

Commerce trends to watch in 2025



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Introduction

Hello, fellow commerce enthusiasts,

As Co-Founder and Chief Innovation Officer at Productsup and host of the World of Commerce podcast, my passion is following the top industry and market trends across the commerce landscape. I've spent the last 20 years of my career studying and experimenting with the latest tech advancements, government regulations, and consumer behavior patterns to develop an understanding of this industry's evolution. What I've learned is that as soon as you think you know what you're doing and things start to feel comfortable, it's time to reevaluate everything. Each week brings some exciting new headline that revolutionizes the way we work, and I've made it my job to help other companies turn that complexity into their advantage.

As 2025 unfolds, I'm excited to share the top 5 trends set to reshape commerce in the year ahead. From the rise of retail media and generative AI to the growing importance of sustainability, this guide provides insights, industry examples, and resources to stay ahead in a dynamic market.

Keep reading to explore the challenges and opportunities that will define the future of commerce.

Marcel Hollerbach
Co-Founder and Chief Innovation Officer, Productsup



Leveraging retail media networks



Retail media networks (RMNs) are now essential for brands to monetize their audiences and drive incremental sales. They provide a mix of in-store, online, and offsite ad inventory, offering high margins and measurable results.

Why it matters

The RMN market is projected to surpass [\\$100 billion by 2027](#). Retailers earn up to [70% margins](#) on onsite ad monetization.

Proof of success

Target x Alodia Hair Care: Target partnered with the emerging beauty brand Alodia to feature products across its retail media network. This collaboration boosted awareness while driving a measurable **30% increase in sales** from targeted campaigns.

What can you do?

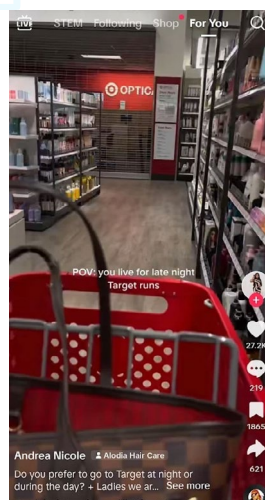
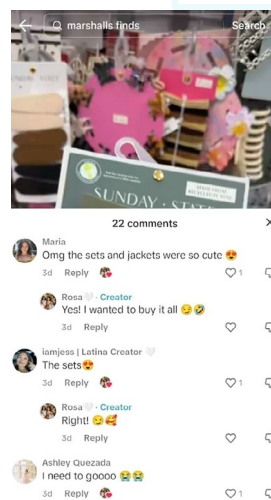
1. Prioritize **incrementality** (additional sales from campaigns) as a KPI for success.
2. **Test in-store activations** alongside digital campaigns to maximize ROI.
3. **Tailor product content** based on the location and type of retail media ad to target audiences effectively.

More resources to get ahead of the trend

- The rise of retail media >> [Watch the webinar](#)
- Facing the future of retail in 2025 >> [Read guide](#)



[Source](#)



The rise of social commerce

Social platforms like TikTok, Pinterest, Meta, and even Reddit are transforming into virtual storefronts, streamlining discovery, engagement, and purchasing.

Why it matters

- **49% of Gen Z** consumers prefer shopping directly within social apps.
- Reddit shoppers spend **2.5x more** than on other platforms.

What can you do?

1. Activate **dynamic and video ads** on TikTok, Pinterest, Meta, Reddit, etc.
2. Create **shoppable content** on social media to reduce friction in the buying process.
3. Leverage influencers and **creator collaborations** to drive authentic engagement.

