

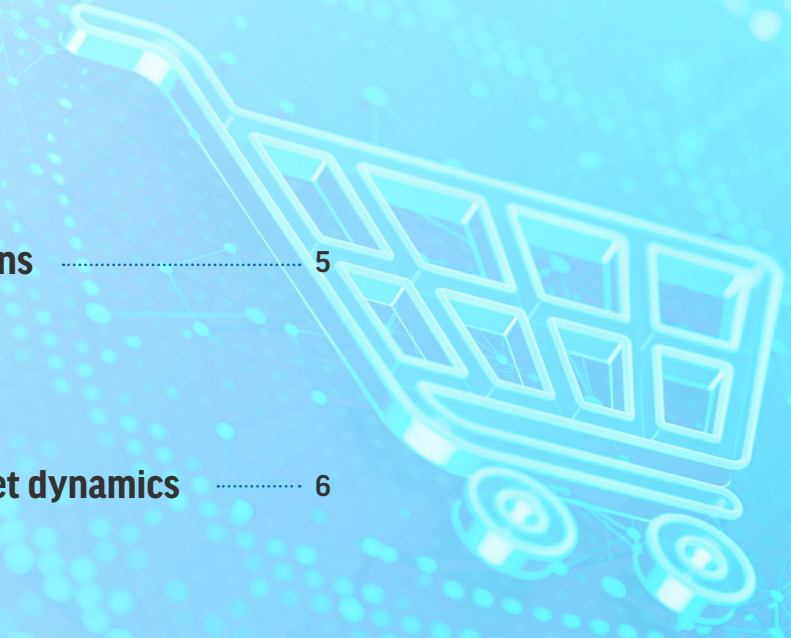


Facing the future of retail

12 key challenges in 2025

Table of contents

1. Introduction	3
2. Top 12 ecommerce challenges for retailers	4
01. Data overload: Onboarding and updating with agility	
• Growing number of suppliers and file formats	
• Detailed product information	
• Manual, time-consuming, and error-prone processes	
02. Consumer curveballs: Meeting evolving shopping expectations	5
• Growing privacy and security concerns	
• Fewer brand loyalists and rising expectations	
• Personalized content and product offerings	
03. Market mayhem: Keeping up with rising complexity in market dynamics	6
• Localization on a global scale	
• Competitive pressure and differentiation	
• Omnichannel excellence	
04. Digitalization demands: Modernizing the organization	7
• Reliance on legacy technology	
• Effective AI implementation	
• Ongoing employee training	
3. Become retail resilient with Productsup	8



Introduction

The online retail market is evolving at lightning speed, and by 2025, retailers will face a whole new set of challenges that demand flexibility and innovation. Consumers expect seamless, personalized experiences, competition is fiercer than ever, and sustainability is no longer optional.

Not sure how to navigate the rocky retail road ahead? Explore the top 12 challenges online retailers should prepare for in 2025 to help guide your ecommerce strategy.

The online retail market in 2025

By 2025, estimates show...

- Global online retail sales are expected to exceed [\\$7 trillion](#)
- [25% of total retail sales](#) will happen online
- [2.77 billion people](#) will shop online (roughly 35% of the world's population)

With ecommerce numbers reaching new heights, retailers will encounter growing challenges to deliver outstanding customer experiences and maintain sustainable growth.



Top 12 ecommerce challenges for retailers

Data overload: Onboarding and updating with agility

1. Growing number of suppliers and file formats

As retailers expand their product catalogs to tap into new customer bases, their supplier network grows. More suppliers mean more products and a greater volume of data to onboard and update regularly. Given that each supplier provides their product data in different formats, languages, and file types, retailers need to aggregate and synchronize this data for a centralized source of truth.

💡 Business impact: Data fragmentation from diverse suppliers causes process inefficiencies, hindering retailers' ability to provide accurate listings and respond to consumer demands, ultimately impacting revenues.

2. Detailed product information

[85% of shoppers](#) say that clear product information is important when deciding which brand or retailer to buy from. In response, retailers are packing more details into their product content, such as ethical sourcing certifications, allergen and nutrient information, and eco-labels. Retailers need to ensure that this information is integrated consistently across all channels.

💡 Business impact: Maintaining accuracy and consistency for huge amounts of data leads to compliance risks, operational strain, and potential harm to consumer trust.

3. Manual, time-consuming, and error-prone processes

Most retailers still rely on manual workflows for everything from onboarding supplier data to distributing product content. These tasks are time-intensive and susceptible to human error, leading to inconsistencies in product listings, delays in launches, and incorrect information.

💡 Business impact: Manual data handling slows down operations and, in turn, time to market. It also increases the risk of errors, which jeopardizes customer trust, raises operational costs, and impedes sales.



Strategy tip: How to get ahead

Use a scalable, centralized solution to streamline the process of integrating product data from multiple sources. You can also leverage [AI-powered tools](#) to eliminate manual tasks, such as mapping product attributes, while reducing errors.

Consumer curveballs: Meeting evolving shopping expectations

(Top 12 ecommerce challenges for retailers)

4. Growing privacy and security concerns

With rising privacy concerns, consumers are selective about sharing personal data. Retailers must balance personalized shopping experiences with data protection. Key security measures like encryption, audits, GDPR compliance, and unified management platforms are crucial for safeguarding customer data and maintaining brand trust.

💡 **Business impact:** Failing to prioritize data security or lack of transparency can cause reputational damage, customer churn, and the potential loss of business.

