

DATA ON STAGE | NOVEMBER 14

Must-Watch Consumer Trends 2025

 DataOnStage
by statista

Laura Yltävä





Hi, how can I help you?

AI assistant

Where can I get the best price on this?

Customer

TREND 1 - KEY TAKEAWAYS

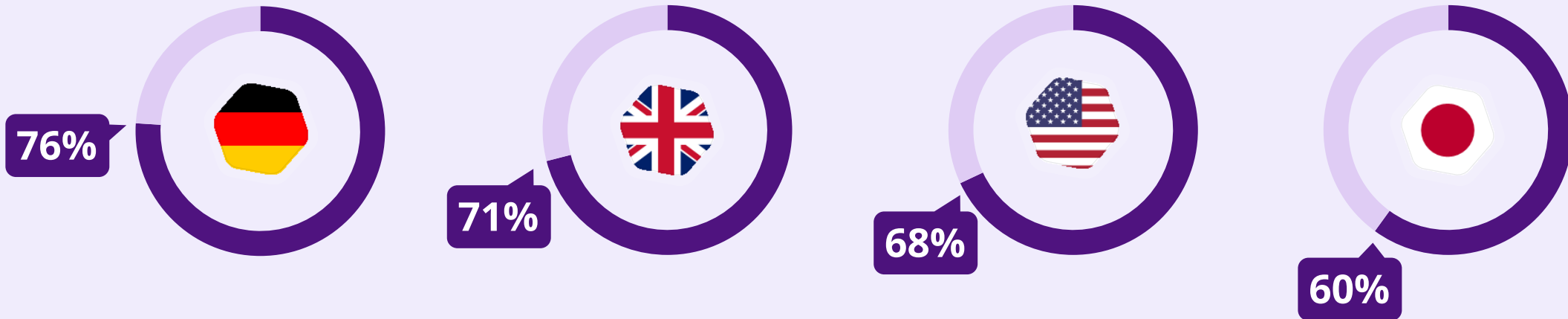
AI-assisted shopping

- Hyper-personalization
- Price comparison, efficient product search, and targeted product recommendation are top of consumer's wish lists
- Data security and privacy are key consumer concerns



Consumers that would use AI features for shopping

(share of respondents)



Note(s): Germany, Japan, United Kingdom, United States; 16 to 80 years old; As of July 2024

Source(s): [Statista Consumer Insights](#)

Women

Men

Kids



The cheapest price is **129.99 EUR** (free delivery) on Statista.com

See 5 offers

FOR YOU SALE % CLOTHES SHOES ACCESSORIES DESIGNER SPO

Products recommended for you

🔍 Product searches (e.g., image search for similar items)

- 🇩🇪 34% Germany
- 🇯🇵 34% Japan
- 🇺🇸 29% United States
- 🇬🇧 29% United Kingdom

Merchant	Price total (product plus delivery)	Delivered in
Statista.de	139.99 EUR (free delivery)	1 day(s)
Statista.fr	139.99 EUR (129.99 + 10.00)	3 day(s)
Statista.co.uk	149.99 EUR (free delivery)	14 day(s)
Statista.co	159.99 EUR (149.99 + 10.00)	2 day(s)
Statista.es	169.99 EUR (149.99 + 20.00)	4 day(s)



STATISTA
FLEECE JACKET - BROWN
129.99 €
Previously: 159.99 €



STATISTA
WOLLEN JUMPER - BEIGE
39.99 €
Previously: 59.99 €



STATISTA
WATERPROOF BOOTS - BROWN
45.99 €
Previously: 89.99 €

Online

Customer service chatbots

23% United States
22% Germany
26% United Kingdom
11% Japan

STATISTA
MA
AN
29.99 €
Previously: 59.99 €



Share of shoppers who agree that **e-commerce platforms can tailor the customer journey** based on past behavior



Gen Z

Millennials

Gen X

Baby Boomers



42%

49%

49%

42%



52%

57%

42%

24%



36%

33%

29%

23%



42%

45%

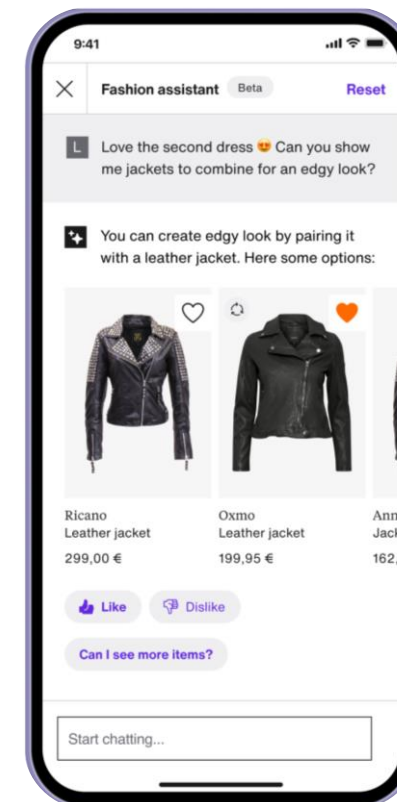
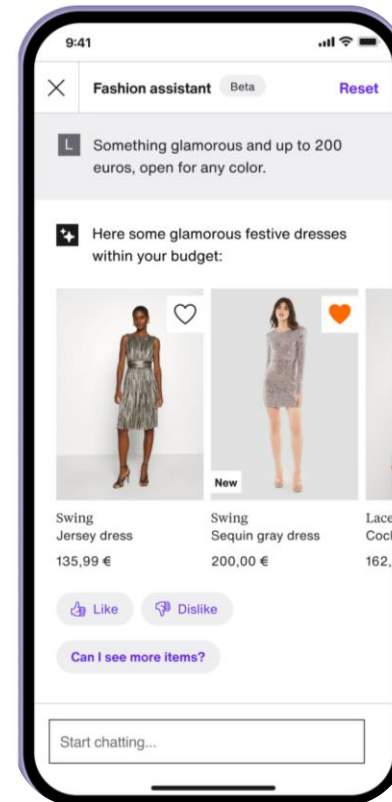
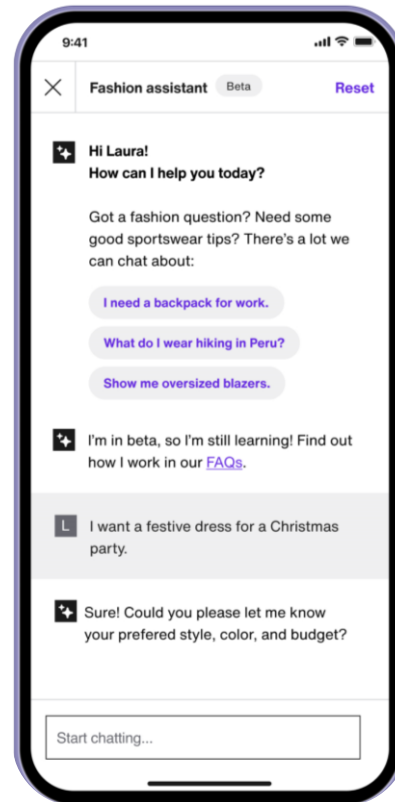
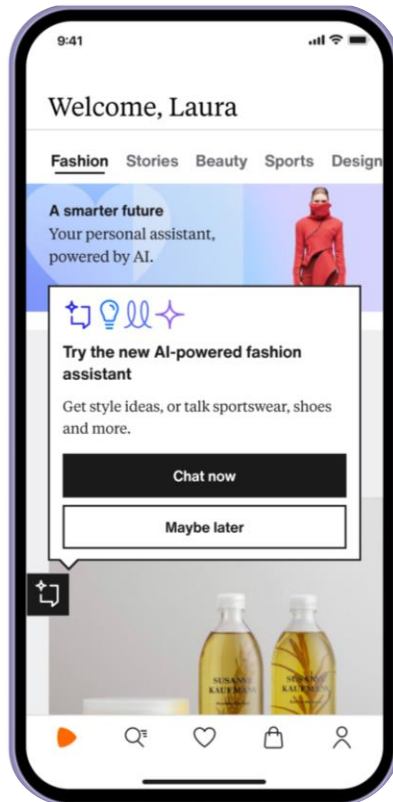
34%

