

Modern Commerce Decoded

The Behavioral Science Behind 2024's Biggest Trends
Featuring Behavioral Triggers Driving Tomorrow's Commerce

HERE'S THE DEAL

95%

of decisions
are made with
our emotional
subconscious

But most commerce
strategies focus on

Rational

vs.

Emotional

Why Now?

Today's Commerce Reality

Digital overwhelm: 10,000+ brand messages daily

Choice paralysis: Average consumer faces 250+ decisions just about food daily

Limited Attention: Average attention span down to 8 seconds

Rising expectations: 76% of consumers expect personalized experiences

Commerce Disconnect

Brands focus on rational benefits

Consumers decide on emotional triggers

Resulting in:

- Missed opportunities and wasted investment
- Gap between traditional approach and consumer reality

In today's rapidly evolving commerce landscape, understanding what drives consumer behavior isn't just helpful—it's essential.

INTRODUCING

&udgenomicsTM

Turning Every Moment Into a Meaningful Connection.

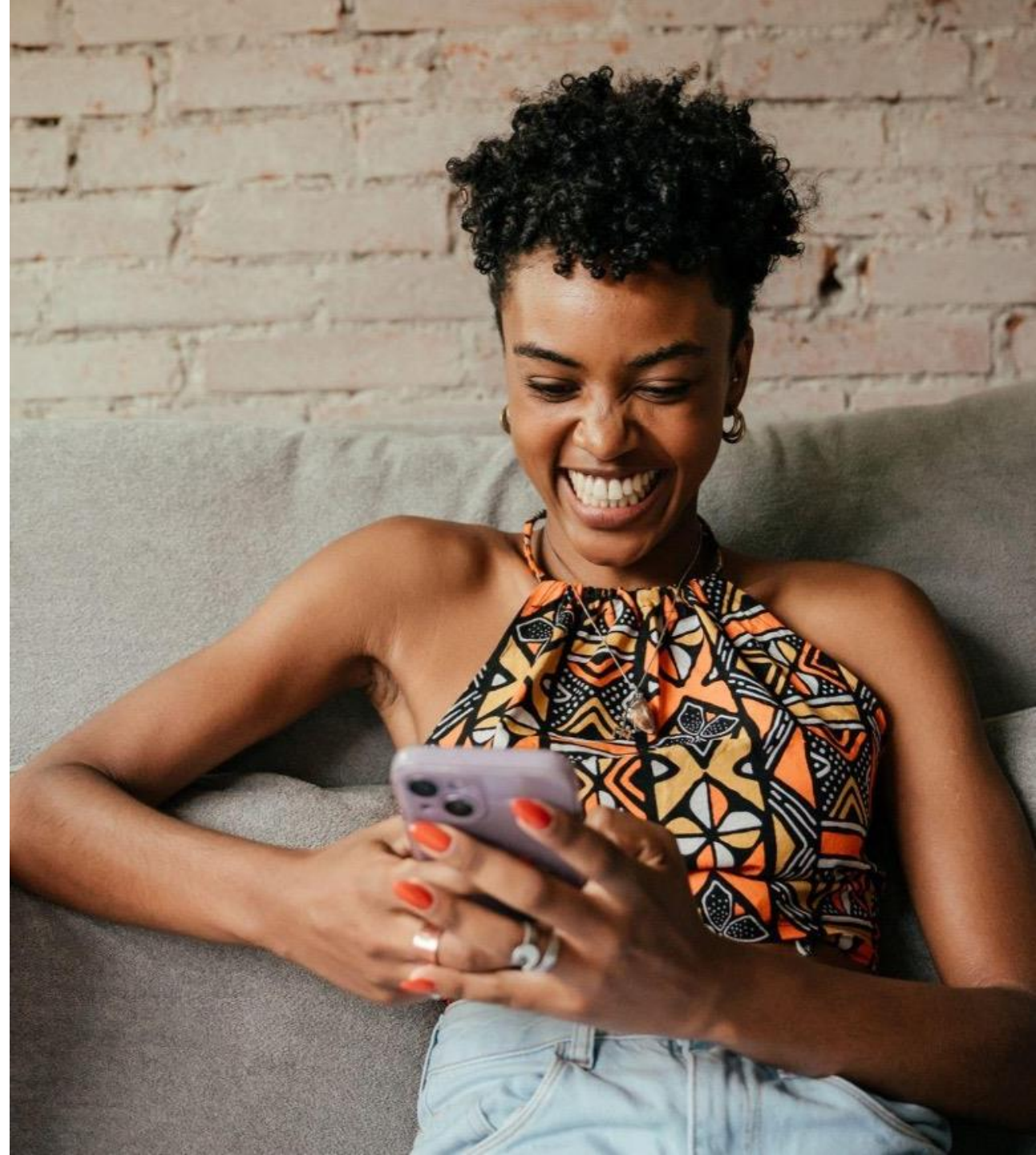
Through our proprietary methodology,

Nudgenomics™,

we've identified how **key behavioral science principles** are shaping the most impactful retail trends of 2025.

By mapping these psychological nudges to emerging market movements, we expose the hidden triggers that transform everyday shopping moments into **powerful brand-building opportunities.**

Let's explore how these relevant *nudges* are revolutionizing the way brands connect with consumers.



The Power of *Nudgenomics*TM

Framing

Instant Gratification

Herding

Gamification

Relativity

Anchoring

Social Proof

Novelty Effect

Scarcity

Loss Aversion

The Power of *Nudgenomics*TM

Framing

Consumers are **25%** more likely to purchase a product when its benefits are framed positively.

Instant Gratification

97% of shoppers say “faster delivery” is critical to their purchasing decisions.

Herding

68% of people are more inclined to follow the behavior of the crowd.

Gamification

Incorporating gaming elements into a retail app increases engagement by **47%** and boosts sales by **22%**.

Relativity

When given a “decoy” option, consumers are **39%** more likely to choose the superior option.

Anchoring

A great first impression makes **72%** of customers more likely to spread the word to six or more people.

Social Proof

Looking for approval, people tend to buy **4x more** often when referred by a friend.

Novelty Effect

46% of tech-savvy shoppers are willing to pay full price for the latest tech products.

Scarcity

60% of millennial consumers say they make a reactive purchase after experiencing FOMO.

Loss Aversion

Shoppers are roughly **2.5x** more sensitive to losses than we are to gains of similar size.

Nudges in Action

Viewing the latest trends
through *&*nudgenomics™

Framing

INSIGHT

How choices are shown changes decisions.



Consumers preferred the taste of one cup of coffee over another (even though they were the same) based on how it was presented.



TREND

Reinventing the Old

Newish by design. Adidas successfully **reframed** its brand by **modernizing** classic models like the **Samba (1949)** and **Gazelle (1966)** with fresh, viral colorways and styles. This innovative approach led to a **17% increase in footwear revenue** in Q2 of 2024, showcasing the power of blending tradition with contemporary design.



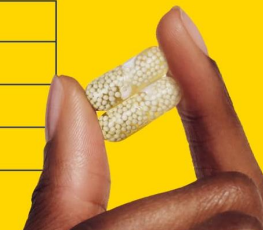
TREND

New Wellness Wave

By **framing** their products through **clinical-backed claims**, **Ritual Cosmetics** aimed to build **trust and credibility with consumers** who are increasingly looking for evidence-based skincare solutions. Ritual Cosmetics successfully influenced consumer perception and behavior, leading to substantial 22% revenue growth.

The clinical-backed multivitamin for *women 18-49* formulated to help fill nutrient gaps in their diet.*

● Vitamin D3	● Vitamin K2
● Omega-3 DHA	● Boron
● Vitamin B12	● Vitamin E
● Iron	● Magnesium
● Folate	



Framing

TAKEAWAY

Effective framing of product attributes helps brands resonate with shoppers and stand out in a competitive market.



