



9 CONSUMER- DRIVEN PREDICTIONS

THAT WILL RESHAPE ECOMMERCE IN 2025

Data-backed trends & what to do about them



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STAY AHEAD OF 2025'S MOST CRITICAL ECOMMERCE TRENDS



Today's consumers don't just want to buy from you, call it a day, and go home.

They expect you to anticipate their needs. And they're putting their money where those needs are.

EACH PREDICTION INCLUDES:

- Concrete data showing why it matters
- Strategic implications for your business
- Specific action items you can implement today

Quality now ranks as the second-most important factor for consumers when making purchase decisions, according to our latest [State of Ecommerce report](#). And an [Ipsos Global Trends report](#) finds that 63% of consumers say they're willing to pay more for better customer experiences.

These aren't just statistics—they're signals of fundamental market shifts that demand new strategies.

In this guide, you'll find **9 data-backed predictions** that will reshape ecommerce in 2025, based on a comprehensive analysis of market shifts, consumer behavior, and emerging technologies.

Drawing from our State of Ecommerce report and insights from leading ecommerce industry research, we've identified the trends most likely to drive growth and customer loyalty.



1 CONSUMERS SEEK SIMPLICITY

Today's consumers are fundamentally rethinking how they buy.

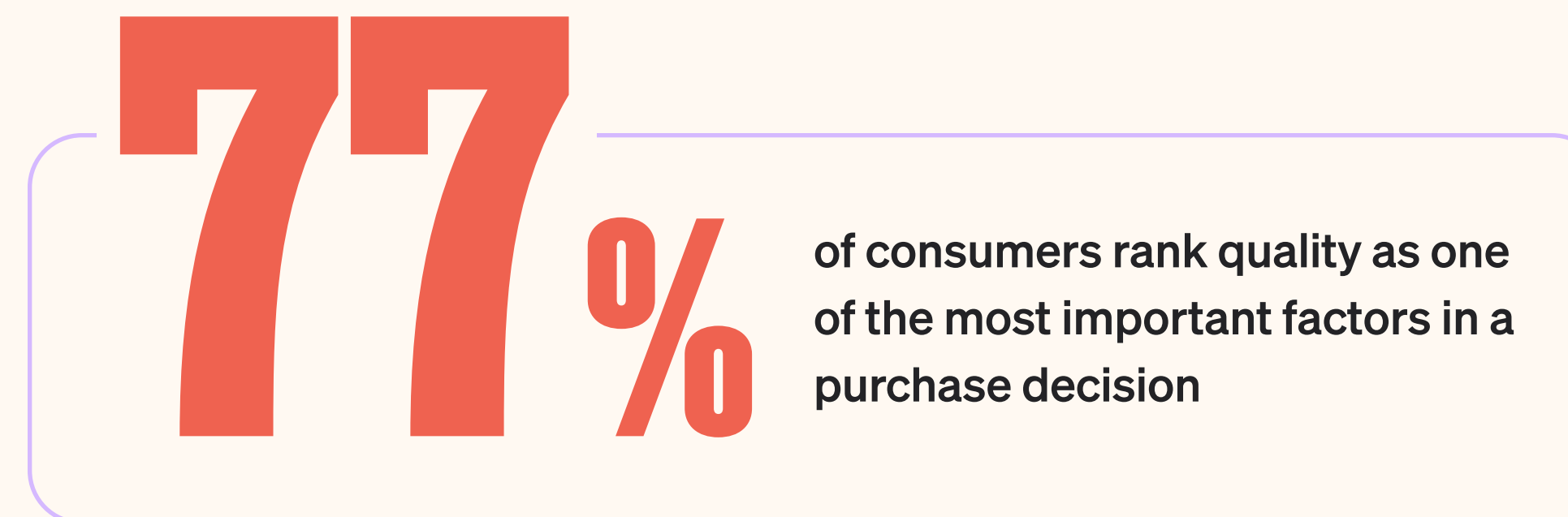
While they use digital technology in their daily lives, they're rejecting the disposable, trend-driven consumption that often comes with it.



We highlighted this in the introduction, but it's worth re-visiting: our State of Ecommerce report shows quality ranks as the second-most important factor in purchase decisions for consumers (77%), just behind price (78%).

And according to [Accenture's Life Trends report](#), this emphasis on quality directly connects to a broader movement toward simpler living where consumers are “allocating digital a supportive This movement takes many forms. Accenture details how consumers are reimagining their role rather than continuing to allow it to pull them away from experiences.”

Whole approach to life—from choosing rural living to forming chosen families and deepening their connections with nature. These lifestyle choices directly influence their purchasing patterns, driving them toward products that embody permanence and craftsmanship. Think capsule collections instead of fast fashion, or investment pieces over disposable goods.