22%

Note(s): United States, United Kingdom, Germany, Japan; July 2024; 3,099 respondents in all countries except for U.S. (3,097)

Source(s): [Statista Consumer Insights](#)

Hyper-personalization beast: Zalando assistant



Hyper-personalization beast: Zalando Size Advice with Body Measurements

The image illustrates the Zalando Size Advice app workflow. It shows a woman using the app to take body measurements. The app interface includes a 'Take measurements' screen with a body diagram and a 'Your measurements' screen displaying the following data:

Measurement	Value
Neck	45 cm
Chest	88 cm
Shoulder	98 cm

The app also provides size recommendations based on these measurements. The 'Your size recommendation' screen shows:

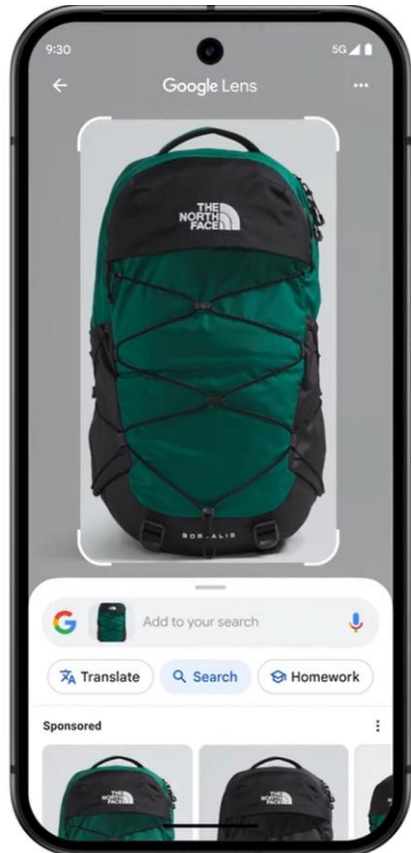
We recommend size M

Yay, you got measured! You'll see more personal size recommendations on other items too.

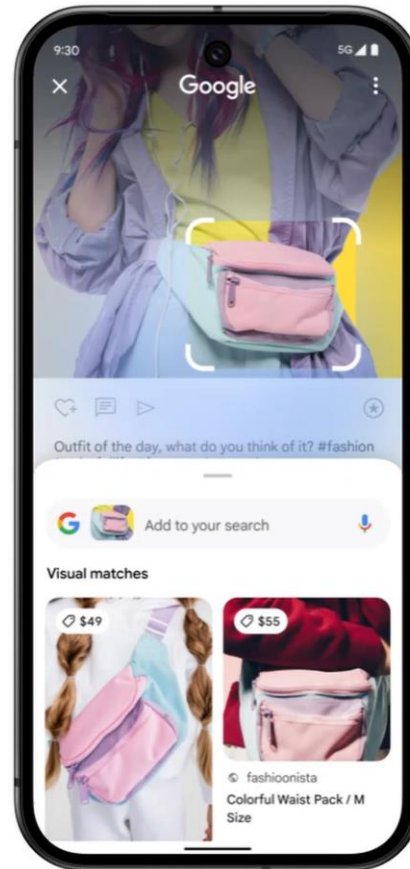
You can view and update your measurements anytime in your account.

Anna Field Jersey Dress
24,95 €
Colour: Black
Size: **M**

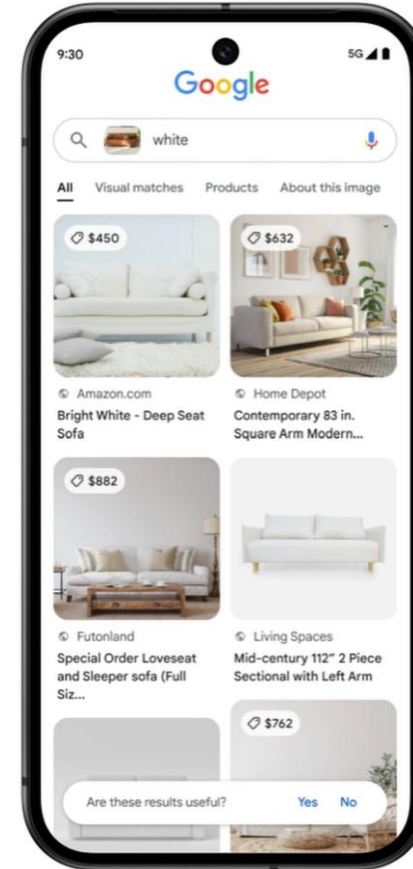
Google Lens – Shop What You See



Find **product details** instant



Shop your **screen**



Take a **photo** and **add words** to **tailor search**

Main challenges in **implementing AI-based retail solutions for CEO's** in the U.S. (share of respondents)

