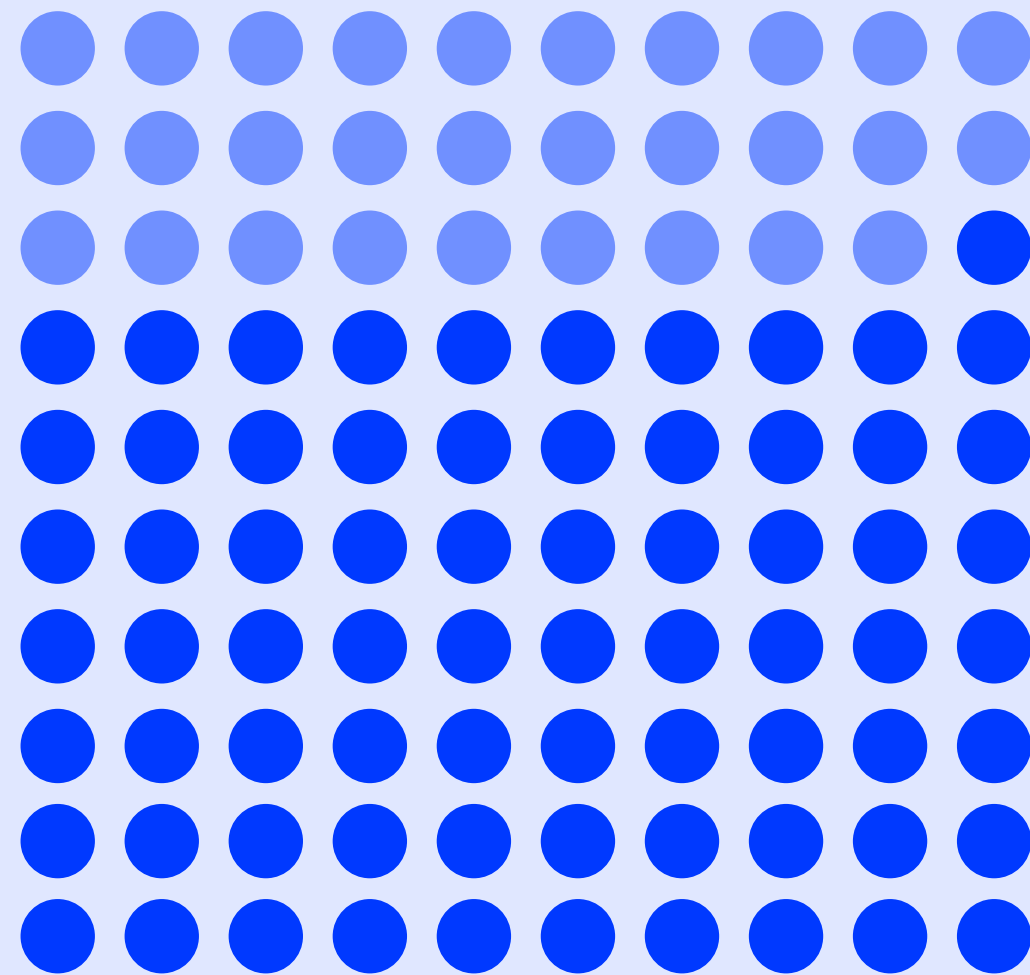
A lot goes into a completely compelling, engaging product page. The amount of text, images, and videos, if not organized properly, can overwhelm and dissuade even the most discerning shoppers (and most shoppers are distracted, if not just plain busy).

Keep your content organized: Use bullets or bold text of product features, add graphics that call out special ingredients, include quick videos, and allow for filterable Q&As from other customers to dial up the delight factor to max.

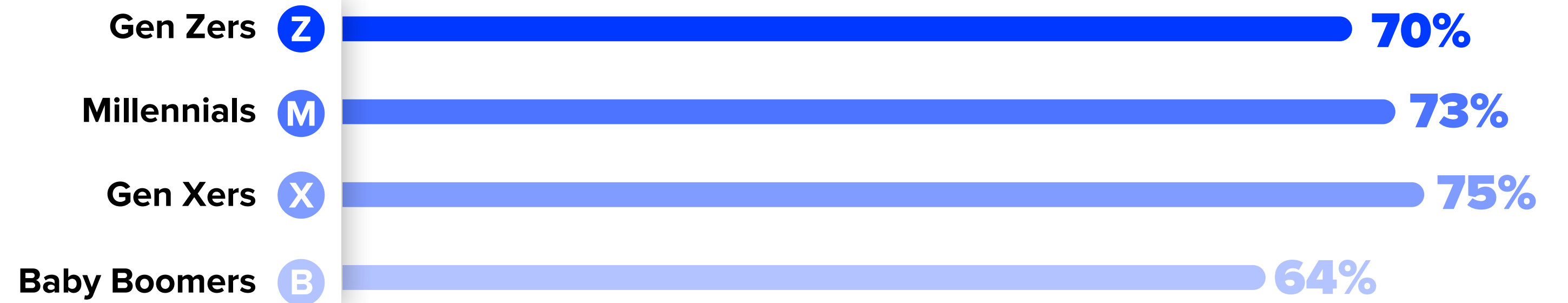
Ensuring your brand maintains a central source of truth for its product content to make global updates and edits across channels — or even using automation to meet ever-changing retailer requirements — is critical to digital shelf success in 2025.

