



2025

ECOMMERCE

TRENDS

The eCommerce landscape is changing faster than ever, driven by technological advancements, shifting customer expectations, and global commerce expansion. Innovations, like generative AI, are changing the ways in which consumers shop, while social commerce is shifting the way in which customers and brands connect. This year, with potential policy changes on the horizon, brands must consider the sustainability, efficiency, and global presence of their eCommerce operations and strategy.

We've outlined 6 key trends that we expect to see dominate the eCommerce landscape in 2025.

1 **AUGMENTED
REALITY (AR) FOR
AN IMMERSIVE
EXPERIENCE**

4 **INCREASED
STANDARDS FOR
SUSTAINABILITY &
ACCOUNTABILITY**

2 **ENHANCED
CUSTOMER
SERVICE AND
PERSONALIZATION
WITH GENERATIVE
AI**

5 **EFFICIENT
LOGISTICS TO
MEET CUSTOMER
EXPECTATIONS**

3 **THE RISE OF
SOCIAL
COMMERCE**

6 **EXPANSION OF
GLOBAL
ECOMMERCE**

1 AUGMENTED REALITY (AR) FOR AN IMMERSIVE EXPERIENCE

Augmented reality (AR) technology has enormous potential in the eCommerce landscape with the ability to create an engaging, immersive shopping experience. In fact, the AR market is expected to [reach \\$198M by 2025](#), so companies should look for ways to integrate this technology into their customer journey to keep pace with other brands.

One recent application of AR technology can be seen in [online furniture shopping](#), where customers can accurately visualize how pieces will fit into their homes before making a purchase. By utilizing AR before committing to an online purchase, customers can feel more confident in their choices without ever stepping foot in-store. In turn, this can reduce the volume of returns and negative reviews, increasing overall customer satisfaction and establishing a stronger brand image.

AR is also valuable in the form of [virtual try-ons](#), from clothing to beauty products. For example, customers can get a more accurate idea of how a clothing product will fit on them without needing to try it on in the store by using 3D product visualizations. This immersive approach has been shown to [increase purchase rates by 27%](#).

The AR market is expected to reach \$198M by 2025.

SOURCE

As more brands adopt AR technology, customers will be able to engage with online platforms at a deeper level than ever before. By empowering users to interact with the products virtually before purchasing, AR can improve purchase rates and foster a greater sense of trust in online shopping.



2 ENHANCED CUSTOMER SERVICE AND PERSONALIZATION WITH GENERATIVE AI

Brands have been relying heavily on [predictive AI](#) to help them create a more personalized online experience, from custom search results to product suggestions. Now, generative AI is [transforming the eCommerce landscape](#), allowing for a greater [degree of personalization](#) than ever before. In fact, [54% of surveyed companies](#) have begun to implement some level of generative AI to enhance their eCommerce operations.

For instance, AI can power [digital avatars](#) that can answer customer requests 24/7. These avatars are more personable than generic AI chatbots and can interpret a customer's request, providing personalized recommendations. [Nestlé](#) is one example of a company that has successfully integrated an AI-powered virtual assistant, which acts as a customer guide for the website. [Their avatar, Ruth](#), is able to chat and share information on cookie baking, personalizing recommendations to the individual customer. This helps provide customers with a seamless, tailored experience. Chatbots will also continue to be used and enhanced by generative AI, providing instant responses and navigating problems without the need for human agents. These consistent, quick, and personalized services will enhance customer satisfaction and loyalty across online platforms.

Generative AI will also serve to increase sales and revenue by providing personalized recommendations across the storefront and optimizing pricing strategies. By [analyzing customer preferences and shopping history](#), generative AI can suggest related products and boost cross-selling success. AI can also [monitor and adapt pricing](#) in accordance with market trends, competitor prices, and product demand. This dynamic pricing approach allows brands to maximize sales volume and profitability while keeping pricing current with customer needs.

Beyond customer service and personalization, generative AI is also invaluable for fraud prevention. [PayPal, for example, leverages AI technology](#) to flag irregular transactions, protecting users and catching cases of fraud in real time. By combing through and analyzing large datasets, AI can notice patterns of customer behavior and transaction history and identify instances of fraud, helping to alleviate customer concerns of purchase security.

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SOURCE



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THE RISE OF SOCIAL COMMERCE

Social commerce, while relatively new to the eCommerce landscape, is already moving from novelty to mainstream - projected to reach [\\$1.2 trillion by 2025](#). Platforms like TikTok are at the forefront of this movement, as customers become increasingly comfortable with shopping online and social media becomes even more ubiquitous. With internet users spending an [average of 2.5 hours per day on social media](#), brands have an opportunity to capture attention and drive sales through a platform already integrated into the lives of so many customers.