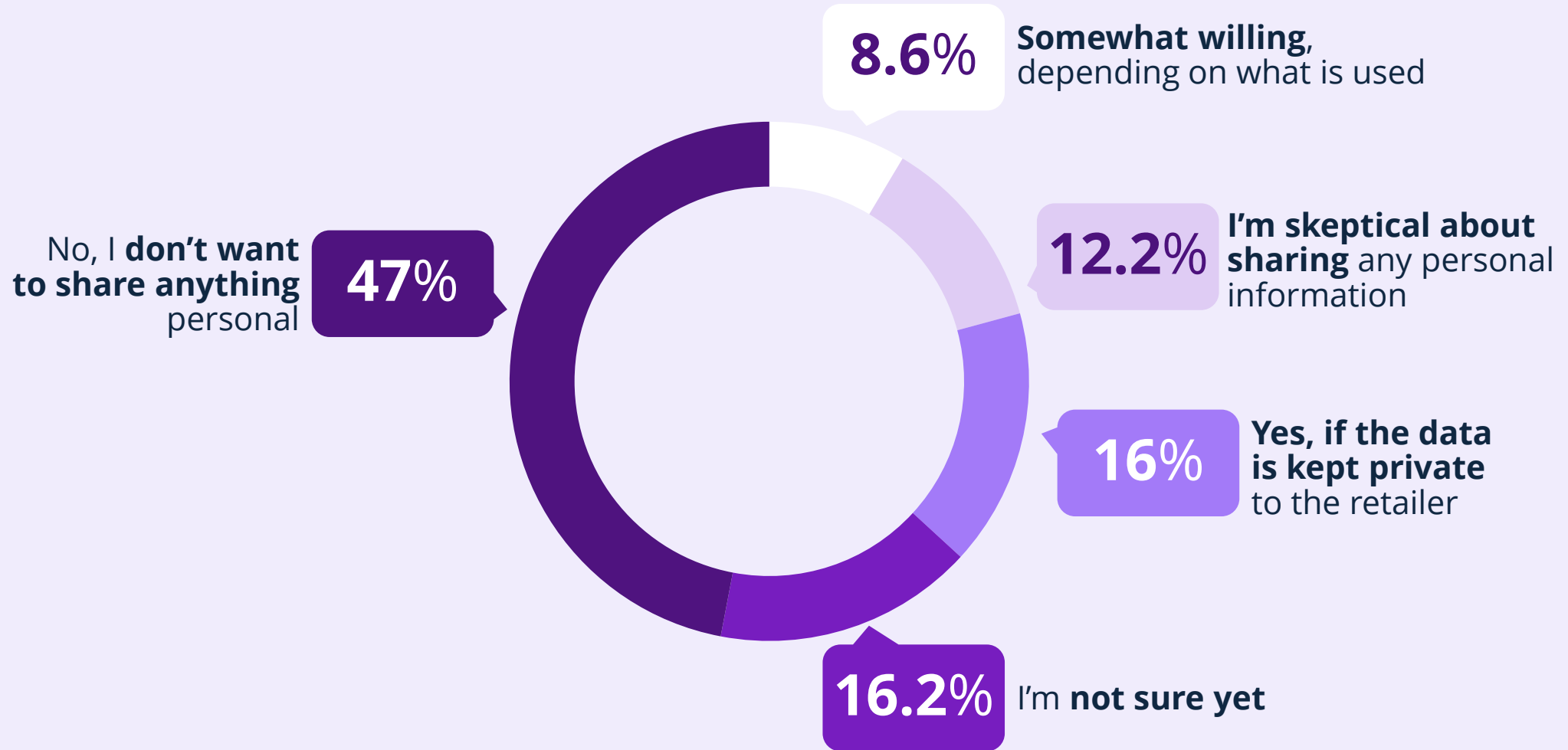


Note(s): United States; March 2024; 165 retail professionals

Source(s): First Insight; [ID: 1463707](#)

AI access to personal data when shopping in the U.S. 2024

(share of respondents)



Note(s): United States; April 2024; 1,458 respondents

Source(s): Bizrate Insights; ID: 1470189

TREND 2 - KEY TAKEAWAYS

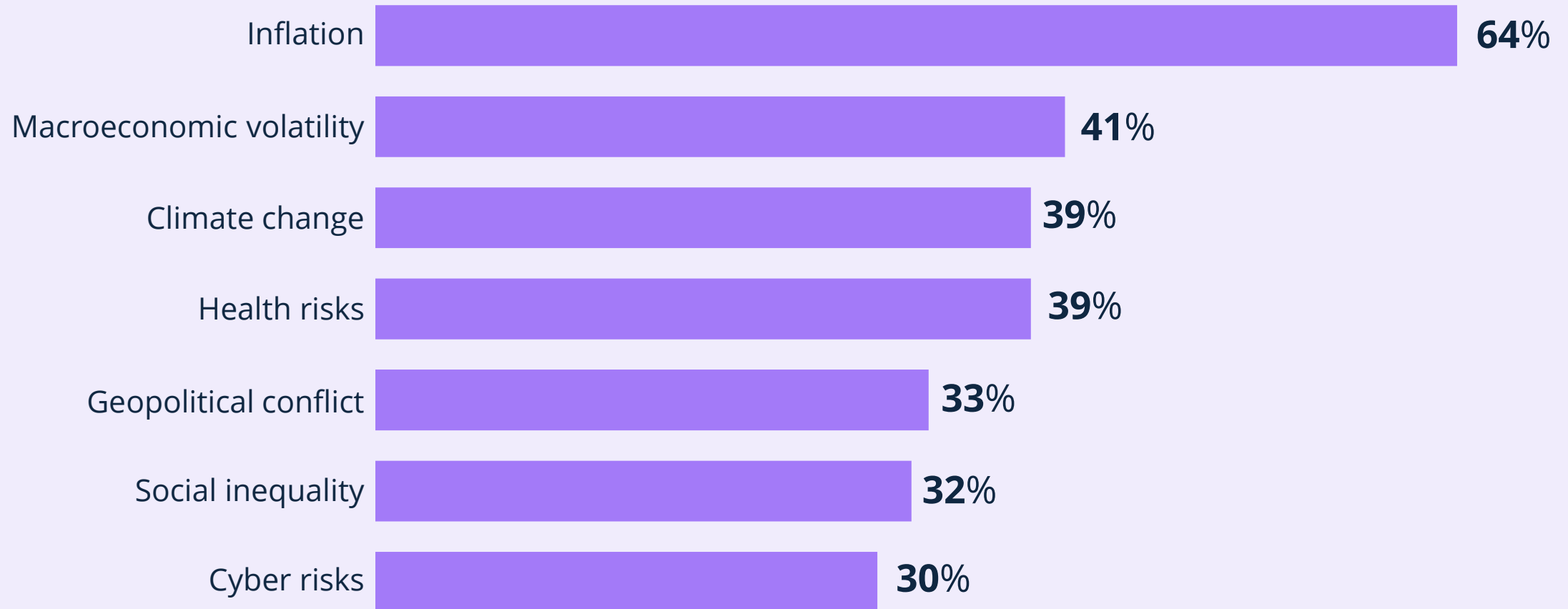
The **loyalty** seeker

- The supermarket industry has the highest consumer interest
- Discount coupons, cashback rewards, and free product trials at the most effective loyalty schemes
- Country-based loyalty programs, generational targeting, and personalized pricing



Risks or threats shoppers feel could impact their country in the next 12 months

(share of respondents)