# 71%

## of Shoppers Have Returned an Item Due to Incorrect Product Content



### Generation Group Breakout



### Gender Breakout



QUESTION: WITHIN THE LAST YEAR, HAVE YOU RETURNED AN ITEM YOU PURCHASED ONLINE BECAUSE OF INCORRECT PRODUCT CONTENT (E.G., IMAGES DIDN'T MATCH PRODUCT, OUT-OF-DATE PRODUCT DESCRIPTION)? BASE: ALL COMPLETE RESPONSES (N=1,910)



# Brand Trust Trends

## Shopper Trust Drives Brand Growth

The core drivers of shopper trust remain remarkably simple: quality products, a strong brand reputation, and engaging (and accurate) product content.



## Brand Trust: Product Quality, Value, and Brand Reputation Are the Foundations of Loyalty

Brands can't afford to play a game of "wait and see" with their sales. Shoppers predominantly trust brands based on product quality and value, brand reputation, and customer service and experience — no-brainers, but not always easy to achieve.

More than two-thirds (69%) of shoppers trust a brand that offers high product quality and value, and an equal amount trust brands due to their reputation.



### GROWTH HACK

#### Trust Requires Honesty and Transparency

Even the best brand reputations are subject to damage from sudden unfortunate events, mishaps, or mismanagement. On the contrary, a brand with a poor reputation may have a harder time rebuilding or creating a more positive image, even with wins.

For the new or rebranding, brand trust can be built with consumers after positive interactions related to product quality and value, brand reputation, customer service and experience, ratings and reviews, and high-quality product content.

Underscoring all of these, however, is maintaining an air of transparency — even humility — to help connect with shoppers tired of empty promises and grandiose remarks.



## What Makes Shoppers Trust a Brand?



QUESTION: WHICH FACTORS MAKE YOU TRUST A BRAND? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,910)





## The Trust Premium: Shoppers Will Spend More Money for Products From Trusted Brands

Most shoppers (87%) have paid more for a product because they trust the brand. And while this is good news for brands on consumers' nice lists, trust definitely isn't cheap, nor something that can be played with.

Across generation groups, the youngest shoppers are the least likely to spend more on a brand they trust — suggesting that their loyalty is the most swayable, they're always game to try the newest thing. Women are also slower to spend more on products they trust than men, but this doesn't necessarily indicate their trust is harder to gain.