Gamification

INSIGHT

Adding fun rewards makes tasks engaging.



Two-thirds of consumers say that gamified shopping experiences make them more likely to browse and shop online.

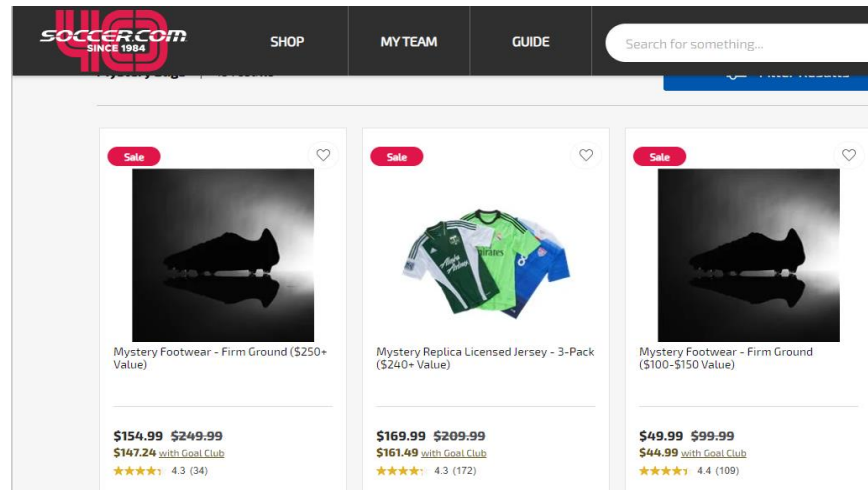


Gamification

TREND

Mystery Box

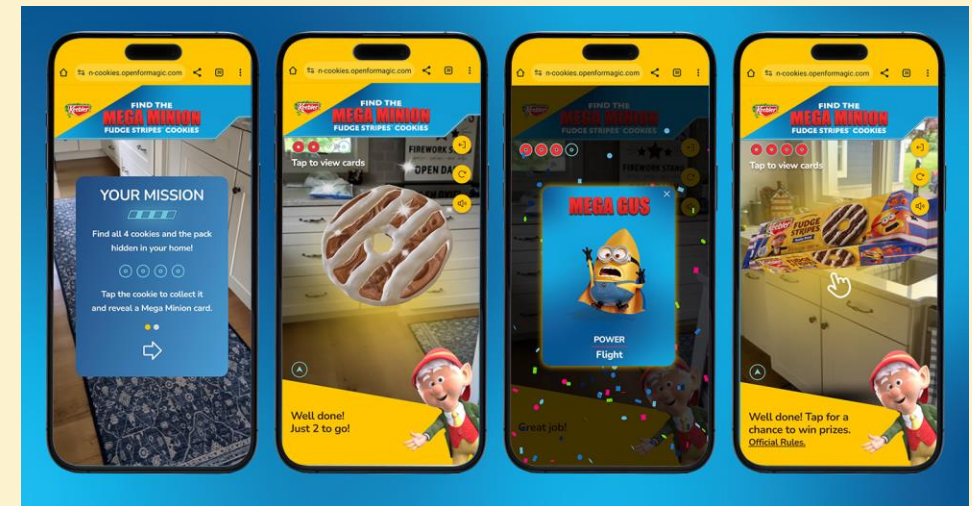
Relishing the unexpected. Nine in 10 consumers want shopping to be more fun, and mystery boxes deliver that by offering the excitement of the unknown and the thrill of discovery, as shown on **soccer.com** with category mystery boxes sold at 75% off the original price.



TREND

Character-Driven AR

The Magic of Playing and Engaging. Keebler Fudge Stripes cookies have masterfully harnessed the charm of Minions characters to enchant consumers with playful elements and delightful rewards, using **gamification** to spark participation and elevate the entire experience.



Gamification

A woman with short dark hair is lying on a light blue couch, smiling and looking at her smartphone. She is wearing a yellow knit sweater and blue jeans. A red blanket is draped over her. The background is a blurred indoor setting.

TAKEAWAY

Creating fun and surprising experiences—but also offering value—keeps brands lively and engaging, boosting brand loyalty while attracting new customers.

Social Proof

INSIGHT

The tendency to follow others' actions or behaviors, believing they reflect correct or popular choices.



Social Proof

TREND

Nichefluencers

An influencer for every need. 47% of social media users follow 10+ influencers. Shoppers are **relying** on a plethora of influencers to help them in multiple aspects of their life.

Fashion



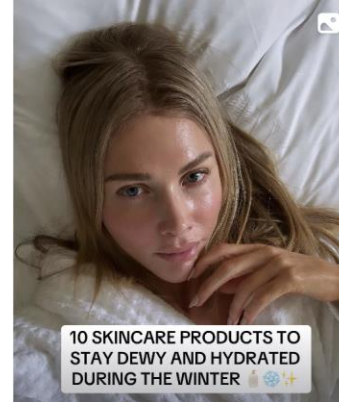
Wisdom Kaye

Home Décor



Eric Wang

Skin Care



Arielle Lorre

TREND

Sustainability

Showcasing community recycling efforts. Over 2 million people participated in Nestlé's "Recycle for Good" program, sharing their recycling stories on social media.



Social Proof



TAKEAWAY

Leveraging shopper interests and values fosters a sense of community and trust among shoppers, enhancing loyalty and drawing in new customers through the power of social proof.

Loss Aversion

INSIGHT

People place greater importance on avoiding losses than on making gains of equal value.



In a study, airline passengers valued their right to recline at \$41 when they already had it but were only willing to pay \$12 to gain it when it wasn't included.

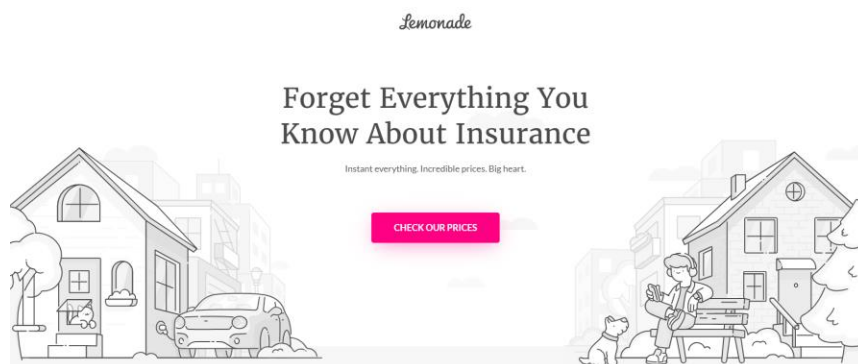


Loss Aversion

TREND

Protection Peace of Mind

What's a Deductible? Only about one in four Gen Z adults can define “deductible” and “co-pay,” so Lemonade applies loss aversion by speaking to young adults on how **affordable** policies **help avoid the costly risks** of being uninsured.



TREND

Expiring Promotions

Too good to pass up. Showcasing expiring deals nudges **Uber Eaters** into quick decisions by prioritizing deals over restaurant choice.

30 days left of \$0 Delivery Fees

Enjoy \$0 Delivery Fee on orders over \$0 until Feb 1.

See details



FREE Domino's® Medium 2-Topping Pizza with minimum purchase

Ends 1/5. See terms.

Order Domino's®



Uber Eats

Loss Aversion

The background of the slide is a photograph of an airplane cabin. It shows several rows of blue fabric seats with white plastic armrests. The seats are arranged in a 2-2 configuration. Through the oval-shaped airplane windows, a bright blue sky with some white clouds is visible. The lighting is bright and even, typical of an airplane cabin.