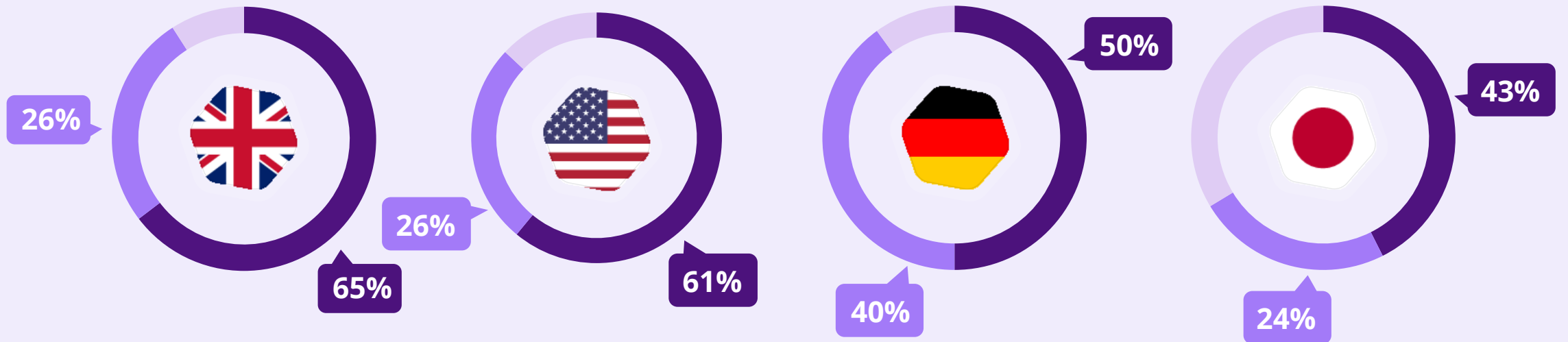
Note(s): Worldwide; 20,662 respondents

Source(s): PWC

Loyalty programs and rewards will **influence my decision** on where to shop

(share of respondents)

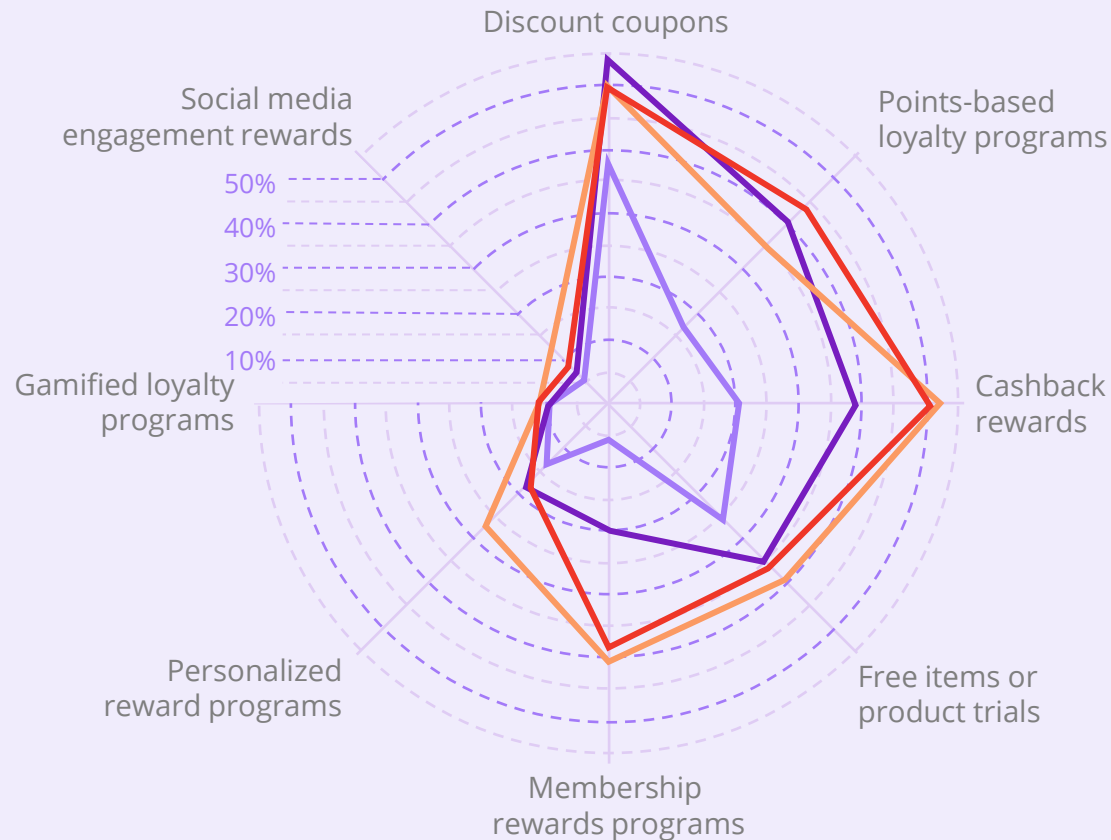
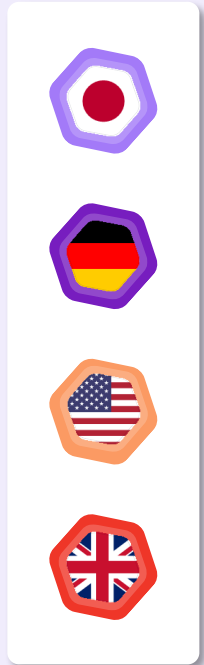
Agree Disagree Don't know



Note(s): United States, United Kingdom, Germany, Japan; July 2024; 3,099 respondents in all countries except for U.S. 3,097

Source(s): [Statista Consumer Insights](#)

Which type of **loyalty or rewards programs** offered by retailers do you prefer? (share of respondents)