5. Fewer brand loyalists and rising expectations

Retailers could once rely on loyal customer bases to meet certain sales targets, but only [8% of today's global consumers](#) remain loyal to the brands they have always shopped for. To prevent consumers from landing on a competitor's site or abandoning carts, retailers need to provide a frictionless experience from listings and ads with quality product content.

💡 **Business impact:** Inaccurate or incomplete product information erodes trust and drives customers toward competitors, making it harder to retain repeat shoppers.

6. Personalized content and product offerings

Today's shoppers aren't looking for the best products on the market; they're looking for the best products for them specifically personalized recommendations, tailored promotions, and features that speak directly to their needs. Retailers must use data effectively to customize their offerings and make the shopping experience feel personal and relevant.

💡 **Business impact:** Lack of personalized shopping experiences can disengage customers, reducing retention and conversions, while tailored ads enhance relevance and boost engagement.



Strategy tip: How to get ahead

Dynamic creative optimization tools allow you to create tailored, visually striking ads using pre-built templates and customizable elements, ensuring consistency across platforms. For instance, Productsup's [Image Designer](#) gives you access to over 800 fonts and 200 icons to make each ad campaign unique.

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Market mayhem: Keeping up with rising complexity in market dynamics

(Top 12 ecommerce challenges for retailers)

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7. Localization on a global scale

As ecommerce globalizes, retailers can't abandon their local presence. What works for an audience in one region might fall flat internationally. They must adjust their product content and strategies to suit different cultural contexts, ensuring that they meet local preferences, requirements, and regulatory standards.

- 💡 **Business impact:** Localizing product content for different languages and regions adds layers of complexity, leading to delayed market entry, inventory mismanagement, and a lower competitive edge.

8. Competitive pressure and differentiation

In a crowded retail market, [81% of shoppers research online](#) before making a purchase, comparing products across multiple platforms. Retailers must ensure their product content stands out with engaging images and text, such as offering promotions and exclusive features, optimizing for searchability, and jumping on social trends.

- 💡 **Business impact:** Failing to create competitive listings and visually appealing ads can lead to missed sales opportunities and make it harder to stand out in a crowded marketplace.

9. Omnichannel excellence

With [73% of retail consumers using multiple shopping channels](#), retailers must ensure seamless integration across online, in-store, and social platforms. Synchronized product listings across these channels are critical. Companies with a robust omnichannel strategy enjoy [a customer retention rate of around 89%](#), whereas those with a weaker approach only retain about [33% of their customers](#).

- 💡 **Business impact:** Inconsistent product listings across channels lead to a poor customer experience, causing customer frustration, abandoned carts, fragmented brand presence, and lost sales.

7

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Strategy tip: How to get ahead

Leveraging [AI tools](#), you can create different versions of product content based on the target location or channel. For instance, you can use simple prompts to translate text to different languages automatically or adjust description lengths to meet channel requirements for word count.

Digitalization demands: Modernizing the organization

(Top 12 ecommerce challenges for retailers)



Strategy tip: How to get ahead

Seek out flexible and scalable solutions that keep you in control of your data and enable seamless [integrations](#) with other systems across the ecommerce ecosystem. For instance, Productsup offers a [developer program](#) to enable retailers to build their custom integrations based on their unique needs.

10. Reliance on legacy technology

Many online retailers still rely on outdated systems that don't integrate well with newer technologies and create inefficiencies in product data management. Updating these systems is essential for keeping pace with evolving consumer demands and growing the business.

- 💡 **Business impact:** Working across legacy systems creates data silos, resulting in information gaps and slow decision-making, hindering retailers' ability to launch products and campaigns quickly.

11. Effective AI implementation

[AI is believed to help retailers save up to \\$340 billion annually.](#) While artificial intelligence can streamline many retail processes, such as product recommendations and order fulfillment, integrating it correctly demands significant investments in technology, training, and infrastructure.

- 💡 **Business impact:** Errors in AI implementation can disrupt operations, harm customer satisfaction, and lead to increased costs or lost revenue.

12. Ongoing employee training

The rules of online retail are constantly changing, which means employees need proper training on new tools, trends, and technologies. Without continuous learning, retailers may struggle to adopt AI effectively, shift with economic conditions, manage complex product catalogs, or adapt to changing customer expectations.

- 💡 **Business impact:** Inadequately trained staff can lead to operational inefficiencies and low-quality product content, resulting in higher costs and poor customer experiences.

Become retail resilient with Productsup

The [Productsup P2C platform](#) enables retailers to import and export product content to ad platforms like Google and social commerce channels like Instagram seamlessly, ensuring the data is optimized for performance. This also includes product content used for retail media ads through partners like Criteo. With tools for AI-driven content generation, local inventory ads, dynamic creative optimization, and more, retailers can easily personalize shopping experiences to increase visibility, drive engagement, and boost conversion rates.

Delivering high ROI



ALDI increased Google impressions by 30% with Productsup's built-in channel templates and automated feed updates. With the Image Designer tool, ALDI's team created stunning images for each of their products and saved 66 hours of work per month.

[Read more](#) about their post-optimization performance.



Leroy Merlin leveraged the P2C platform's easy-to-use product feed templates and exported more than 5M+ SKUs to channels like Facebook, Instagram, Pinterest, Google Shopping, Bing, Awin, and more.

[Discover more](#) about their omnichannel success.

Ready to take the next step toward retail resiliency in 2025?

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

Productsup³

Empowering commerce

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