TAKEAWAY

By making sure shoppers feel protected from losses, incorporating loss aversion into strategy can gain their confidence and be top-of-mind as a safe and worthwhile investment.

Instant Gratification

INSIGHT

We want rewards now, not later.



In “The Marshmallow Test,” children were more likely to choose one marshmallow now vs. two marshmallows later.



Instant Gratification

TREND

Driving Spend Through Savings Extensions

Shopper Math. Shoppers feel like they're making money or instantly gratifying their wallets, whether using Rakuten/Coupert/Capital One to make sure they're locked in for best price.

Users with shopping extensions tend to be more active online shoppers, spending **185%** more than those without extensions.



Instant savings with just one click

Coupert automatically applies the best working code to your shopping cart.

TREND

Pawsitive Connections

Dog-Eat-Treat Kind of World. With over **65M dog households**, no wonder the likes of Starbucks/Shake Shack/Chick-fil-A (shown)/Baskin-Robbins are tapping into the emotional connection between humans and their canine companions, creating instant gratification while enhancing brand loyalty and customer experience.



Instant Gratification

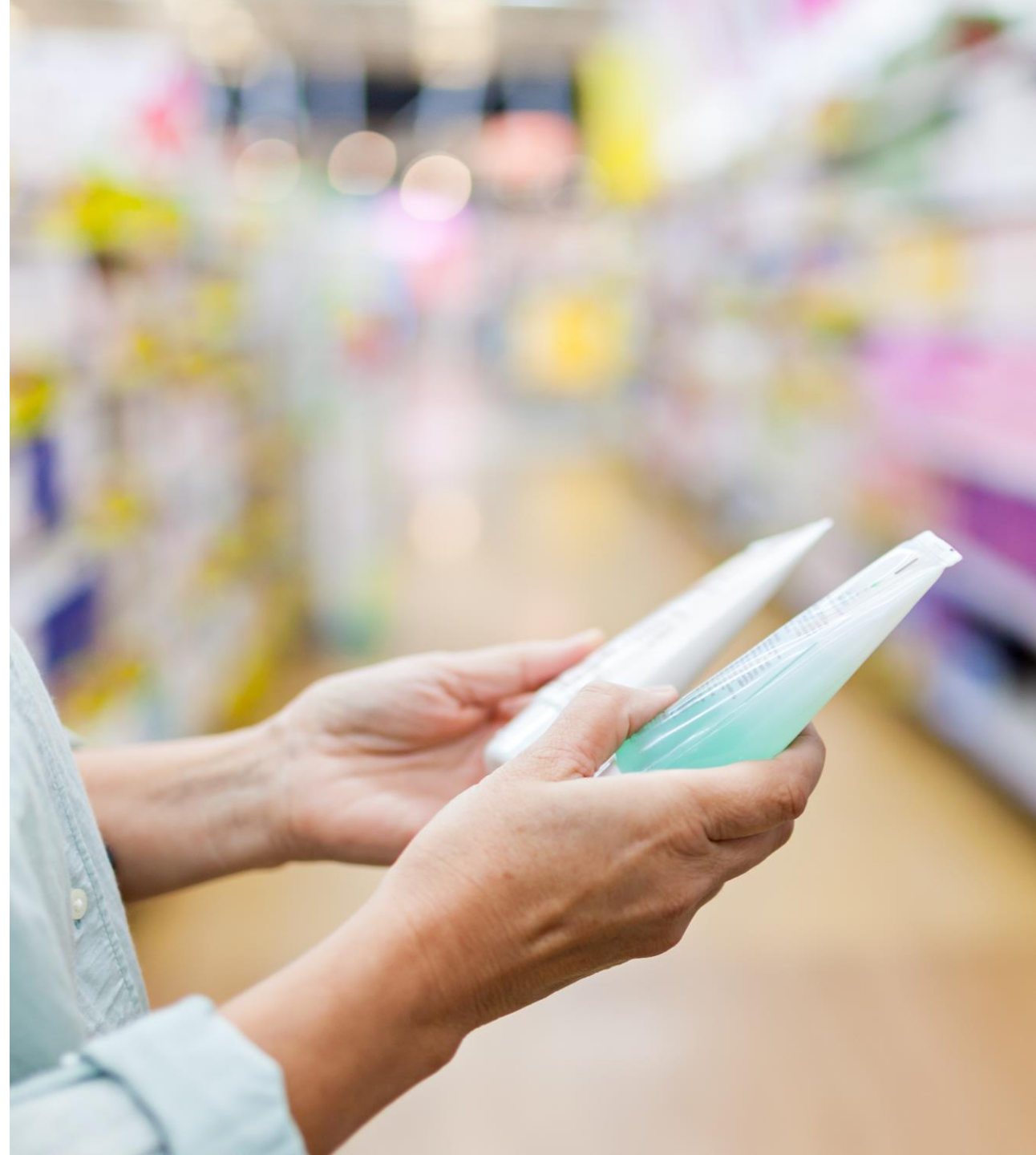
TAKEAWAY

Brands can leverage instant gratification to connect with specific audience segments by catering to their unique interests (ex: pup cups for dog lovers or coupon sites for active shoppers).

Relativity

INSIGHT

Choices are
judged against
other options
nearby.



Relativity

TREND

Private Label Is the *IT* Label

Move Over, Brand Name. Kirkland has won the hearts and wallets of Costco members and beyond by proving its reputation through high-quality products at affordable price.



“Kirkland Signature AA batteries deliver long-lasting power at a fraction of the price of more expensive brands.”

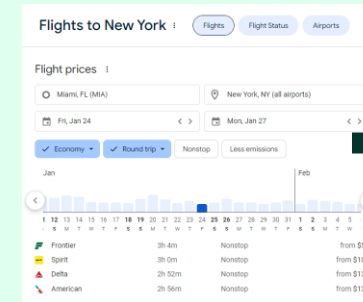


“Kirkland olive oil is as good as or better than the top brands.”

TREND

It's All About the Upsell

Low-budget airlines win the first click-through low pricing through the principle of relativity to upsell customers on extras, often through dynamic pricing and comparative options during the booking process.



Frontier: \$59

+Seat Selection
+No Change Fees
+Personal Item
= \$116

Relativity

TAKEAWAY

Brands should position their products strategically, ensuring they stand out in comparison to similar offerings.

Novelty Effect

INSIGHT

New things grab attention.



37M pre-ordered the iPhone 16 even though it was just an upgrade.

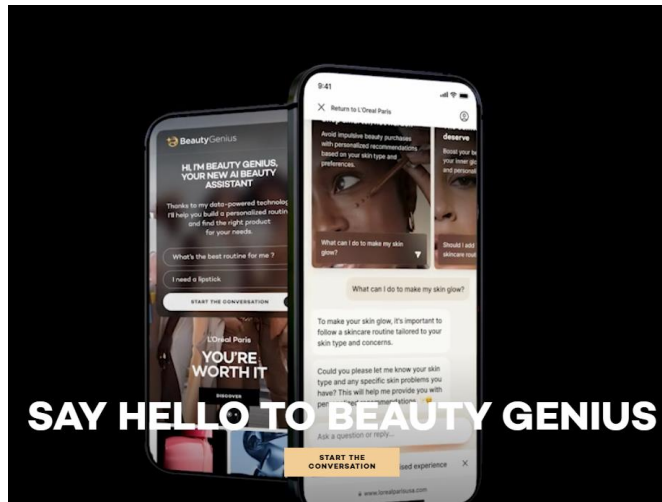


Novelty Effect

TREND

Tech Evolving Personalization via AI

L'Oréal's AI-powered Beauty Genius Virtual Assistant offers product recommendations, creating perpetually fresh discovery experiences.