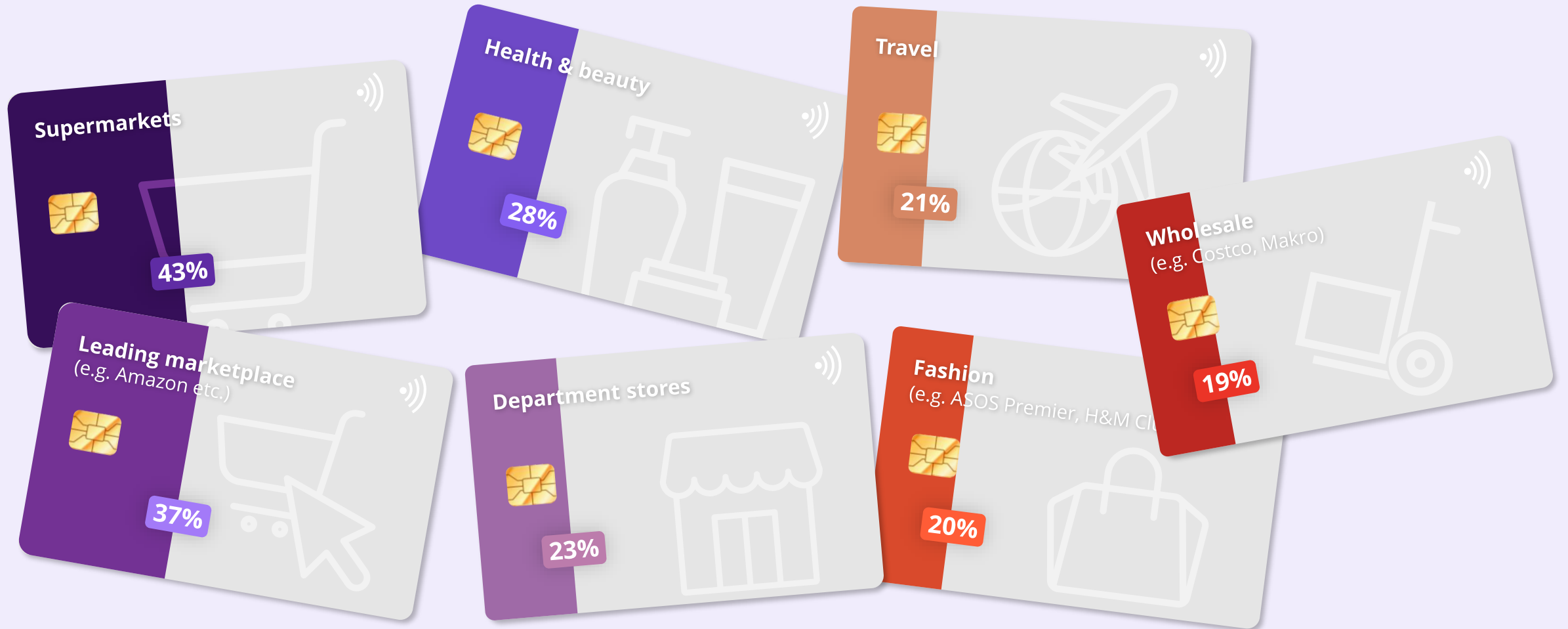


Note(s): United States, United Kingdom, Germany, Japan; July 2024; 3,099 respondents in all countries except for U.S. 3,097

Source(s): [Statista Consumer Insights](#)

Share of consumers who belong to loyalty schemes worldwide

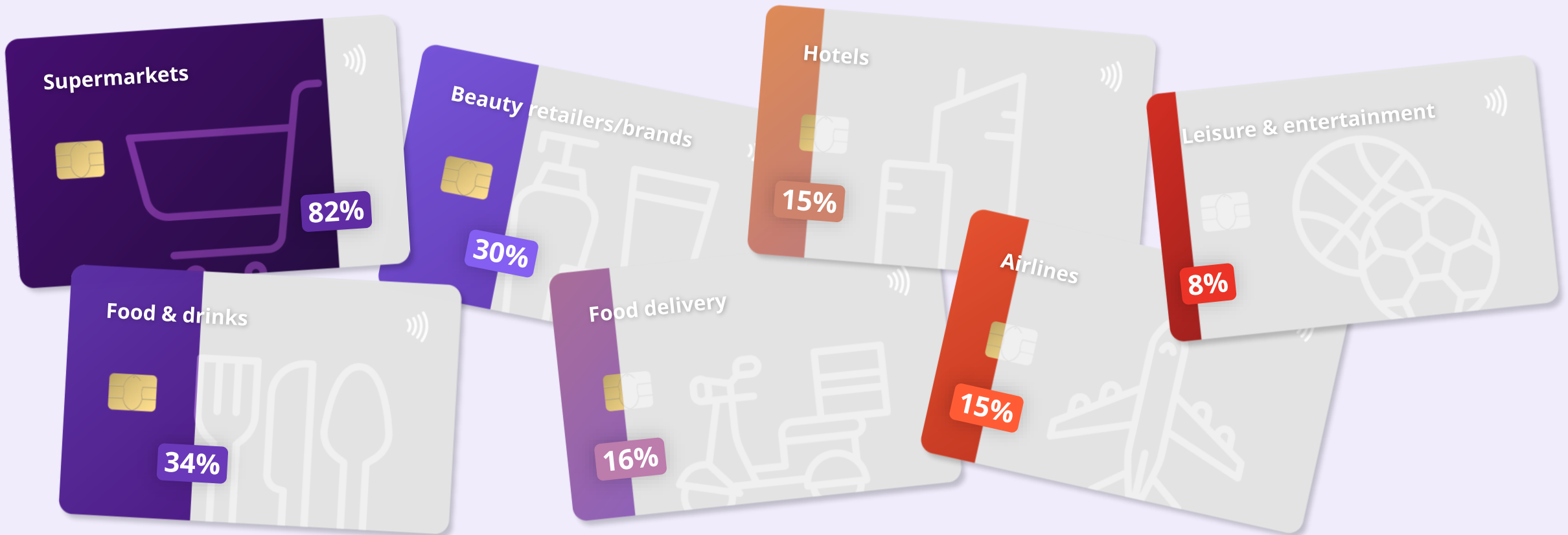
(share of respondents)



Notes:

Sources: VML

Share of consumers **signed up to loyalty programs** of selected industries in the UK (share of respondents)



Notes: United Kingdom; May 15 to 22, 2024; 1,019 respondents

Sources: YouGov; ID: 326243

Top loyalty and reward programs offered by retailers, by country

(share of respondents)





	United States	United Kingdom	Germany	Japan
#1	Cashback rewards	Cashback rewards	Discount coupons	Discount coupons
#2	Discount coupons	Discount coupons	Point-based loyalty programs	Free items or product trials
#3	Membership reward programs	Point-based loyalty programs	Cashback rewards	Cashback rewards

Note(s): United States, United Kingdom, Germany, Japan; July 2024; 3,099 respondents in all countries except for U.S. 3,097

Source(s): [Statista Consumer Insights](#)

Top loyalty and reward programs offered by retailers, by country and generation (share of respondents)

					
 Gen Z		Discount coupons	Discount coupons	Discount coupons	Discount coupons
 Millennials		Cashback rewards	Cashback rewards	Discount coupons	Discount coupons
 Gen X		Cashback rewards	Discount coupons	Discount coupons	Discount coupons
 Baby boomers		Cashback rewards	Point-based loyalty programs	Discount coupons	Discount coupons

Note(s): United States, United Kingdom, Germany, Japan; July 2024; 3,099 respondents in all countries except for U.S. 3,097

Source(s): [Statista Consumer Insights](#)

Least trusted people or professionals

(share of respondents)



Customer services

Journalists

Financial service professionals

Celebrities

Online influencer

6%

5%

5%

Politicians

3%

Note(s): Germany, Japan, United Kingdom, United States; 16 to 80 years old; As of July 2024

Source(s): [Statista Consumer Insights](#)