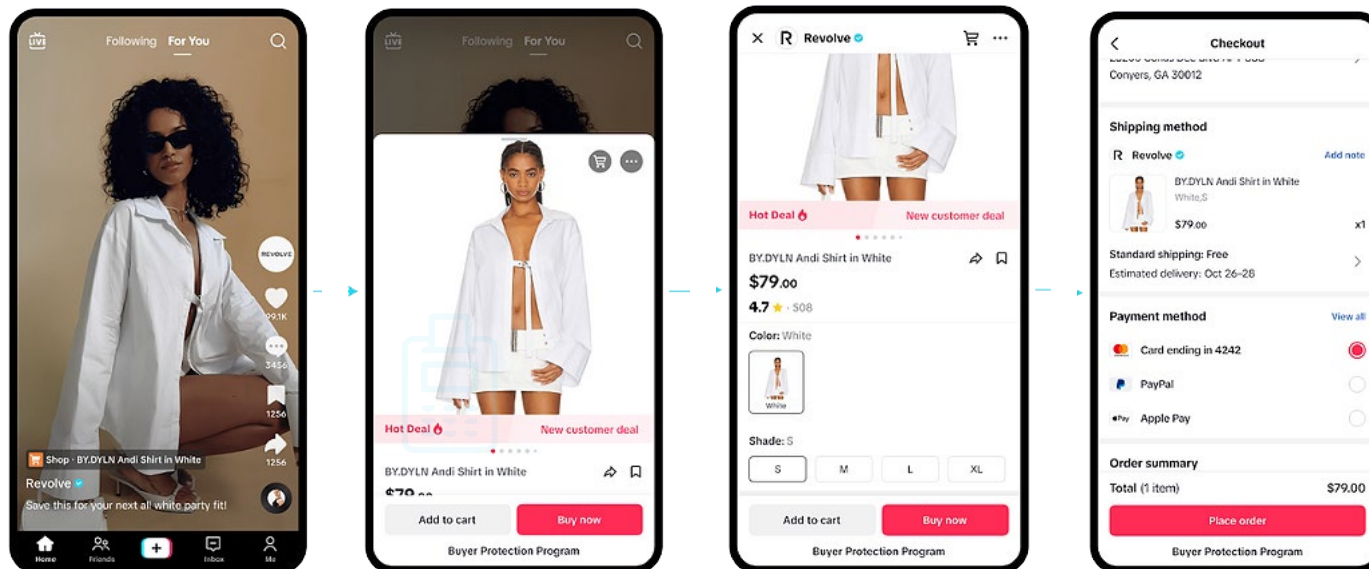
Proof of success

Ulta Beauty x Reddit: Ulta Beauty leveraged **Reddit Dynamic Product Ads** to connect with beauty enthusiasts in targeted communities. By promoting personalized and relatable content, they achieved a 66% higher return on ad spend (ROAS) compared to previous campaigns, successfully engaging Reddit's high-intent audience to drive online purchases.

More resources to get ahead of the trend

- Social commerce on TikTok >> [Read guide](#)
- Social commerce on Facebook and Instagram >> [Read guide](#)

Native checkout on TikTok Shop



[Source](#)

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“When you look at product searches, they tend to start primarily on Google, and nowadays Amazon actually has more product-search-related traffic than Google. It’s a matter of time until people figure out that if they’re searching for a conversation around something, or they want real user feedback and not just a Wikipedia page, they might directly start engaging with Reddit.”

– Marcel Hollerbach, CIO, Productsup
([Business Insider, November 2024](#))

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Navigating data privacy changes

Will 2025 finally be the end of third-party cookies? Only time will tell. What we do know is that, regardless of Google's plans, brands need to adopt privacy-conscious strategies to engage consumers without compromising trust.

Why it matters

- **Contextual** and **zero-party data** solutions are replacing cookie-based targeting.
- **Conversational AI** tools provide first-party insights by engaging with customers directly.

Proof of success

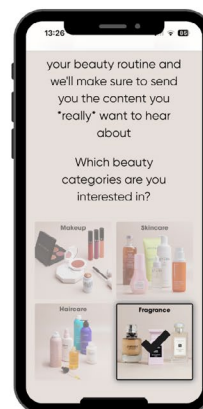
L'Oréal: L'Oréal uses contextual targeting to deliver relevant ads based on website content rather than user behavior. This ensures compliance with privacy laws while maintaining personalization.

Sephora: Through its loyalty program, Sephora collects zero-party data (like preferences and behaviors) to deliver tailored product recommendations and promotions.

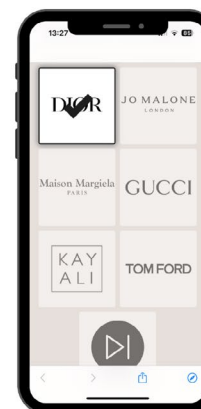
What can you do?