The [WGSN Future Consumer report](#) adds another dimension to this trend: over 50% of US consumers say they are extremely or somewhat likely to make a purchase when a product evokes their nostalgia. This isn't just about sentimentality—it's about the qualities these products represent: durability, craftsmanship, and thoughtful design that stands the test of time.



ACTION PLAN:

Emphasize quality over quantity.

Audit your product line for opportunities to highlight craftsmanship and quality. Better yet, let Klaviyo AI do the heavy lifting.

HERE'S HOW:

- Klaviyo's review sentiment AI surfaces insights about which product attributes your customers love or dislike. That means you can easily visualize which product features to highlight more often to earn more sales without needing to read thousands of reviews.
- Klaviyo's product analysis shows you how long it takes a customer to reorder after they purchase a specific product. This helps you understand which products in your catalog drive lifetime value and loyalty.



2 UNBUNDLING ENHANCES PRODUCTS IN B2C SPACES

The age of the do-it-all device may be coming to an end in the B2C world.

A new consumer movement is emerging: the return to single-purpose products—from cameras to wallets to watches—that excel at one specific function rather than trying to do everything.



One way in which this manifests is with parents. Many families are actively seeking ways to reduce their children's screen time, according to Nature. Instead of giving children smartphones or tablets that combine entertainment, education, and communication, some might choose dedicated devices for each purpose—a simple e-reader that only displays books, for example, rather than a tablet that could distract with games and videos.

This parental preference is particularly significant because it's shaping the habits of Generation Alpha—children born between 2010 and 2024. Unlike previous generations, whose members grew up with increasingly multi-functional devices, Gen Alpha is experiencing a more intentionally separated digital world. As these children mature into consumers over the next decade, they may be more likely to maintain these preferences for focused functionality.

And the movement extends across product categories and age groups. In the beauty vertical, for example, Gen Z and millennials are showing less interest in bundled offerings and greater openness to shopping around with different brands to get exactly the product they want, according to a consumer trends report from The New Consumer and Coefficient Capital.

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**Focused product excellence
and intentional limitation
could become compelling
selling points.**

For B2C brands, this suggests a fundamental rethinking of value propositions. Where “versatility” and “all-in-one” once dominated product messaging in the consumer product space, focused excellence and intentional limitation could become compelling selling points. This shift might particularly benefit brands that never abandoned their function-first approach.



ACTION PLAN:

Align your products with this trend toward delivering better results with focused excellence.

HERE ARE A FEW IDEAS:

- Audit your product line. Could any multi-purpose products be split into more focused offerings?
- Identify your products' core strengths and consider eliminating features that distract from them.
- In your marketing, reframe "limited" functionality as intentional design that delivers superior results.
- If you offer bundled services, test offering them separately for customers who prefer choosing individual components.



3 SELF-CARE BECOMES EVEN MORE ESSENTIAL

Consumers are prioritizing self-care.

Our State of Ecommerce report reveals that 88% of large health and beauty brands and 91% of large wellness brands expect their revenue to increase in 2025.



This isn't just about sales projections. According to the Ipsos Global Trends report, 84% of people now say they should prioritize physical health, while 81% emphasize mental well-being. These statistics reveal a fundamental change in how consumers view self-care: not as an occasional indulgence, but as an essential part of daily life.

For product categories traditionally outside the self-care space, this shift opens new opportunities. Consider how your products might contribute to customers' physical or mental well-being. A home organization product isn't just about tidiness—it's about creating calm spaces. A premium tea set isn't just drinkware—it's a mindfulness ritual.

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ACTION PLAN:

Understand your customers' wellness priorities.

Klaviyo has a number of ways to capture zero- and first-party data.

SUCH AS:

- Multi-step sign-up forms
- Tagging profiles based on link clicks
- Automated SMS conversations
- Integrations with survey and quiz tools where you can ask customers what they prioritize

All of this information gets stored in Klaviyo's customer profiles for use in marketing. If a customer says wellness is a priority, it's easy to segment them to send relevant messages or even use show/hide content within an email to personalize messages at scale.



4 CONSUMERS' NEED FOR SPEED REVS UP

Consumer expectations for speed aren't just about delivery times anymore.


They extend even to achieving life goals and getting answers instantly. This growing impatience shapes how customers navigate life's complexities, from product research to purchase decisions to problem resolution.



Data from Accenture's Life Trends report reveals how impatience shapes content preferences: 68% of consumers say they would engage more with brands that educate them through blogs and videos—not because they want to browse casually, but because they want immediate answers to their questions.

Blogs and videos aren't the only ways to provide quick information. Our State of Ecommerce report shows 56% of consumers use live agent support, for example. And according to our [global texting takeaways report](#), 39% of consumers cite being able to ask questions and receive fast responses via text message as something that would increase their likelihood to sign up for a brand's SMS marketing.