TREND

Recommerce

By showcasing vintage and secondhand pieces as **something new, exciting** and **sustainable**, the resale market is expected to grow **400%** from 2019 to 2024.

Resale is growing **21x** faster than the broader retail sector and is poised to **leapfrog** fast fashion by 2028.



Novelty Effect

COMING SOON

TAKEAWAY

The novelty effect can drive momentum by staying ahead through enhanced tools or diversifying brand initiatives.



Herding

INSIGHT

People follow the crowd.



A restaurant study found that diners were more likely to select items marked as "most popular" on the menu.

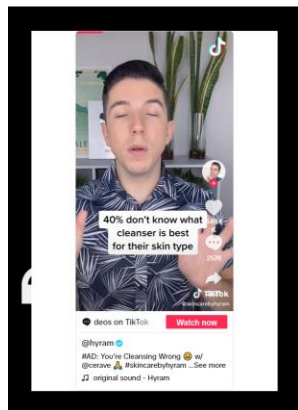


Herding

TREND

Nailing the Social Commerce Spectrum

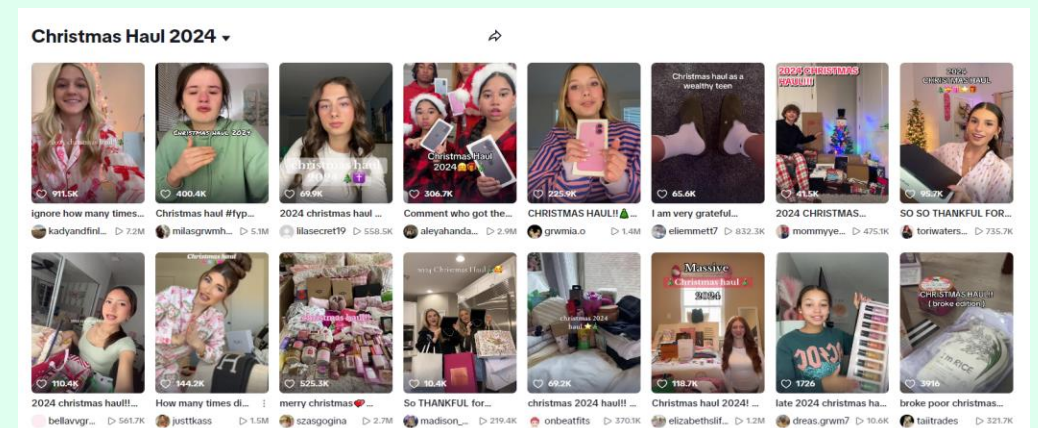
CeraVe's integration of expert endorsements, influencer partnerships, and active social media engagement exemplifies harnessing the herding nudge and making it last, placing it in the **top 5 share of search** for skincare brands.



TREND

Virality Effect

Cross-generational-inspired hauls took on new heights in 2024, including hauls + reviews + compilations, contributing to a 222.9% year-over-year growth in TikTok shop sales during the holiday season.



Herding

A group of people are gathered around a table in a restaurant, laughing and eating. The scene is lively and social. In the foreground, a woman with a large afro is laughing heartily. To her right, another woman is also laughing. The table is set with various dishes, including a large platter of food, a basket of fries, and a glass of wine. The background shows other people in the restaurant, creating a sense of a busy, social environment.

TAKEAWAY

Given our natural tendency to follow others, campaigns should harness “herding” by ensuring the audience feels informed, effectively driving collective behavior.

Anchoring

INSIGHT

First impressions shape decisions.



The "Black Pearl King" introduced black pearls to the U.S. with an exceptionally high price, anchoring them as a symbol of luxury and making them a must-have for the rich and famous.



Anchoring

TREND

In-Store Appearance

Impressed at first sight. To foster anchoring, **Ace Hardware** improved its store design through signage and organization efforts, resulting in a sales boost of **11%**.



TREND

Premium Experience

Leading the Drive-Up Way. Enhanced partnership delights shoppers as curbside guests add Starbucks to their Drive-Up service, helping **Drive-Up sales hit \$2 billion** in Q1 2024.



Anchoring

TAKEAWAY

A strong first impression can anchor shopper expectations, upping their experience and making them more likely to return.

Scarcity

INSIGHT

When availability is limited, people are more likely to buy.



Scarcity

TREND

Exclusive and Limited Editions

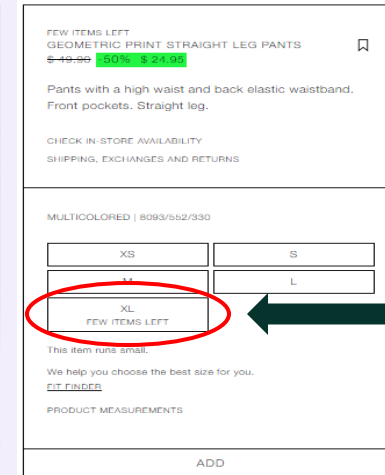
If I want it, I've got to act fast. Through limited availability and one-of-a-kind editions, the E.l.f. and Liquid Death collaboration sold out online in 45 minutes.



TREND

Low Inventory Call-out

Going, Going, Gone. By incorporating this nudge, Zara provokes the urgency of purchase, by reducing hesitation due to perception of high demand, risk of loss, and uniqueness.



The background of the slide is a vibrant purple color. Scattered across this background are numerous rolls of white toilet paper, some of which are partially unrolled, creating a sense of abundance and texture. The rolls are positioned at various angles, some facing the viewer and others showing their side or end.

Scarcity

TAKEAWAY

Premiumization and exclusivity permit brands to create buzz and urgency around their products and entice shoppers to act fast and shop more.

Recap

Nudgegenomics™

BEHAVIORAL ECONOMICS + NUDGE THEORY

Transforming commerce marketing into a shopper-centric engine for brand-building to shape go-to-market strategies and creative commerce, turning each shoppable moment into brand-building conversion.

Unlocking Consumer Behavior

The Versatility of Nudges in Marketing Trends

- The trends listed in the slide align with specific nudges, showcasing how behavioral science and psychology can effectively influence consumer behavior.
- However, these trends aren't exclusive to any single nudge, thus highlighting the beauty/flexibility of nudges.
- By understanding and applying these principles, brands can create more impactful and adaptive marketing strategies.

Framing

- Reinventing the Old
- New Wellness Wave

Instant Gratification

- Auto-Coupon Browser Extensions
- Pet Inclusion

Anchoring

- Premium Experience
- In-Store Appearance

Gamification

- Mystery Box
- Existing Subscribers Add-ons

Relativity

- Private Label
- Upselling

Scarcity

- Exclusive/Limited Edition
- Low Inventory

Social Proof

- Nichefluencers
- Sustainability

Novelty Effect

- ReCommerce
- Personalization via AI

Herding


- Social Commerce
- Virality

Loss Aversion

- Protection
- Promotions



The future of commerce isn't just about what we sell—it's about how we tap into the core of **human decision-making**.



Through **Nudgeonomics**[™], we've demonstrated how behavioral science principles are driving today's most successful retail innovations. By partnering with AUC, you're not just staying ahead of trends—you're leveraging the science of human behavior to **create meaningful connections that drive results.**

Let's transform your commerce strategy into a **powerful engine for growth**, one nudge at a time.

Thank you!

Contact us to discover how we can help you harness the power of **Nudgenomics™**.

Andie Tilden Jewett, SVP Business Development

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617-837-8262



OLD Slides

WORKING SLIDES

WIP

Framing



Gamification

Social Proof

Anchoring

Relativity

Instant Gratification

Scarcity

Novelty Effect

Herding

Loss Aversion

WHY NOW?

