

Key Consumer Trends In Digital Marketing

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As shopping online has become the norm in the 21st Century, consumer demands for convenience and speed continue to rise. As a result, retailers are implementing new ways to capture this new generation of shoppers while reinventing their brands to appeal to a digital marketplace. As you consider your strategy for this rapidly evolving digital world, here are ten key trends and statistics to help guide your planning for 2025.

1. Environmental awareness

A larger group of consumers today is concerned about climate change, and they're looking for steps that they can take to reverse the process that is endangering the ecosystem. Many consumers, especially younger generations, comprise people with this sentiment, which has led this group to place more excellent value on experience over ownership.

A growing number of people have ethical concerns about business practices and are looking at avoiding waste. This puts more excellent market value on products that last longer and don't end up in the trash immediately. To take advantage of this, businesses can launch subscription and reusable programs to improve their image for consumers who value ethical awareness.

Consumers are looking for reusable items that enable them to reduce waste. This trend has grown to the point where there is a buzzword in the industry called the "reuse revolutionaries." Businesses taking a firm stance on only offering reusable materials and packaging can earn this highly regarded status and gain a growing customer base.

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2. Products of the past making a comeback

Social media has a way of spotlighting popular culture from the past and breathing new life into it. As a result, there is a growing trend of consumers looking for retro-inspired products. One example is a resurgence in the interest in Polaroid-style instant print cameras. In addition, some companies can look at their past products to gain new inspiration. Reissuing an old product can sometimes inspire a buzz, especially when paired with a creative social media campaign.

3. Consumers spend more time increasingly with mobile devices

A new smartphone is one of the top items on people's holiday wish lists yearly. This year is no different, and the trend continues to grow more prominent in the market. With the new arrival of 5G internet this year, people are incentivized to invest in smartphone upgrades. It has come to the point that adults now spend more time interacting with their mobile devices than watching television. For digital marketers, this represents an opportunity unlike any before.

4. Bargain hunting creeps into more sectors

The online shopping experience provides more ways for consumers to seek deals. This has led to the rise of bargain-oriented platforms, where shoppers typically get 60% less than they would pay in person at a department store. This trend has spread to luxury brands, including prestige beauty products that had previously seemed immune to the need for discount prices.

It has reached the point where consumers often feel they have failed if they pay the total price for anything. So, as businesses use promotional pricing to entice shoppers, they must learn how to do it responsibly to avoid damaging the market.

5. Growing demand for convenience

The internet and speedy delivery have created a consumer base that demands greater convenience. Now that millennials have grown to the point where they are parents with busier lifestyles, efficient and convenient shopping experiences have more value. Time-saving solutions are an essential step for enticing today's customers. Time-saving also is appealing in items that consumers buy for the home. More efficient, time-saving kitchen devices are a good example. This also enables retailers to offer home installation and preparation services to improve the efficiency of households and the buying experience.

6. Rental and resale are in fashion

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Resale clothing is no longer relegated to those in financial hardship. Young shoppers frequently visit online consignment stores and apparel rental services. New generations of shoppers are challenging traditional ideas of ownership, and many prominent retailers are beginning to integrate resale and rental to entice this growing market. Although the resale of goods can hinder the sales of new products, this could also be viewed as increasing one's customer base and attracting younger demographics.

7. More shoppers are using BOPIS tactics

"Buy online and pick up in-store," abbreviated BOPIS, is a growing trend. This feature is precious for retailers with numerous in-person shopping locations. However, compared to European countries, the United States market is currently behind in offering this option to consumers.

BOPIS appeals to consumers because it eliminates shipping costs. In many cases, this type of shipping can be carried out more quickly than delivering to the home. The most popular items consumers want to pick up at the store are clothing, electronics, beauty items, and groceries. The demographic that gravitates to this the most is Generation Z, aged 25 and younger.

8. Consumers continue to demand personalization

As web platform technology continues to evolve, digital shopping can offer more personalized experiences and products. Consumers are interested in items that fit their interests, which can be researched using data such as their previous purchases and visited listings.

Consumers can also receive direct communication about the products they are watching. This could be an email updating the shopper about price or availability changes. To implement a complete personalization strategy, online marketers must enable an omnichannel strategy that utilizes social media, email, search engine ads, and more.

With greater personalization comes more sharing of personal information. Although people expect more individual attention from retailers, they are also more aware of the need to protect their identity and payment information. This means that digital marketers have to build the trust factor of their brand and deepen relationships with customers. Creating outstanding products that inspire consumers to share messages about them on social media also helps lend credibility to a brand and build trust.

9. Homelife is becoming multifunctional

Traditionally, the home is a place of relaxation, sleep, and family meals. Today, telecommuting and the gig economy have turned many houses into multifunctional hubs

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for business, work, fitness, and other activities. In addition, the evolution of internet broadband and the prevalence of computerized devices in people's homes enables ordinary people to carry out tasks previously done in specialized locations.

Because of this rapidly evolving home life, consumers have different demands to meet these new needs. Casual clothing worn around the house is more in order, and people are looking for ways to have food delivered to the home. People spend more time in the place and shopping for products that fit this new multi-purpose home lifestyle.

10. Greater demand for health technology

Consumers are looking for better technology-based solutions for their health issues. They expect to set online appointments to see health professionals and want access to their medical information via internet platforms. In addition, the global pandemic has been radically affected these days. As a result, there is a growing demand for meetings with healthcare providers via remote methods such as video meetings or voice calls. Customers also prefer to get prescription refills online and complete paperwork on a website before healthcare appointments.

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