In 2025, your product pages need to answer questions before they're asked through clear documentation, video demonstrations, and instant support options. In this way, each product becomes a gateway to expertise.

A large, bold, red '68%' is the central focus of the infographic. It is enclosed within a light purple rounded rectangular border. To the right of the percentage, there is a block of text in a dark grey font.

of consumers say they would engage more with brands that educate them through blogs and video.

If you're a kitchen appliance brand, for example, instead of listing product features, you might create quick-access cooking tutorials that showcase the product right there on the product page. If you're a skincare line, rather than claiming "revolutionary results," you might provide a video encyclopedia of skin concerns, ingredients, and application techniques.



ACTION PLAN:

Renew your commitment to helping customers quickly find answers and make informed decisions.

Speed up value delivery by transforming your product pages into educational resources with embedded video content and instant access to expert guidance.

HERE ARE A FEW IDEAS:

- With Klaviyo sign-up forms, you can strategically deploy embedded or pop-up forms to targeted customer segments, inviting them to enter their email to receive more information on the product.
- Use educational content to build your SMS list with automated SMS conversations. Invite shoppers to text a keyword and take a quick quiz to learn which products are right for them.



5 OMNICHANNEL: MORE IMPERATIVE THAN EVER

Retail is no longer an either/or proposition.

Our State of Ecommerce report reveals an interesting dynamic: while 69% of brands say their own ecommerce website is their top revenue channel, branded retail stores rank significantly ahead of other options as the location where consumers are likely to purchase.



This isn't a contradiction—it's a sign that brands must excel everywhere. As such, success in 2025 won't come from choosing between channels. It will come from making them work together seamlessly.

A clothing brand's mobile app, for example, shouldn't just show inventory. It should guide customers to nearby stores where they can try on and purchase items immediately. A beauty retailer's physical location can be a space for in-person tutorials, product testing, and community events.

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ACTION PLAN:

Create channel synergy.

Map your customer journey across all touchpoints and identify opportunities for cross-channel experiences. And remember, centralized customer data is crucial for building an effective omnichannel strategy.

WITH CHANNEL CONSOLIDATION IN KLAVIYO, YOU CAN:

- Prevent over-messaging customers.
- Prioritize channels based on cost and ROI with Klaviyo's social ad sync.
- Use sign-up forms to cross-promote between channels.



6 AI MAKES TRUST TABLE STAKES FOR CONSUMERS

AI has revolutionized business operations.

According to our [AI trends report](#), more than 80% of marketers say AI improves their productivity and performance at work. But this technological progress has sparked new concerns about authenticity.



According to Accenture's Life Trends 2025 report, nearly 60% of consumers are questioning the authenticity of online content more than ever before. The Ipsos Global Trends report adds another dimension: 57% of respondents believe technological advancement is destroying their lives.

Yet in this climate of skepticism lies opportunity. The same Ipsos report reveals that 63% of consumers are willing to pay more for a better customer experience. For brands, this means demonstrating authenticity isn't just about avoiding skepticism—it's about creating value.

One way to do this is to go beyond surface-level marketing and embrace a deeper level of genuineness and transparency to build trust.



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A supplement brand might provide complete supply chain transparency, demonstrating ethical ingredient sourcing, and testing protocols. An apparel company could show actual production processes and fair labor practices, going beyond finished product photos to document their commitment to ethical manufacturing.



ACTION PLAN:

Build honest, authentic connections.

HERE ARE A FEW IDEAS:

- Document and share your real production processes, quality control steps, and company values through verified channels.
- Showcase verified customer reviews prominently in your marketing. With [Klaviyo Reviews](#), you can drag a reviews block into an email, making it incredibly easy to insert top reviews for specific products.
- Clearly state your review policy, including how you handle both positive and negative feedback. This transparency can help build trust with skeptical consumers.



7 STRONGER CUSTOMER RELATIONSHIPS HINGE ON DIALOGUE

Marketing continues to evolve.

Brands must pivot from sending one-time messages to customers to facilitating back-and-forth dialogue with customers. And if you use it right, AI can help.



According to dentsu's [The Year of Impact report](#), 3 out of 4 consumers expect AI to become embedded in most aspects of their lives within the next decade. Widespread AI adoption is already changing how brands communicate and allowing them to spark meaningful dialogue with their customers. AI-powered tools can:

- Analyze customer behaviors across multiple channels, which can clue brands into the ideal time and channel to interact with a customer.
- Automate personalized responses based on individual customer data so customers feel like the brand really knows them.
- Create seamless conversations across different touchpoints so customers can pick up where they left off when connecting with a brand.