1. Shift to **contextual advertising** to align ads with relevant content.
2. Use **zero-party data** through loyalty programs or AI-powered chatbots.
3. Explore **conversational AI** to collect valuable insights and build trust.

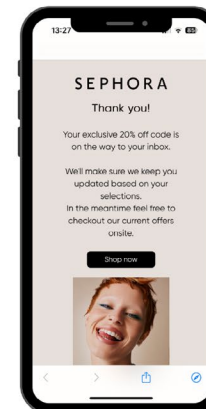
Interactive Quiz



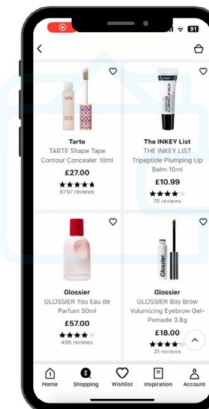
Interactive Quiz



Reward



In-App Shopping



[Source](#)

More resources to get ahead of the trend

- Overcome product data challenges in CPG >> [Read guide](#)
- Is your product data AI-ready? >> [Read blog](#)

Sustainability standards and regulations

Consumers and regulators demand transparency and accountability in sustainability practices. New standards like the Circular Economy Action Plan and digital product passports (DPPs) will be mandatory for key industries by 2026.

Why it matters

- **46% of consumers** want clarity on product sourcing.
- Industries like textiles, electronics, and chemicals must comply with **ecodesign standards** by April 2025.

Proof of success

IKEA: IKEA promotes sustainability through its Sustainable Living section on its website, where it showcases eco-friendly products, tips for reducing waste, and transparent information on materials and energy use. By offering sustainable solutions such as energy-efficient lighting, recyclable furniture, and tools to reduce household consumption, IKEA empowers consumers to make environmentally conscious choices while aligning with global sustainability goals.

Amazon's Sustainability Hub: Amazon's dashboard allows sellers to track progress on sustainability metrics, enabling them to earn "Climate Pledge Friendly" badges that appeal to eco-conscious shoppers.

What can you do?

1. Implement digital product passports to provide clear product lifecycle data.
2. Highlight verified sustainability claims in product information to combat greenwashing.
3. Prepare for upcoming regulations by improving product data transparency across supply chains.