Many companies have begun to incorporate [long-term, authentic partnerships](#) with influencers into their marketing strategies, rather than one-off campaigns. Sustained influencer relationships can reinforce a relationship of trust and reliability between a brand and consumers, as users will see familiar faces consistently vouching for products. Social commerce then allows product purchases to be directly integrated into these influencer campaigns, making online shopping more seamless than ever. Overall, this shift aligns a common goal that many retailers share: focus on personal, trustworthy marketing to decrease the concerns about privacy and product quality that customers often have online.



Internet users spend an average of 2.5 hours per day on social media.

[SOURCE](#)

[Abandoned carts](#) remain a significant barrier to social commerce efforts, with customers often halting at checkout due to outside distractions or purchasing hesitations. To combat this, brands are innovating ways to [encourage the completion of purchases](#), such as making the account creation process smoother and being transparent about all costs up front. By addressing these barriers, social commerce can not only boost sales but also foster a stronger sense of security and trust.

Some consumer hesitations persist regarding data privacy, product reliability, and security, as about [31.8% of consumers](#) still prefer to keep social media separate from shopping. Generation Z, with a reputation of being social-media-savvy, is more open to the use of social commerce platforms, placing more trust in these companies. Further, [43% of surveyed Millennials and 30% of surveyed Gen Xers](#) report making spontaneous purchases directly on social media platforms, showing that the openness to social commerce is not limited to only Gen Z. [Older generations](#), while at a slower pace, are also continuing to increase their usage of social commerce on platforms like Instagram and Facebook.

All that said, social commerce presents a unique and growing opportunity to engage with customers in a more seamless, convenient way than what was possible before.



43% of surveyed Millennials and 30% of surveyed Gen Xers report making spontaneous purchases directly on social media platforms.

[SOURCE](#)

4 INCREASED STANDARDS FOR SUSTAINABILITY & ACCOUNTABILITY

As customers become more eco-conscious, they are holding companies to higher standards of sustainability and environmental responsibility. [In fact, 73% of consumers](#) say that they would likely change their online purchasing decisions based on a company's sustainability goals and actions.

Companies now face increased pressure to meet these expectations, as younger generations like Gen Z are particularly adept at recognizing and highlighting instances of [greenwashing](#) or misleading sustainability claims. This has led to new global legislation aimed at [mitigating greenwashing](#), ensuring brands are more genuine and transparent in their efforts towards sustainability. In the UK, the Financial Conduct Authority (FCA) has recently put an [anti-greenwashing rule](#) in place to prevent misleading or inaccurate sustainability claims. The US FTC has also updated its [Green Guides](#) to provide companies with more comprehensive sustainability directives. These are just two of the many examples of tightening environmental regulations and expectations that are affecting businesses worldwide.

Transparency is key to maintaining accountability, especially as customers look for more information about [where products come from and how they are made](#). Brands are increasingly expected to provide insight into their environmental practices, from the supply chain pathway to data on carbon emissions. This demand for transparency is not only a response to shifting customer values but also reflects the growing understanding of the environmental impact of eCommerce logistics. Currently, [28% of US greenhouse gas emissions](#) are attributed to transportation and logistics, making it crucial for companies to be transparent and aware of these costs.

[Recommerce](#) is also continuing to grow in popularity as businesses look for a way to minimize their environmental impacts. A greater number of online retailers are offering [secondhand](#) or refurbished products, which helps to extend the product lifecycle and reduce waste. It also can enhance brand credibility as companies are able to align themselves more closely with customer demands for sustainability. Simultaneously, there is a growing expectation for [sustainable packaging](#), as customers now view it as a baseline requirement for reducing waste.

As customers and legislation hold brands responsible for their environmental impact, honesty and accountability will remain of the utmost importance. Companies that fail to adapt to these changing standards will risk losing the loyalty of an increasingly eco-conscious customer base.



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SOURCE

5 EFFICIENT LOGISTICS TO MEET CUSTOMER EXPECTATIONS

As the eCommerce landscape grows increasingly competitive, efficient logistics are now essential for [meeting customer expectations](#) of convenience and seamlessness. Over 48% of customers surveyed stated that they now expect all standard shipping packages, regardless of origin, to arrive within 2 days, in a process dubbed the "[Amazon effect.](#)" This shift in timeliness expectations places immense pressure on online retailers to streamline their entire logistics process, especially during peak seasons like the [holidays](#) or special [promotional events](#).

eCommerce purchasing was expected to increase by [9.5% during the 2024 holiday season](#), and similar growth is anticipated for special periods moving forward. Businesses must strategize [how to create a smooth purchasing and fulfillment experience](#) that meets the needs of both the customers and the company. It is essential to have a comprehensive understanding of logistics, from product lifecycle to last mile deliveries and returns. [Last mile deliveries](#) - the final delivery step where products move from a transportation hub directly to the customer - are critical for ensuring the correct product arrives in a timely manner. This area of delivery logistics has been key for brand differentiation.