- "Today's Commerce Reality:"
 - Digital overwhelm: 10,000+ brand messages daily
 - Choice paralysis: Average consumer faces 250+ decisions just about food daily
 - Attention scarcity: Average attention span down to 8 seconds
 - Rising expectations: 76% of consumers expect personalized experiences
- **The Challenge** [New problem statement slide]
 - "The Commerce Disconnect:"
 - Brands focus on rational benefits
 - Consumers decide on emotional triggers
 - Result: Missed opportunities and wasted investment
 - Visual: Gap between traditional approach and consumer reality

Top 10 Nudges

Anchoring

The power of first impressions. We rely on the initial information we see.

Scarcity

When availability is limited, people are more likely to buy.

Herding

It's in our nature to do what others are doing.

Social Proof

The tendency to follow others' actions or behaviors, believing they reflect correct or popular choices.

Framing

How we present choices can change how people feel.

Instant Gratification

The Desire for immediate rewards or pleasure, prioritizing short-term satisfaction over long-term benefits

Relativity

Choices are judged against other options nearby.

Gamification

The use of game-like elements, such as points, challenges, or rewards, in non-game contexts to engage and motivate people.

Loss Aversion

People prefer avoiding losses over gaining equivalent value.

Novelty Effect

The tendency for people to be more excited or engaged by something new or unfamiliar, often leading to increased attention or interest at the start.

How Behavioral Intelligence Will Apply Nudges

Personas

We'll analyze Simmons pulls to identify key behavioral drivers and recommend tailored nudge strategies designed to influence the behavior of different target segments.

Research

We'll design explicit surveys to pinpoint the most effective nudges for activation

Additionally, we'll leverage implicit research methodologies to assess creative ideas, imagery, and copy, optimizing them for maximum impact.

Strategic Guardrails for Idea Mapping

We'll provide nudge-based guidelines to steer creative idea mapping, ensuring concepts are optimized for behavioral impact

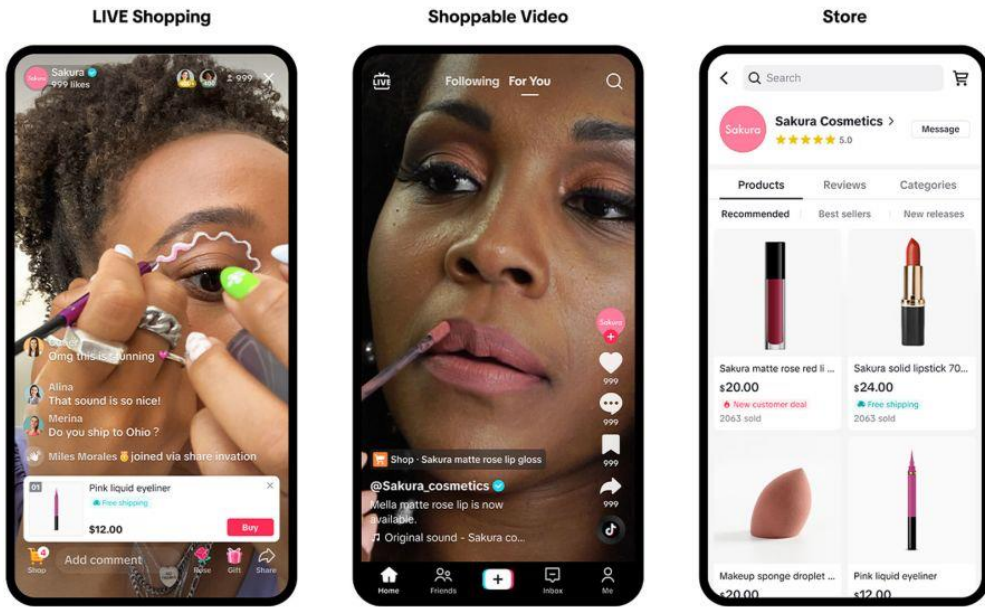
Comms Planning

We'll infuse nudge strategies throughout the shopper purchase journey to maximize impact and drive behavior at key touchpoints

Thought Leadership

We'll use nudges as the foundation to drive distinctive commerce thought leadership, delivering valuable insights throughout the year

INTRO/AGENDA/WELCOME
SLIDE



Social Commerce

Social commerce continues to grow and impact the e-commerce world.

As social media platforms grow their shopping capabilities, shoppers – who already use social media for content & inspiration – are starting to add it as the final step in their purchasing journeys.

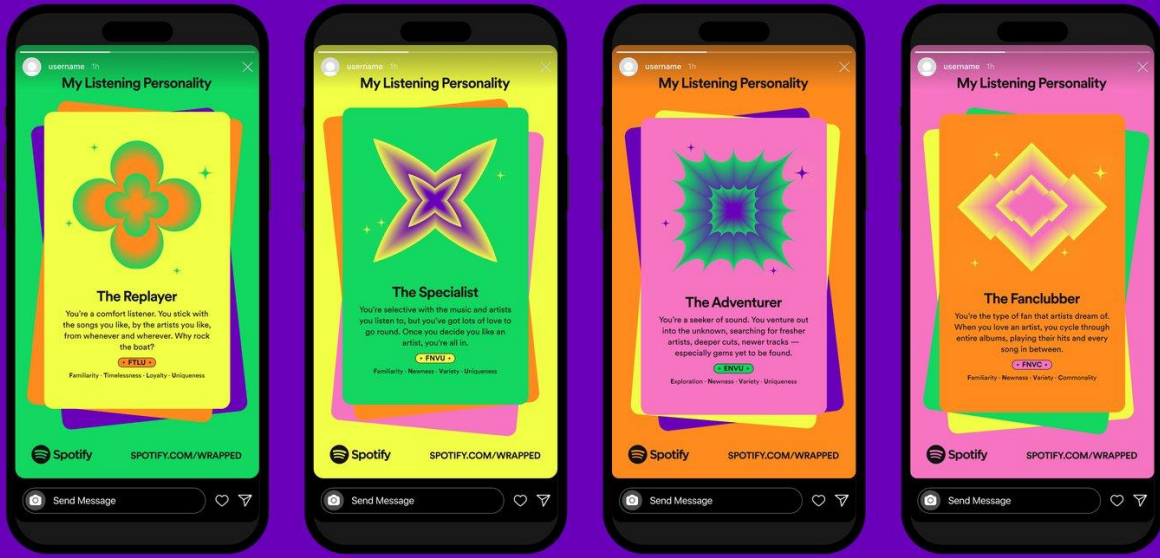
- **TikTok:** By 2026, there will be an estimated 39.5 million TikTok buyers in the US alone.
- **Facebook:** With 62% of US social buyers clicking the 'buy' button here, it remains the source of social commerce.
- **Instagram:** Home to 70% of shoppers ready to splurge after finding goods amidst their photo feeds.

Herding

Run, don't walk. TikTok is expected to see the number of shoppers grow by more than 350% by 2027.

Takeaway:

By leveraging social commerce and its capabilities, brands have the opportunity to be at ahead of its competitors and at the forefront of shoppers' lists.



Framing

It's me, myself and I. Spotify had over 156M engaging with Wrapped in 2023

Hyper Personalization

Unique experiences are paramount for shoppers

Shopping is a moment of fun and relaxation; however, it can feel too impersonal at times. As shoppers search for more premium experiences it leads them towards curated and one-of-a-kind options.

64%

of online shoppers can discern personalized journeys

84%

of online shoppers say personalization influences their purchases

Takeaway:

Investing on knowing the shopper and how to best address their needs is paramount to beat out competitors and gain their loyalty.

Artificial Intelligence at MetLife



Novelty Effect

New is always better. By innovating through A.I. MetLife has been able to increase first-call resolutions (3.5%) and consumer satisfaction (13%).