How a DPP looks from an end user perspective



1. User enters a shop



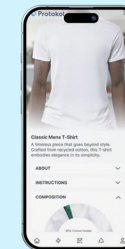
2. Sees a t-shirt they like



3. Wants to know where the materials came from



4. Uses phone to scan a QR code on the t-shirt



5. Checks publicly available DPP data on materials and carbon footprint



6. Is satisfied and decides to buy the product

More resources to get ahead of the trend

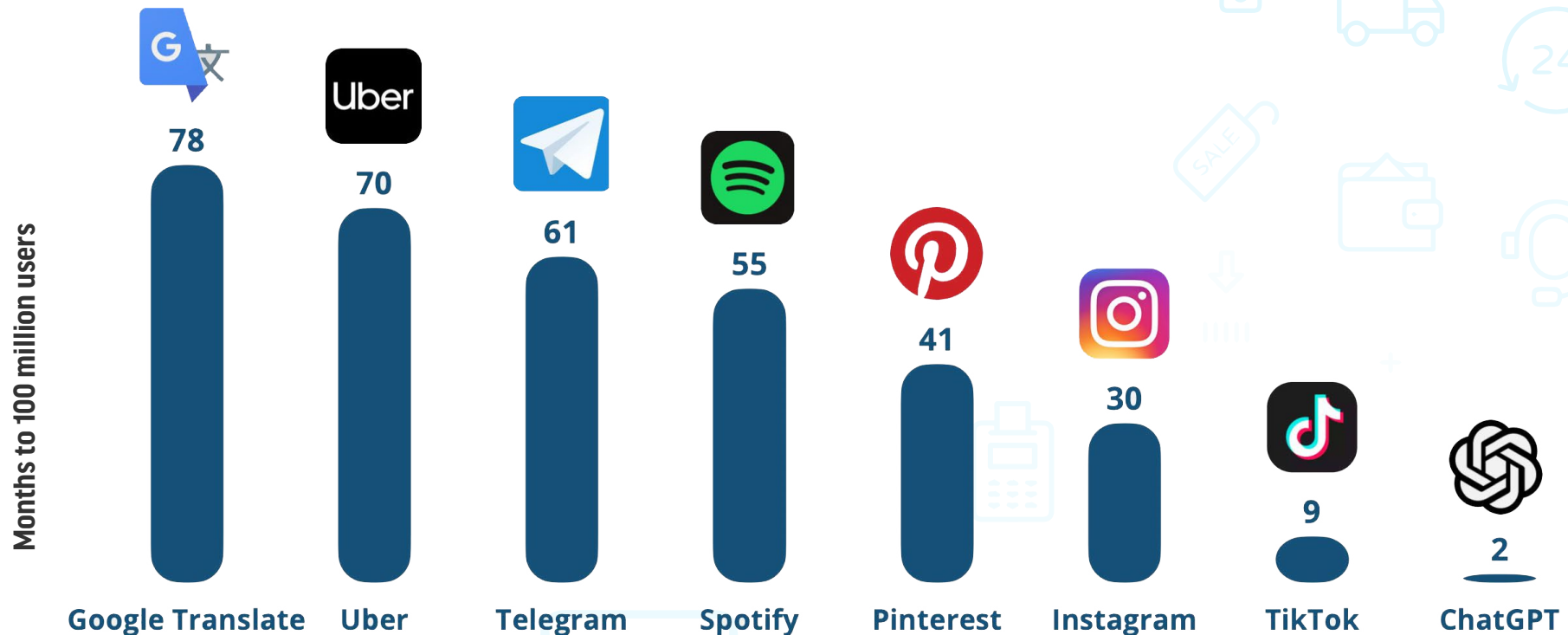
- What are digital product passports (DPPs)? >> [Read deep dive](#)
- 7 creative strategies for customer retention in ecommerce >> [Read blog](#)

AI-powered product content

AI has completely changed content creation. Now, brands can scale product content for personalized, multichannel journeys. AI-driven tools optimize text, images, and data to deliver tailored experiences across the buyer funnel.

Why it matters

- The pace of new channels entering the market requires brands to deliver consistent product content across multiple platforms simultaneously.
- Consumer expectations for personalized, visually engaging, and dynamic content increase the need for scalable solutions to manage large volumes of tailored messaging.



AI-powered product content

What can you do?

1. Use **AI-powered tools** to generate SEO-optimized product descriptions and visuals.
2. Automate **A/B testing** to identify the most effective content variations.
3. Use AI to **tailor product content** for specific markets and audiences.



Proof of success

BMW: BMW implemented AI-powered billboards that dynamically adjusted messaging based on the type of car approaching the sign. The billboards displayed customized content—such as promoting electric models to eco-conscious drivers or highlighting performance features to sports car enthusiasts. This hyper-targeted approach increased relevancy, resulting in higher engagement rates and a measurable lift in local dealership inquiries.

More resources to get ahead of the trend

- The state of smart commerce: AI's impact on buying and selling >> [Read guide](#)
- Creating AI-powered product content >> [Discover tools](#)

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How to act on the trends



Don't just watch the trends. Act on them now!

Not sure where to start with jumping on these trends? Let's talk.

Productsup takes a P2C (product-to-consumer) approach to managing product content across the commerce ecosystem. This means we help companies streamline how they bring products to their buyers by condensing the number of systems required to source, clean, organize, enhance, distribute, and evaluate product data. Our enterprise-ready platform processes over 2 trillion products per month for companies like ALDI, Redbubble, and Sephora.

Backed by a global team of seasoned engineers, developers, feed managers, strategists, and more, we'd love to learn about the trends you're watching in 2025 and explore together how you can act on them.

[Get in touch](#)[Book a demo](#)

Productsup⁷

Empowering commerce

Get in touch today!

hello@productsup.com

www.productsup.com



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