TREND 3 - KEY TAKEAWAYS

Influence **immune?**

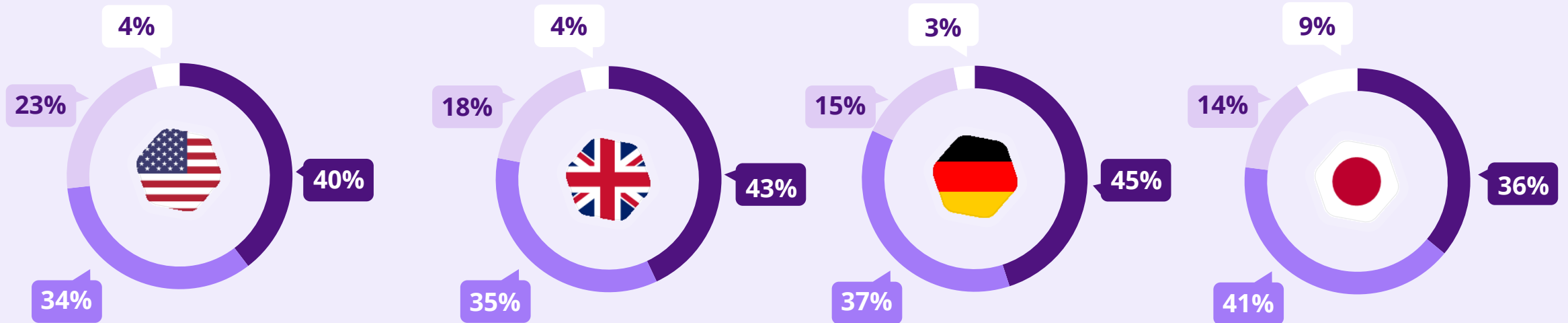
- Partner with nano- and micro- influencer
- Target Gen Z
- Make e-commerce platforms fun, engaging, and facilitate user-generated content like photo and video reviews



Share of generations that trust online influencers

(share of respondents)

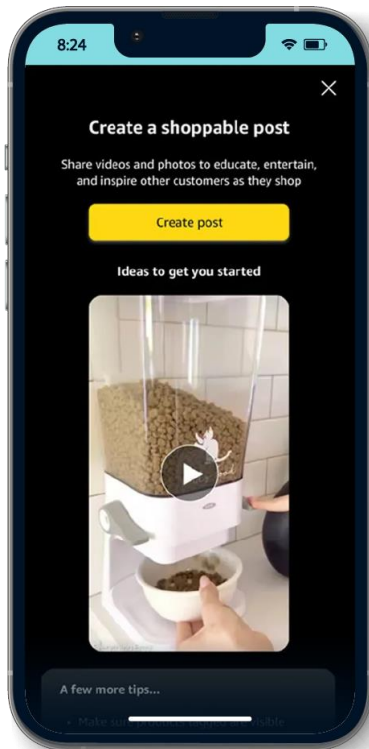
Gen Z (1995-2012) Millenials (1980-1994) Gen X (1965-1979) Baby Boomers (1946-1964)



Note(s): Germany, Japan, United Kingdom, United States; 16 to 80 years old; As of July 2024

Source(s): [Statista Consumer Insights](#)

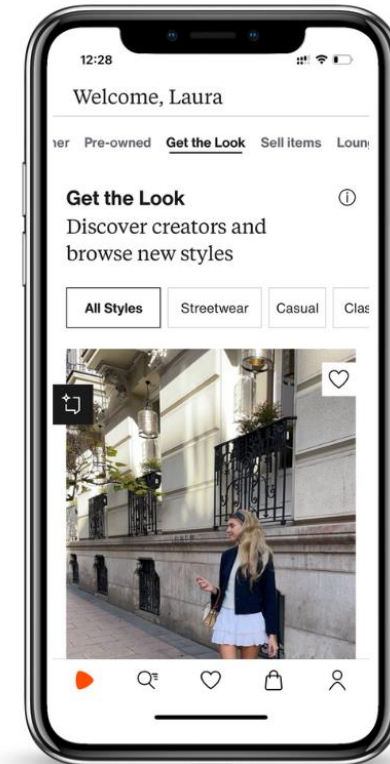
Content creators on online marketplaces



amazon
Reviewers as
influencers



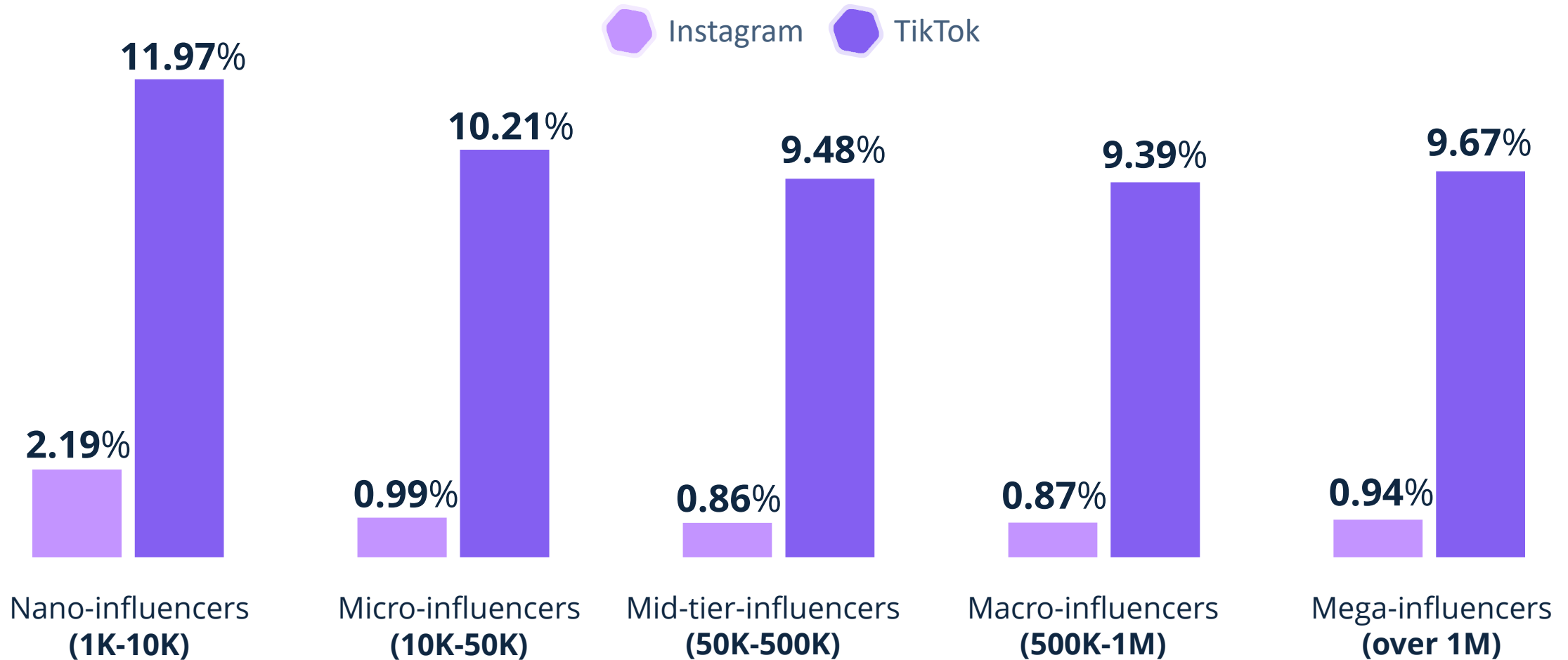
淘宝
Taobao
Livestream
on Taobao



zalando
Influencers
on Zalando

Engagement rates of influencers on TikTok and Instagram worldwide

(engagement rates)



