

STAYING RELEVANT IN A CONTINUALLY CHANGING MARKETPLACE

How retailers are adapting, evolving and thriving.

In recent years, the retail landscape has undergone a seismic shift. Thankfully, all around us, there is evidence that retailers are embracing inventive solutions.

A white paper, the 2025 edition of *Reimagining Retail Commerce*, from [commercetools.com](https://www.commercetools.com), shows how retailers are adapting, evolving and thriving in a changing landscape. Here are some *highlights* from the data.

To download the white paper, go to bit.ly/4a896VY.

Consumers want access to product information

74%

of consumers worldwide use a retailer's app or their website while shopping in-store.

70%

of online shoppers say product-page content can make or break a sale.

36%

of customers said they've returned items bought online because what they received didn't match the description or look the same as the images featured on the website.

The 2025 customer seeks more than just products — they seek experiences.

78%

of retail leaders said they use customer feedback “extensively” to guide their customer experience strategies.

Customers are looking for brands that not only meet their needs but anticipate them, delivering tailored experiences that feel intuitive and meaningful.

61%

of shoppers continue to shop in-store because they enjoy the experience as well as comparing products.

This preference has increased by **21%** over last year.

Consumers have made it clear they expect brands to show up wherever they are and enable purchasing on every channel.

49%

of consumers desire the perfect mix of online and in-store shopping ...

... and nearly 25% have completed an online purchase while in a retail store aisle.

<50%

of shoppers ...

... engage with four touchpoints before making a purchase. The average shopper utilizes nearly six touchpoints.

57%

of live shopping viewers make a purchase during or after an event.

“Today, you don’t need to hire a social media person. You need to hire a community team: people who intrinsically get social, who get social media. It’s about connecting with your customers, the number one engine to drive new consumers.

— Jennifer Hyman
co-founder and CEO
Rent the Runway

Authenticity and relatability are baseline consumer expectations. Retailers can attract and retain customers by showing up and engaging in the social conversation.

“Long gone are the days when customers would buy whatever you offered them. That’s not what they’re looking for. It’s about more than just the product — they want real engagement.

— Max Magni, chief customer and digital officer, Macy’s

EXPERT TIP

Offer buy online, pick up in-store. This will encourage customers to come into your store, where you can turn your online relationship into a physical relationship.

Consistent and responsive customer support

83%

of online shoppers expect regular updates on their online order status, from purchase confirmation to delivery.

76%

of first-time customers state they would shop with a retailer again if the return process is easy.

49%

of consumers make purchases based on influencer posts.

40%

of shoppers won’t wait more than three seconds before abandoning an eCommerce site.

USING AI IN RETAIL

AI

There’s no need to panic if you don’t have an AI strategy. “This isn’t about technology. This is about business challenges and opportunities. You’re still making business decisions. That has not changed.” Vicki Cantrel, CEO of Vendors in Partnership.

Simple tasks to get you going:

- Create enhanced/unique product descriptions.
- Automate time-consuming, repetitive marketing tasks such as posts, emails, event promotion, etc.
- New employee training – Create employee schedules, so your best employees and managers can be out on the floor, helping customers, rather than sitting in an office.

Despite predictions that the age of brick-and-mortar was over, in-store retail is back and stronger than ever. Consumers want to get out of the house, they want to connect with others and crave experiences.

The value of the physical store

Brands such as Foot Locker, Sephora, PacSun, Lululemon, IKEA and LEGO are all investing in their physical stores. From redesigning their spaces to meeting customer needs with experiences that enhance in-store engagement, they’re banking on the belief that consumers will always want to see, touch and play with products.

“The rate of change has never, ever been this fast and will never, ever be this slow again.

— Anders Sörman-Nilsson, founder, Thinque