[Strong data analysis](#) is increasingly important for the optimization of logistics as well. By closely monitoring demand forecasts, inventory levels, and shipping routes, companies can make real-time adjustments to minimize disruptions. Preparing for [peak seasons](#) requires careful resource allocation and planning to ensure increased order volume doesn't disrupt regular processes. This can be made simpler with the use of data analytics, and potentially AI technologies, as data from previous peak seasons can be valuable in informing future strategies.

eCommerce brands that can reach maximum logistical efficiency will respond to changes in customer needs with ease, increasing trust and loyalty, and therefore profitability, in the eCommerce landscape.



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SOURCE

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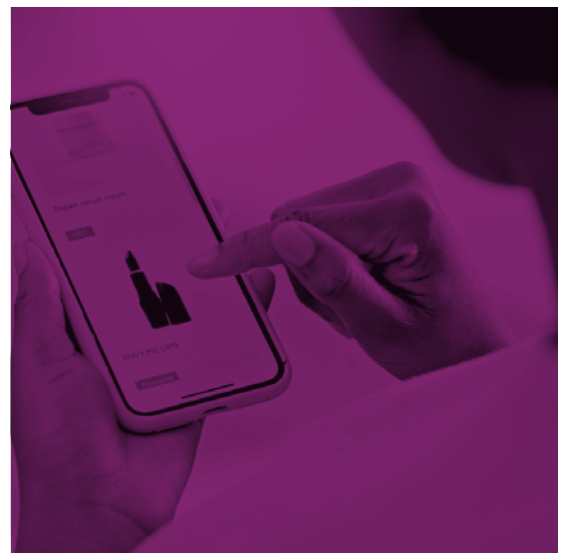
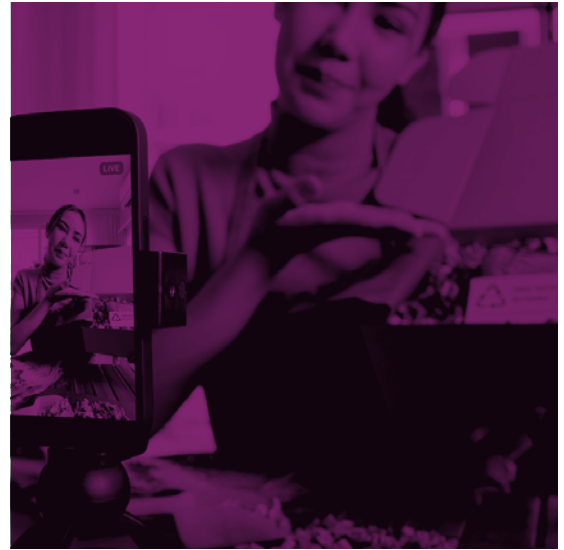
EXPANSION OF GLOBAL ECOMMERCE

eCommerce is becoming a truly global marketplace, and businesses will continue to expand their reach beyond traditional markets. Countries like India, Indonesia, South Korea, Mexico, and Vietnam are emerging as key players in the eCommerce landscape, attributable to changes such as rising populations, increasing disposable incomes, and improvements in shipping logistics. This expansion of the eCommerce market is expected to contribute to a worldwide market size of \$5.7 trillion by 2025, with over 33% of the world's population now engaging in some form of virtual shopping.

To capture international customers, businesses must support a wide variety of payment options and ensure their platforms can handle the complications of cross-border transactions. Additionally, understanding diversity in social norms and cultural expectations will be key to creating a seamless, personalized experience for all global customers. Brands that successfully adapt to variations in preferences and remain agile in response to international policy changes, including in the face of uncertainty due to a changing US government administration, will be best equipped to succeed in the dynamic eCommerce market.

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SOURCE



LOOKING AHEAD

As eCommerce continues its expansion in 2025, brands that prioritize customer-centered innovation, sustainable practices, and global adaptability will be most successful. By leveraging innovative technologies like AR and generative AI, brands have a real chance to make shopping experiences feel more personal and engaging. At the same time, the push for sustainability and transparency is only going to grow, so businesses will need to be authentic and proactive in how they approach these challenges. Logistics will be key in keeping up with customer expectations, and understanding the global landscape will be crucial as more markets open.

To learn more about how to adapt your [eCommerce strategy](#) in 2025, [talk with our experts](#) today.

ABOUT CLARKSTON CONSULTING

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