Note(s): Worldwide; March 2024

Source(s): HypeAuditor; ID: 1251099; ID: 1202874

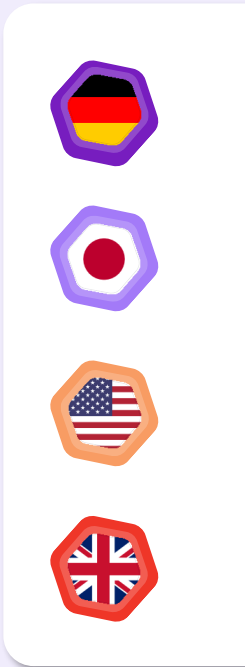
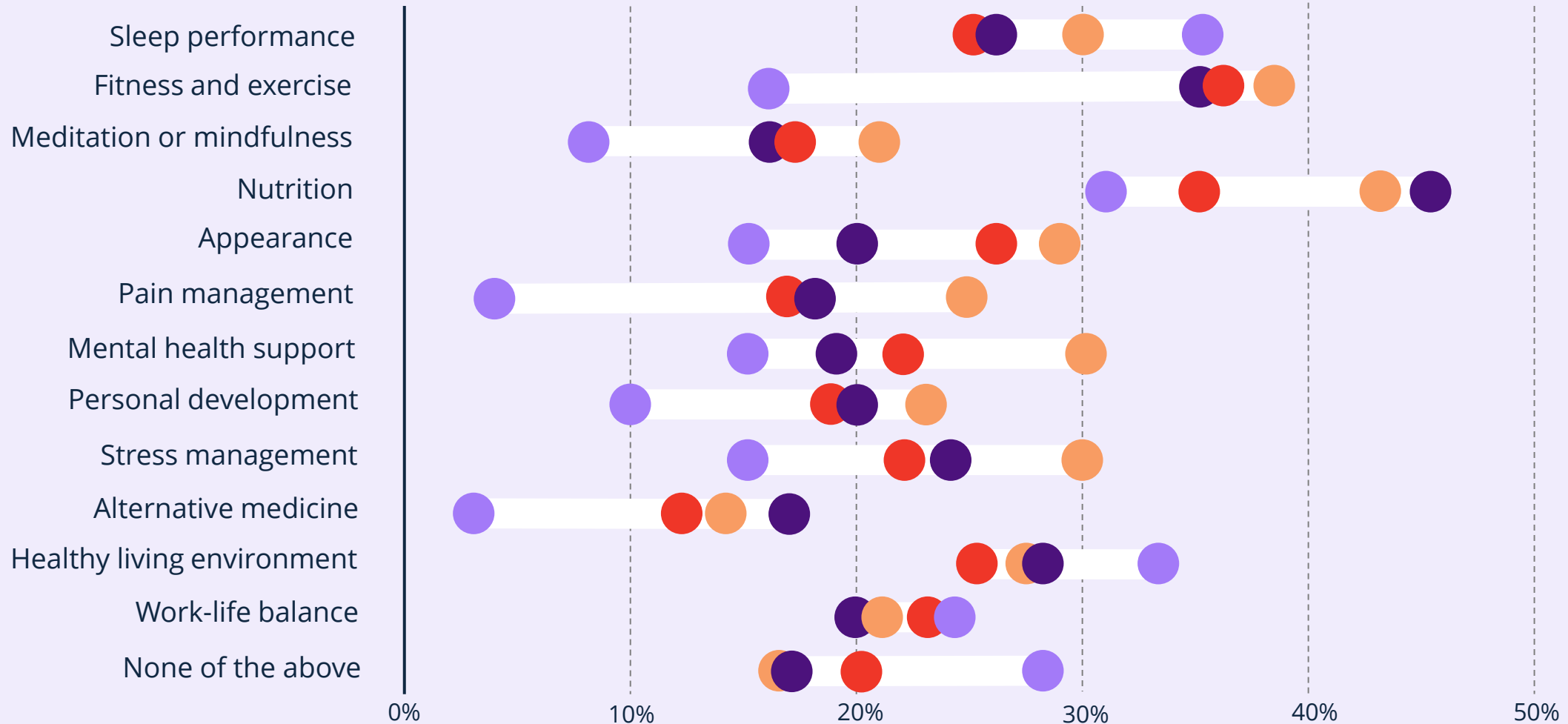
TREND 4

Omni-wellness

- **Promote health and wellness benefits**
- **Influencers set wellness trends- utilize social media**
- **Be transparent about ingredients**



Which of the following areas are you willing to **spend money on to improve your health** or wellbeing? (share of respondents)



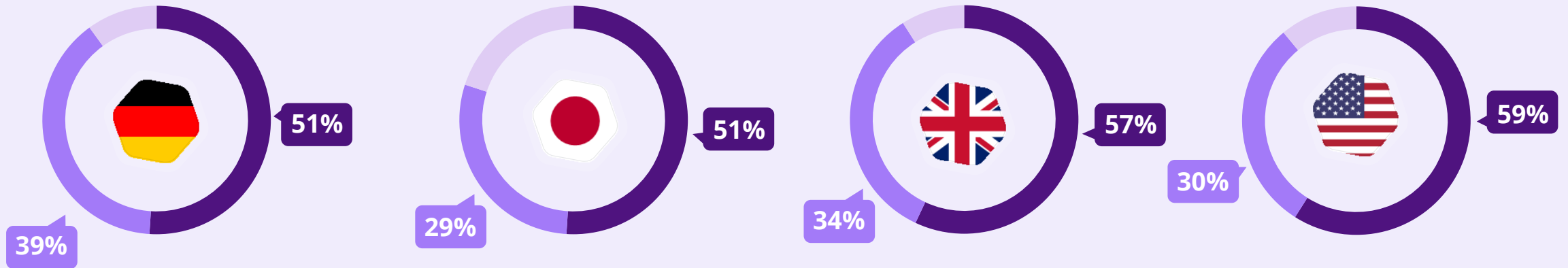
Note(s): Germany, Japan, United Kingdom, United States; 16 to 80 years old; As of July 2024

Source(s): [Statista Consumer Insights](#)

"I actively seek out foods that offer additional health benefits."