This AI-assisted move from transactional to conversational relationships can change the overall way brands interact with customers. For example, a pet brand's website might become an interactive space where:

- Past conversations inform future product recommendations.
- Customer service anticipates needs based on browsing and purchase history.
- Every interaction adds context for more meaningful future engagements.
- Automated messages feel personal because they draw from real customer data and preferences.



ACTION PLAN:

Personalize with purpose.

Connect your customer data across all touchpoints to create coherent conversations.

KLAVIYO HAS 350+ INTEGRATIONS WITH TECH DESIGNED FOR:

- Ecommerce
- Referrals
- Loyalty
- Quizzes
- Reviews
- Surveys
- Helpdesk
- ...and more

Along with all the data Klaviyo collects about the effectiveness of your marketing channels, data from these integrations creates a unified view of your customers and can be used when creating segments, personalizing messages at scale, branching automations, building reports, and more.



8 LOCAL TAKES THE LEAD

The “shop local” movement that gained momentum during COVID isn’t slowing down.

While major brands face challenges from cost-cutting measures and consumer boycotts, local brands are winning through their commitment to two trends we’ve already covered: quality and authentic customer relationships.



There's compelling evidence of this from our State of Ecommerce report:

- As we've already mentioned, quality ranks as the second-most important factor for 77% of consumers when selecting products. Local businesses often excel in this area because they can maintain closer control over their products and services, adapting quickly to customer feedback and maintaining higher quality standards as a result.
- Proximity matters, too. Over a quarter (26%) of consumers say proximity is an important factor when selecting which company to buy from.
- Consumers still value in-person experiences. Over half (56%) of consumers say event marketing has an influence on their purchase decisions, and nearly half (46%) report attending brand-led experiences and events in the past 12 months.

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1 in 4 consumers
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To succeed in 2025, you can't simply have a local presence. You have to become part of the local fabric.

Even for global brands, this trend creates opportunities to fortify local ties. A national food brand might spotlight local suppliers and regional recipes. An international fashion retailer could feature local artisans and host community events in each market.



ACTION PLAN:

Strengthen local connections.

HERE ARE A FEW IDEAS:

- Klaviyo allows you to easily segment based on geolocation to tell local stories to select audiences.
- Use SMS keywords to understand which shoppers are interested in local events. For example, at an event or when promoting an event, you can communicate “Text LOCAL to receive local updates.” This allows your customers to opt in to region-specific communications and is an easy way to segment and trigger communications.



9 LOYALTY PROGRAMS EXPERIENCE A RENAISSANCE

Brands are rediscovering the fundamentals of customer relationships through loyalty programs.

Our State of Ecommerce report reveals both a challenge and an opportunity: while 86% of consumers say they use loyalty programs, only 50% of companies offer them.



When developing your loyalty program, think beyond points and purchases. A modern loyalty program anticipates customer needs and encourages customers to continue building relationships with brands. When customers feel understood, points become just a bonus, not the main attraction.

So, rather than just personalizing with shopping activity, a home goods retailer might incorporate loyalty incentives into existing abandonment and post-purchase marketing messages to ensure the customer's whole home is decorated from their brand. A skincare brand's loyalty program might adapt to a customer's skin's changing needs, adjusting rewards and recommendations based on season, age, and usage patterns.

3 ELEMENTS SEPARATE SUCCESSFUL MODERN LOYALTY PROGRAMS FROM THEIR TRADITIONAL COUNTERPARTS:

- 1 Hyper-personalization that matches individual customer rhythms
- 2 Community building that turns customers into advocates
- 3 Real-time adaptation that responds to changing preferences instantly



ACTION PLAN:

Modernize your loyalty approach strategically.

With Klaviyo's loyalty integrations, loyalty point balances, tiers, and activities (earning/spending points) all flow into customer profiles.

THIS ALLOWS YOU TO:

- Segment based on loyalty status.
- Show or hide content to those with loyalty points.
- Run reports on loyalty cohorts.

For example, in an abandoned cart flow, you can easily create a branch that goes just to those with loyalty points, reminding them to use their loyalty perks—and increasing conversion rates.



2025 YOUR ROADMAP TO WHAT'S NEXT



Ecommerce in 2025 will be shaped by seemingly contradictory forces.

Consumers yearn for simplicity while demanding digital excellence. They seek local authenticity while expecting global capabilities. And they want instant gratification as much as they want meaningful relationships with brands.

SUCCESS IN THIS ENVIRONMENT REQUIRES A BALANCED APPROACH:

- Meet customers' need for speed while building trust through transparency.
- Blend digital convenience with human connection.
- Balance automation with authenticity.
- Combine global reach with local relevance.
- Convert customer data into meaningful dialogue.

Start with the trends that most directly impact your customer experience.

Whether it's strengthening your quality messaging, reimagining your loyalty program, or focusing on speed, each improvement should align with your broader business strategy.



Power smarter digital relationships

Get Started