Gen A.I.

AI expands customer service

As shoppers look for more personalization and seamless shopping experiences, AI has all the tools to positively engage with shoppers while creating more curated and individual experiences.

- The global AI enabled eCommerce market is expected to see a growth rate of **14.6%** from 2023 to 2032
- On average, shoppers spend **20%** per more store or website purchase when automation is implemented.
- Companies leveraging AI are seeing an average revenue increase of **10-12%**, and the technology is projected to enhance profitability by **59%** by 2035.

Takeaway:

Staying ahead of the curve and innovating through AI has never been more important as new trends and initiatives are launched every day.



Anchoring

Impressed at first sight. By improving store design & offering better shopping experience, Ace Hardware was able to boost sales by 11%.

In-Store Efficiency & Experience

In-store shopping is not going away

E-commerce is growing and gaining momentum, however shoppers still value in-store experiences, where positive impressions can be a difference maker to a store's success.

70%

of US online shoppers say product availability and store tidiness is big on their list of important things when shopping in-store

Takeaway:

First impressions have always been key and investing on the shopper and their overall experience is the best way to make sure they come back.



Relativity

More options = better shopping. With \$1.2B in investment on its omnichannel offerings, Walmart has been able to grow touchpoint & has seen an increase of 22% in ecommerce sales during Q3.

Phygital

More options, more options & more options

Shopping has never been easier and shoppers are leveraging all their available option by using multiple platforms to compare prices, find deals, and seek inspiration with ease.

- **76%** of consumers are using 3+ social media channels, and 2+ devices to shop.
- Approximately, **73%** of retail consumers engage multiple channels during their shopping experience.

Takeaway:

Shoppers value brands that provide variety, flexibility, and consistent experiences across channels.

The clinical-backed multivitamin for *women 18-49* formulated to help fill nutrient gaps in their diet.*

● Vitamin D3	● Vitamin K2
● Omega-3 DHA	● Boron
● Vitamin B12	● Vitamin E
● Iron	● Magnesium
● Folate	



Framing

By shifting how they portray the brand & focusing on clinical-backed claims, Ritual Cosmetics saw a 22% revenue growth.

New Wellness Wave

The wellness world is changing

Health-focused shoppers are reshaping buying habits from where and how they buy, fueling a **10% annual growth** in wellness product sales in the coming years.

- **50%** of US consumers reported clinical effectiveness as a top purchasing factor, only **20%** reported the same for natural or clean ingredients.
- Online retailers are the leaders in health trends, capturing the largest share of dollar market share (**28.3%**). Drugstores (**14.3%**) and mass retailers (**27.3%**) have seen market share losses.

Takeaway:

Shoppers now prioritize clinically proven wellness and online shopping, combining reviews and purchases seamlessly.

Levi's® SecondHand

Denim from past seasons that's already beat-up and broken in. In other words, perfect.



Novelty Effect

By framing vintage & secondhand pieces and something new & exciting, the resale market is expected to grow 400% from 2019 to 2024.

Recommerce

Secondhand retail takes new heights

As thrifting and sustainable fashion/decor continue to grow and giants like Ikea, Levi's, and Zara are launching their own resale platforms, secondhand retail is a must for retailers.

21X

Resale is growing faster than the broader retail sector and is poised to leapfrog fast fashion by 2028.

62%

Of consumers said that they would purchase more from a brand that officially partners with a secondhand platform or company.

Takeaway:

As shoppers embrace recommerce, brands can leverage their past success to tackle shoppers' sustainability efforts and need for uniqueness.



Social Proof

Hopping on the bandwagon. As more shoppers embraced sustainability initiatives, Patagonia has quadrupled sales in the past decade to over **\$1 billion** annually.

Sustainability

More efforts to help the environment

Shoppers want to decrease their impact on the environment and are going great lengths to achieve their goals. They are changing purchasing habits and switching to brands that closely aligns to their values.

- **93%** of consumers globally say they want to live a more sustainable lifestyle.
- **80%** of consumers have transformed their shopping habits based on inclusiveness, social responsibility, or environmental impact.
- **63%** say they're less likely to buy products if they're packaged in a way that's harmful to the environment.

Takeaway:

Greenwashing no longer cuts it, shoppers want actual improvements and programs that address sustainability issues.



Social Proof

Don't be left behind. By leaning on social proof and tapping on lifestyle "experts", Poppi generated more than 4.5M engagements by partnering with influencer Alix Earl.

Social Creators & Influencers

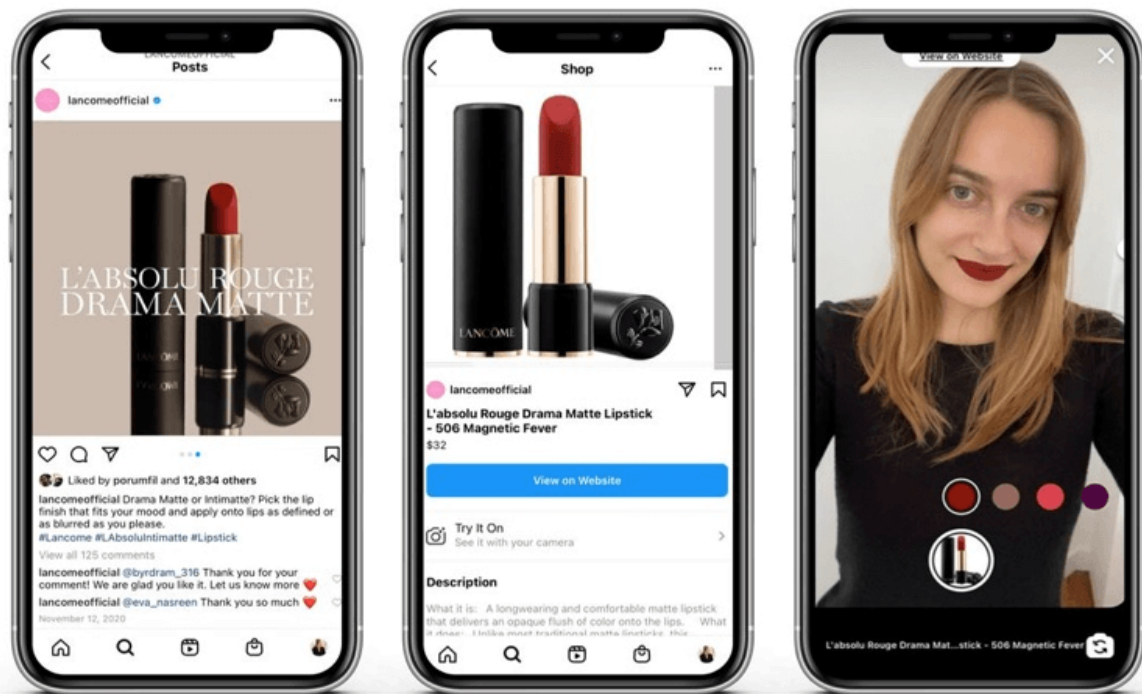
No creators = less reach & less shoppers

With social media transitioning more into the "search engine" space, shoppers are looking, from big to micro influencers, for validation and inspiration as they search for new products and brands.

- **1 in 4** Gen Z say they're more likely to buy a product with lots of "likes" or positive comments.
- **80%** of people say UGC (user generated content) highly impacts their purchasing decisions.
- **87%** of YouTube viewers trust the recommendations that creators provide.
- Creator-led content exceeds benchmarks in brand distinction by **4.85x**

Takeaway:

Leveraging trusted creators to offer more intimate & informal connection with shoppers is necessary to stay top of mind, especially among younger generations.