(share of respondents)

Agree Disagree Don't know

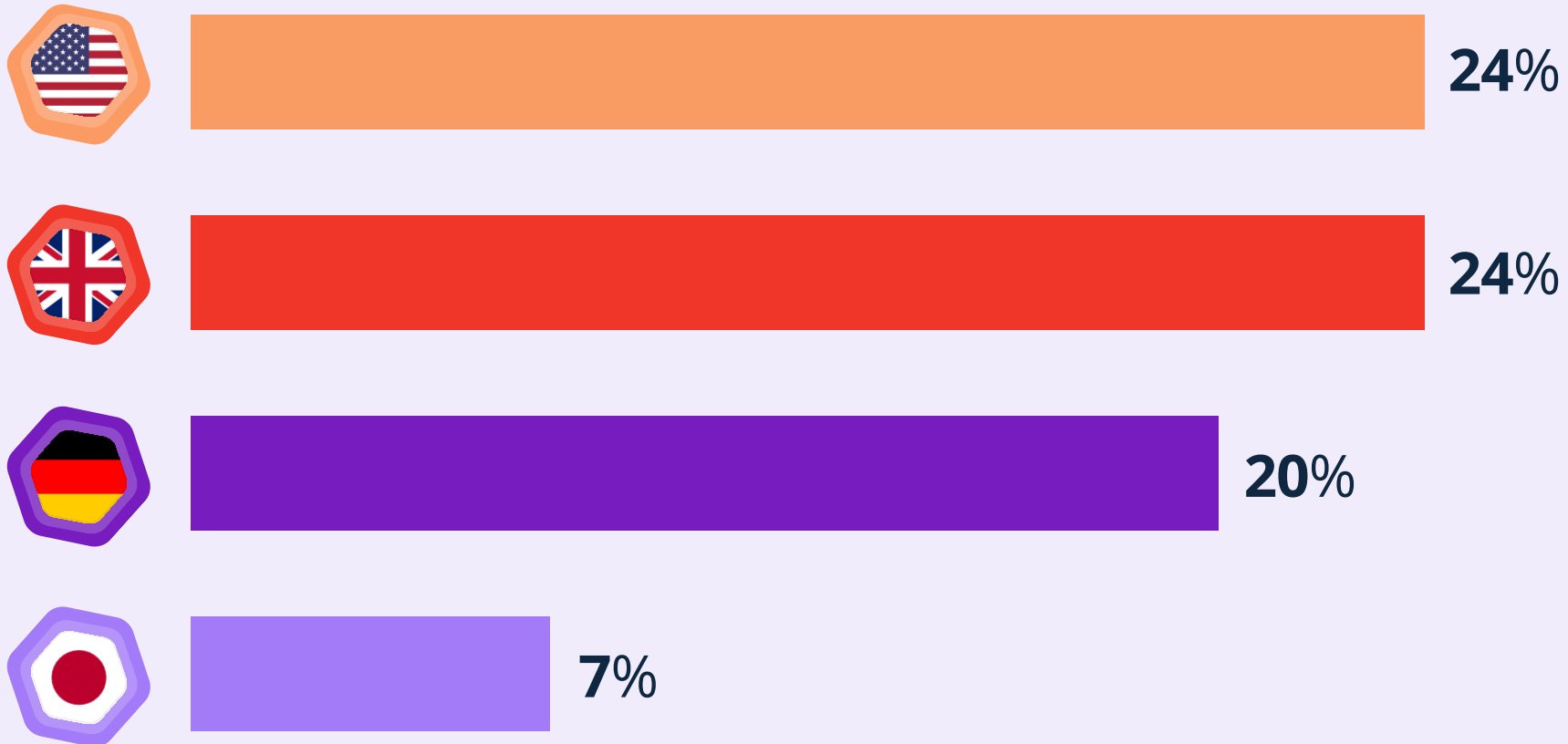


Note(s): Germany, Japan, United Kingdom, United States; 16 to 80 years old; As of July 2024

Source(s): [Statista Consumer Insights](#)

Consumers who purchased items based on **specific ingredients**

(share of respondents)



Note(s): United States; United Kingdom; Germany; Japan; 2024.

Source(s): [Statista Consumer Insights](#)

Trend setters in ingredient honesty

The Ordinary.



Trend setters in **ingredient honesty**

 **GOOD
MOLECULES**



Nothing to Hide Ingredient List

Ingredients	%
Water	67.0%
Mandelic Acid	10.0%
Dimethyl Isosorbide	9.0%
Propanediol	6.5%
Potassium Hydroxide	2.7%
Phytic Acid	1.0%
Gluconolactone	1.0%
Sodium Hyaluronate	0.50%
Polyacrylate Crosspolymer-6	0.50%
Allantoin	0.50%
Caprylyl Glyceryl Ether	0.38%
Sclerotium Gum	0.30%
Sodium Polyacryloyl-dimethyl Taurate	0.20%
Succinoglycan	0.17%
Caprylhydroxamic Acid	0.11%
Xanthan Gum	0.10%

The ingredient percentages and pH represent nominal targets, with some variability expected.





Hi, how can I help you?

AI assistant

Where can I get the best price on this?

Customer

TREND 1 - KEY TAKEAWAYS

AI-assisted shopping

- Hyper-personalization
- Price comparison, efficient product search, and targeted product recommendation are top of consumer's wish lists
- Data security and privacy are key consumer concerns



TREND 2 - KEY TAKEAWAYS

The **loyalty** seeker

- The supermarket industry has the highest consumer interest
- Discount coupons, cashback rewards, and free product trials at the most effective loyalty schemes
- Country-based loyalty programs, generational targeting, and personalized pricing





TREND 3 - KEY TAKEAWAYS

Influence **immune?**

- Partner with nano- and micro- influencer
- Target Gen Z
- Make e-commerce platforms fun, engaging, and facilitate user-generated content like photo and video reviews



TREND 4

Omni-wellness

- **Promote health and wellness benefits**
- **Influencers set wellness trends- utilize social media**
- **Be transparent about ingredients**



Check out the **full whitepaper**

Our latest whitepaper helps you cut through the noise

Here's what you'll learn:

- 4 of the biggest trends reshaping consumer behavior
- Smart strategies to adapt and meet shifting needs
- Real-world examples of brands that are leading the pack

[Download now](#)

The collage features several key elements from the whitepaper:

- Agenda:** A list of four trends with corresponding images and page numbers:
 - TREND 1: AI-sisted shopping** (5-8)
 - TREND 2: The loyalty seeker** (9-12)
 - TREND 3: Influence immune?** (13-16)
 - TREND 4: Omni-wellness** (19-24)
- Main Title Page:** "Must-Watch Consumer Trends 2025" by Statista, featuring a woman with a large afro holding a smartphone with data charts overlaid.
- Data Charts:** A section titled "The data behind it" showing "Widespread AI adoption" and "Share of consumers that would use AI features for shopping" across various countries (Germany, UK, USA, Japan).