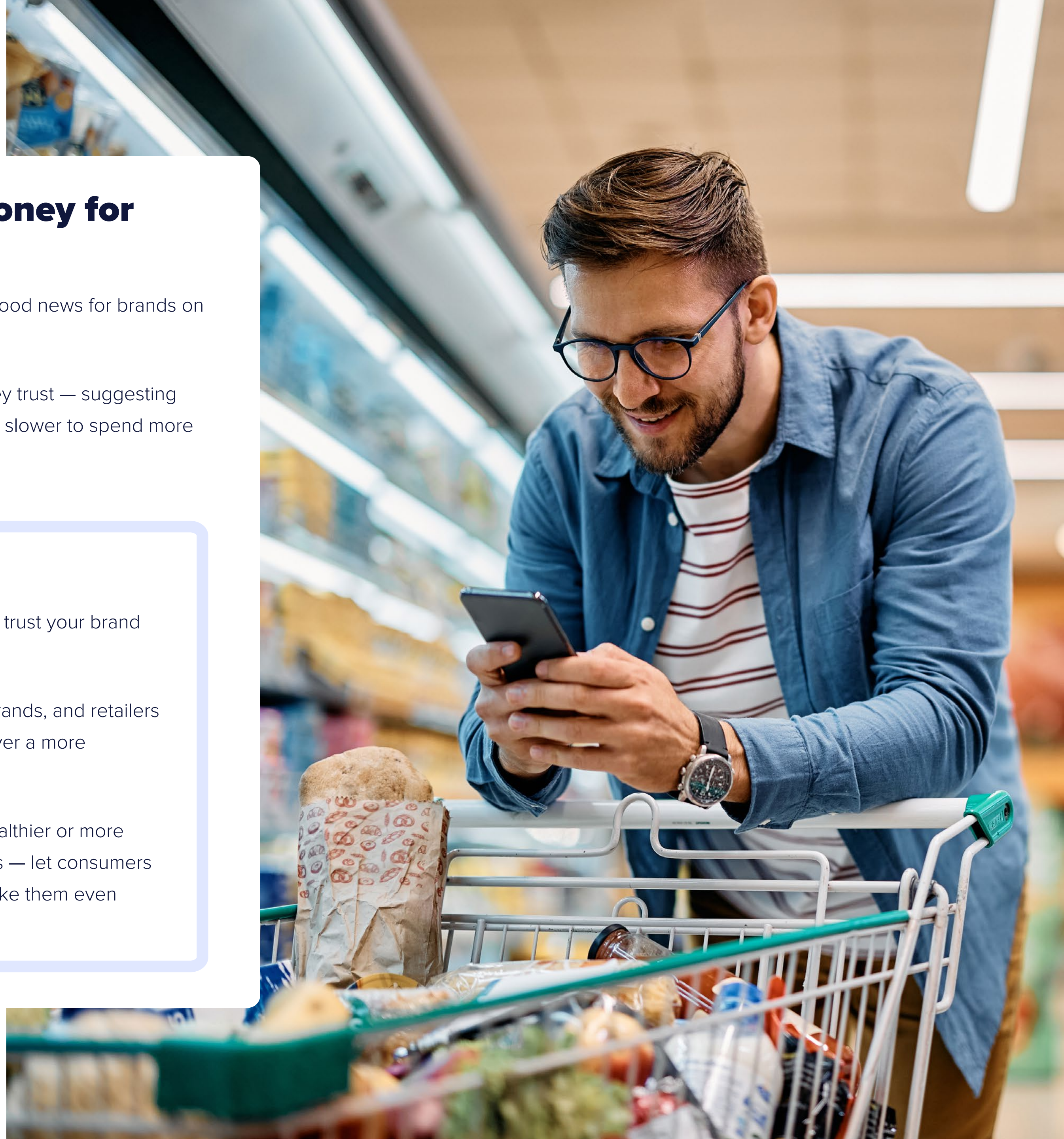
### GROWTH HACK

#### How To Make 'Expensive Taste' More Affordable

Shoppers might pay more for more reasons than just trust — or, maybe, they trust your brand beyond the markers covered here.

Ethical consumerism, when shoppers spend their money at organizations, brands, and retailers that align with their values, might be another reason they're choosing you over a more affordable competitor.

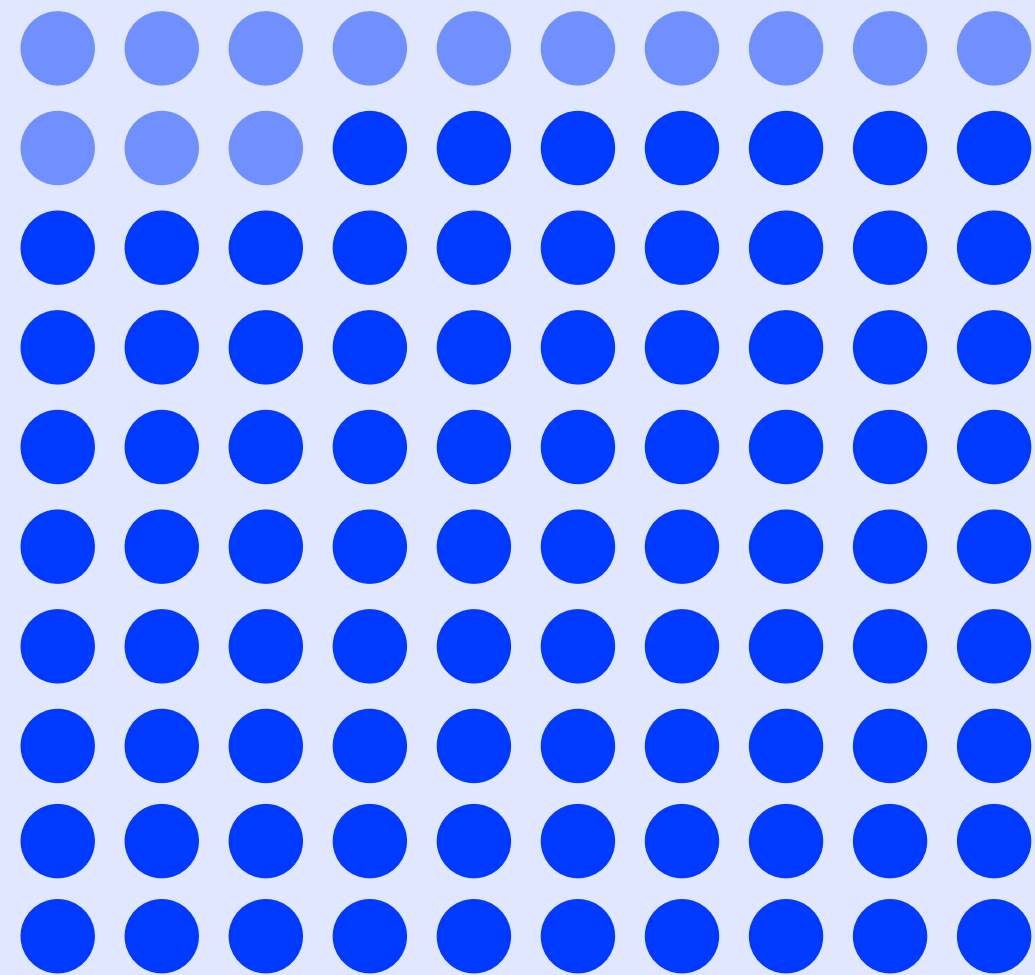
If your brand is founded on strong values or goes the extra mile to follow healthier or more ethically and environmentally friendly practices that can lead to higher prices — let consumers in on your "why." Helping them understand what they're paying for might make them even bigger fans and brand champions.