Instant Gratification

No reason to wait. By providing quick shopping options, Instagram can increase website traffic by as much as 1,416% through shoppable content

Shoppable Content

Scrolling and shopping

Fewer steps in the shopping journey reduce hesitation and create a seamless experience where shopping is no longer a burden with the constant need to change platforms or channels.

89%

say they've been convinced to buy a product or service by watching a brand's video.

2X

Brands using shoppable content have seen a 2x increase in conversion rates

Takeaway:

Brands can leverage online tools to offer shoppers a relaxing shopping experiences where they can quickly complete all steps.



Instant Gratification

I want it, I got it. With instant rewards in mind, Clarks live shopping event generated an engagement rate of 78% and 23% click through rate.

Live Shopping

Instant and live reward

By watching a brand or creator content, shoppers are looking for a quick reward whether that is having fun or a great deal on a product they want.

Brands report live commerce conversion around

30%

that is

10x

higher than conventional commerce.

Takeaway:

An additional way to engage shoppers with limited time offers & deals aimed at providing on the spot rewards, increasing engagement and conversion.

STARBUCKS® FOR LIFE



Gamification

Playing and earning. Starbucks offer its 31M members the opportunity to play games and earn instant rewards through “Starbucks for Life” games.

Members Only Programs

Exclusive rewards and extra perks

Shoppers are always looking for one thing, value. By offering membership programs that allow shoppers upside value, retailers are sure to grow their relationship and make sure they are always top-of-mind.

- **6 out of 10 consumers** involved in loyalty programs have more positive experiences with these brands because they believe their connection transcends the transactional
- **72% of customers** consider loyalty programs part of their relationship with brands.

Takeaway:

A sense of community and relationship, alongside upside value, strengthens customer loyalty & keep them coming back for more.



Anchoring

Through great first impressions and interactions, Publix was crowned the #1 supermarket when it comes to customer service.

Great Service 2x

Customer service is as important as ever

With introduction the of A.I. and e-commerce growing, shopping is becoming less personal and more transactional. However, shoppers still long for human connection.

53%

of bad experiences result in customers cutting their spend

85%

of customers prefer businesses with great service

91%

are likely to repurchase after a positive customer service experience

Takeaway:

While deals and discounts are essential, offering all around great service matters as shoppers continue to value emotional connection.



Gamification

Relishing the unexpected. Madhappy offered unbeatable value to its shoppers by selling boxes priced up to \$600 with \$1500 worth in products.

Mystery Box

Shoppers embrace the unknown

Beyond simply purchasing products, shoppers pursue and want more fun shopping experiences. Mystery boxes do just that as shoppers are faced with the excitement of uncovering the mystery.

1 in 4

Customer want to be entertained while shopping

21%

of Gen Z shoppers with a subscription currently pays for a mystery box subscription

Takeaway:

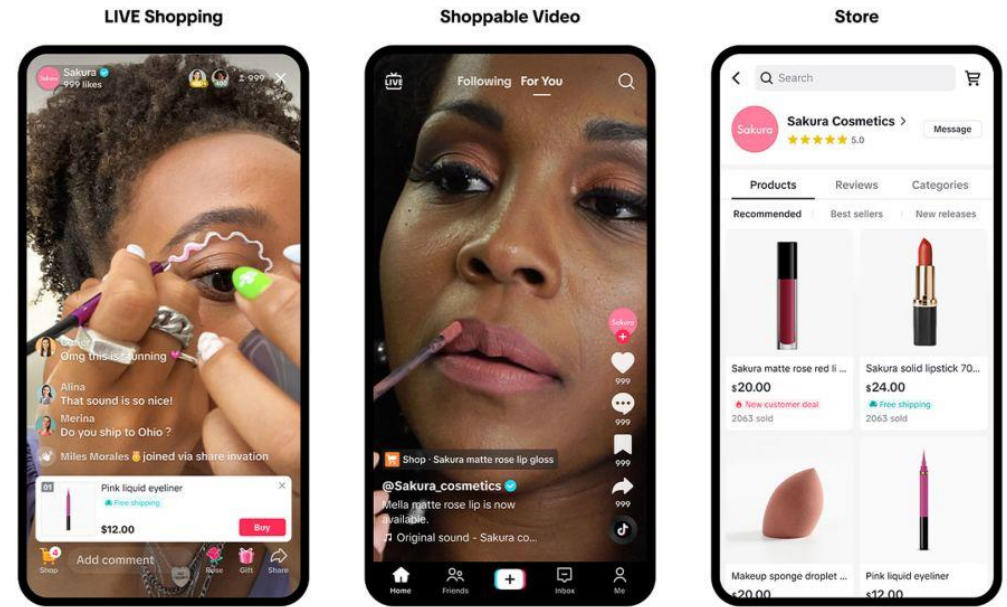
Providing an entertaining experience goes a long way, as alongside value, shoppers seek to have fun while shopping. Strengthening brand loyalty and attracting new shoppers .

Social Creators

Social commerce continues to grow and impact the e-commerce world.

As social media platforms grow their shopping capabilities, shoppers – who already use social media for content & inspiration – are starting to add it as the final step in their purchasing journeys.

- **1 in 4** Gen Z say they're more likely to buy a product with lots of "likes" or positive comments.
- **80%** of people say UGC highly impacts their purchasing decisions.
- **87%** of YouTube viewers trust the recommendations that creators provide.
- Creator-led content exceeds benchmarks in brand distinction by **4.85x**



Social Proof

The tendency to follow others' actions or behaviors, believing they reflect correct or popular choices.

Takeaway:

Shoppers look for validation from truthful reviews & trusted sources that will guarantee that what they are buying works and will fit all their needs.

OUTLINE:

- Compile current trends
 - Chat gpt/mintel/google search/waldo/linkedin/various external agency publications
- Round out the top 10 (commerce related)
- Apply 1 of 6 primary nudges to each

- 12 slides (intro/10 trend slides including takeaway & nudge/summary)

Links to trends

- **Hyper Personalization** - Mintel 2025 Omnichannel Marketing Trend: https://insights.mintel.com/rs/193-JGD-439/images/Mintel_Comperemedia_2025_Omnichannel_Marketing_Trend_to_Watch.pdf?version=0&mkt_tok=MTkzLUphRC00MzkAAAGW37nACRts-pSr_8gQ7ymN567IM3y8p9riXj5Hcl08JaT0ZYc4ZKWCUqqGUv2N5CszGuQsgkb_duiNpimqKtodZ5_Li5Zfu93B335jE-xNfr65iA
- **Social commerce / In-store efficiency** – GWI Retail trends: <https://blog.gwi.com/marketing/retail-trends/>
- **Wellness wave** – Mckinsey: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/state-of-consumer>
- **Second hand** - Forbes: <https://www.forbes.com/sites/bernardmarr/2024/10/29/the-future-of-retail-10-game-changing-trends-that-will-define-2025/>
- **Omnichannel** - Dmexco: <https://dmexco.com/stories/the-e-commerce-trends-set-to-define-2025/>
- **Social Commerce** – Shopify: <https://www.shopify.com/enterprise/blog/social-commerce-trends>
- **Customer service / Ecommerce Subscription** – Exploding Topics: <https://explodingtopics.com/blog/ecommerce-trends>
- **Wellness wave** – Storyly: <https://www.storyly.io/post/top-consumer-behavior-trends>
- **Hyper Personalization** - Qualtrics Global Consumer Trends for 2025: <https://www.qualtrics.com/blog/global-consumer-trends/>
- **Customer Service** - Qualtrics Global Consumer Trends for 2025: <https://www.qualtrics.com/blog/global-consumer-trends/>
- **Shoppable content** – Shopfy: <https://www.shopify.com/enterprise/blog/social-commerce-trends>
- **Video Content** - Shopfy: <https://www.shopify.com/enterprise/blog/social-commerce-trends>
- **Influencers** - Kantar marketing trends 2025: <https://www.kantar.com/campaigns/marketing-trends>
- **Sustainability** - Kantar marketing trends 2025: <https://www.kantar.com/campaigns/marketing-trends>
- **Second hand**- NetChoice The rise of Recommerce: <https://netchoice.org/the-rise-of-recommerce-how-second-hand-shopping-is-reshaping-retail/>