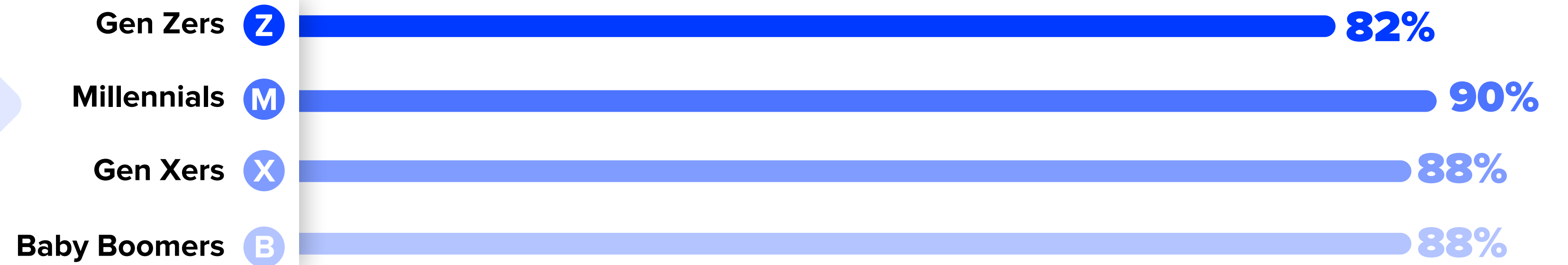


# 87%

**of Shoppers Have Paid More for a Product Because They Trust the Brand**



## Generation Group Breakout



## Gender Breakout



QUESTION: HAVE YOU EVER PAID MORE FOR A PRODUCT BECAUSE YOU TRUSTED THE BRAND? BASE: ALL COMPLETE RESPONSES (N=1,910)





# Meet Every Moment in the Always-On Era

*Because Commerce Never Stops, and Neither Should You*



Shopping lines are blurrier — but somehow clearer — than ever before. Shopping actions are always occurring ambiently for the chronically online, and beyond that, buyers are still interested in going to stores or digital shelves to shop intentionally.

This means that brands have more chances to attract, influence, and nurture buyers, especially on social media and via streaming services.

Though their trust and loyalty might be hard-fought at times, everything that takes work is worth it in the end.

The brands that will win the digital shelf in 2025 are the ones committed to knowing what they bring to the table, proactively adding more seats to expand their reach, and keeping their customers' (and employees') plates full.



# *About Salsify*

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, Coca-Cola, 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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# Methodology

Salsify surveyed 1,914 participants, resulting in 1,910 completed responses comprising 953 shoppers from the U.S. and 957 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 October 10, 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: +/- 3.239%
- U.K. Margin of Error: +/- 3.233%

Shopper Shoutout quotes were pulled from open-answer comment sections within the survey and were edited for length and clarity.

Our objective for this report was to obtain a comprehensive understanding of consumer preferences, behaviors, and attitudes within the buying journey.

## U.S. Consumer Survey: 953 Participants

### AGE

**18–27:** 211 (22.14%)

**28–43:** 296 (31.06%)

**44–59:** 232 (24.34%)

**60–78:** 214 (22.46%)

### GENDER

**Female:** 500 (52.47%)

**Male:** 453 (47.53%)

**Non-binary:** 0

**A gender not listed here:** 0

**Prefer not to answer:** 0

## U.K. Consumer Survey 957 Participants

### AGE

**18–27:** 216 (22.57%)

**28–43:** 285 (29.78%)

**44–59:** 251 (26.23%)

**60–78:** 205 (21.42%)

### GENDER

**Female:** 497 (51.93%)

**Male:** 460 (48.07%)

**Non-binary:** 0

**A gender not listed here:** 0

**Prefer not to answer:** 0