Narrow down to top 10 trends

	Trends	Data point	Data point	Takeaway	Nudge	Links/sources
1*	Social commerce	<p>TikTok: A video-sharing platform where <u>43% of Gen Z</u> starts their product hunts.</p> <p>Facebook: With <u>62% of US social buyers</u> clicking the 'buy' button here, it remains the old source of social commerce.</p> <p>Instagram: Home to <u>70% of shoppers</u> ready to splurge after finding goods amidst their photo feeds.</p>	By 2026, there will be an estimated <u>39.5 million</u> TikTok buyers in the US alone.	Social commerce is reshaping the ecommerce world and putting ecommerce retailers on watch.	<p>Herding – shoppers flocking to social media for trends and purchases</p> <p>Loss Aversion - people prefer avoiding losses over gaining equivalent value.</p>	GWJ Retail trends
2	Hyper personalization	64% of online shoppers can discern personalized journeys	Consumer preferences show that 64% want to buy from companies that can offer a tailored experience	Shoppers gravitate towards brands and retailers that can offer tailored and personal experiences	Framing - How we present choices can change how people feel.	Mintel 2025 Omnichannel Marketing Trend Qualtrics Global Consumer Trends for 2025
3	In store efficiency & experience	70% of US online shoppers say product availability and store tidiness is big on their list of important things when shopping in-store		While online shopping continues to grow, in-store is still important for shoppers and first impressions can play a pivotal role in their decisions and loyalty to retailers	Anchoring - the power of first impressions. We rely on the initial information we see.	GWJ Retail trends
4	Omnichannel – retail everywhere - Phygital	76% of consumers are using 3+ social media channels, and 2+ devices to shop.	Currently, approximately 73% of retail consumers engage multiple channels during their shopping experience,	Shoppers want variety and flexibility when it comes to shopping and brands & retailers need to adapt by offering consistent shopping experiences across a variety of channels	Relativity - choices are judged against other options nearby.	
5	Wellness Wave	The health and wellness market is only going to expand over time. Recent statistics find that the sales of these	Roughly half of US consumers reported clinical effectiveness as a top purchasing factor, while	Shoppers are shifting their wellness preferences from		

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5	Wellness Wave	The health and wellness market is only going to expand over time. Recent statistics find that the sales of these products will increase annually <u>at a rate of about 10%</u> in the coming years	Roughly half of US consumers reported clinical effectiveness as a top purchasing factor, while only about 20 percent reported the	Shoppers are shifting their wellness preferences, from clean ingredients to clinically proven and to shopping more online where they can read reviews and		

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6	Second Hand - Recommerce	<p>Giants like Ikea, Levi's, and Zara are launching their own resale platforms</p> <p>The throwaway culture may be getting a sustainable makeover as resale is growing <u>21 times faster</u> than the broader retail sector and is poised to leapfrog fast fashion by 2028</p>	<p><u>62% of consumers</u> said that they would purchase more from a brand that officially partners with a secondhand platform or company</p>	<p>With sustainability being paramount to shoppers and vintage styles being on trend. Recommerce tackles 2 problems in one, helping shoppers be more sustainable by while staying on trend.</p>	<p>Scarcity - When availability is limited, people are more likely to buy.</p>	<p>NetChoice The rise of Recommerce</p>
7	Sustainability	<p><u>60% of survey respondents</u> stated that they want products with sustainable packaging. 78% revealed that sustainability was a key element of their lifestyle</p> <p>93% of consumers globally say they want to live a more sustainable lifestyle.</p> <p>nearly 80% of consumers have transformed their shopping habits based on inclusiveness, social responsibility, or environmental impact.</p>	<p><u>82% of consumers</u> are willing to pay more for sustainable packaging and 63% say they're less likely to buy products if they're packaged in a way that's harmful to the environment.</p>	<p>Shoppers continue to focus on sustainability and shifting their shopping behaviors to match their personal values.</p>	<p>Social Proof – The tendency to follow others' actions or behaviors, believing they reflect correct or popular choices. – Mainly for younger generations</p> <p>Novelty Effect - The tendency for people to be more excited or engaged by something new or unfamiliar, often leading to increased attention or interest at the start. – Especially for older generations</p>	<p>Kantar Marketing trends 2025</p>
8	Influencers – Creators – User Generated content	<p>1 in 4 Gen Z say they're more likely to buy a product with lots of "likes" or positive comments.</p> <p><u>80% of people</u> say UGC highly impacts their purchasing decisions.</p>	<p><u>87% of YouTube viewers</u> trust the recommendations that creators provide.</p> <p>In US, creator-led content exceeds benchmarks in brand distinction by 4.85x</p>	<p>Shoppers look for validation from trusted sources and truthful reviews from real users that will guarantee that what they are buying works and will fit all their needs.</p>	<p>Social Proof – The tendency to follow others' actions or behaviors, believing they reflect correct or popular choices.</p>	<p>Kantar marketing trends 2025</p>

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9	Shoppable content	<p><u>89% of people</u> say they've been convinced to buy a product or service by watching a brand's video.</p> <p>Brands using shoppable content have seen a 2x increase in conversion rates</p>	More than half (52%) of US adults have either used shoppable commerce	Shoppers, while looking for influence, want the convenience of seamless shopping for products they see and find on social media without adding extra steps to their journey.	<p>Herding – shoppers flocking to social media for trends and purchases</p> <p>Instant Gratification – The Desire for immediate rewards or pleasure, prioritizing short-term satisfaction over long-term benefits.</p>	
10	Video content – live streaming	<p>Brands report live commerce conversion around the <u>30% mark</u>—that's 10 times higher than conventional commerce.</p> <p><u>89% of people</u> say they've been convinced to buy a product or service by watching a brand's video.</p>	For established brands, focus on building long-term assets such as driving 'meets needs' which can result in 10% to 15% uplift, while medium and smaller brands should prioritize increasing awareness (potential uplift between 10% and 23%) and driving immediate interest (lead to uplift of up to 30%) respectively.	An additional way to engage shoppers with limited time offers & deals aimed at increasing engagement and conversion	<p>Gamification – The use of game-like elements, such as points, challenges, or rewards, in non-game contexts to engage and motivate people.</p> <p>Scarcity - When availability is limited, people are more likely to buy.</p>	
*	Customer service	More than half (53%) of bad experiences result in customers cutting their spend	85% of customers prefer businesses with great service, and 91% are likely to repurchase after a positive customer service experience	Beyond offers, deals and product availability, great customer service and good experience are still going to matter going forward. With introduction of A.I. and shopping become more transactional, brand that can still engage with the emotional side of shoppers can have an advantage.	Anchoring - the power of first impressions. We rely on the initial information we see.	Qualtrics Global Consumer Trends for 2025
*	Ecommerce subscription – loyalty/reward programs – Relationship building	<u>6 out of 10 consumers</u> involved in loyalty programs have more positive experiences with these brands because they believe their connection transcends the transactional	<u>72% of customers</u> consider loyalty programs part of their relationship with brands.	A sense of community and relationship, alongside upside value, strengthens customer loyalty & keep them shopping	Gamification – The use of game-like elements, such as points, challenges, or rewards, in non-game contexts to engage and motivate people.	