100% The global retail agency

Navigating a World in Flux

2025 Global Consumer Trends

Content

Embracing the Pendulum Swing.

In 2025, the retail landscape will navigate a delicate balance between stability and transformation. As consumers adapt to an era marked by rapid technological advancements, shifting societal values, and pressing environmental challenges, our report will delve into three macro consumer trends, explore the diverse types of consumers, and highlight five emerging retail trends for the year 2025.

Three Macro Consumer Trends.
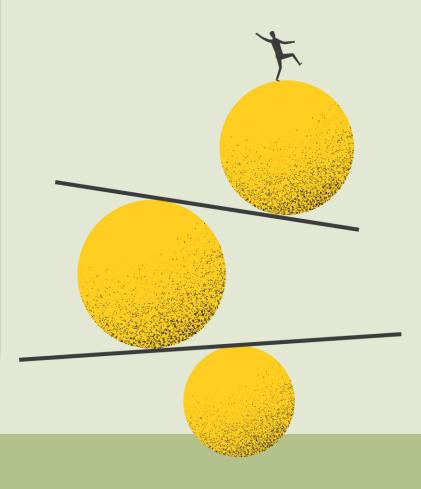
The Wallet: Austerity in Action.

Amid financial instability, Europeans are becoming more budget-conscious, prioritising essentials and small luxuries, using loyalty schemes, and slow shopping. Brands must adapt by providing value-focused solutions.

The Community: Linked Lives.

Rising isolation has consumers seeking support through communities of shared interests or values, fostering connections and belonging. Brands are becoming facilitators of these meaningful interactions.
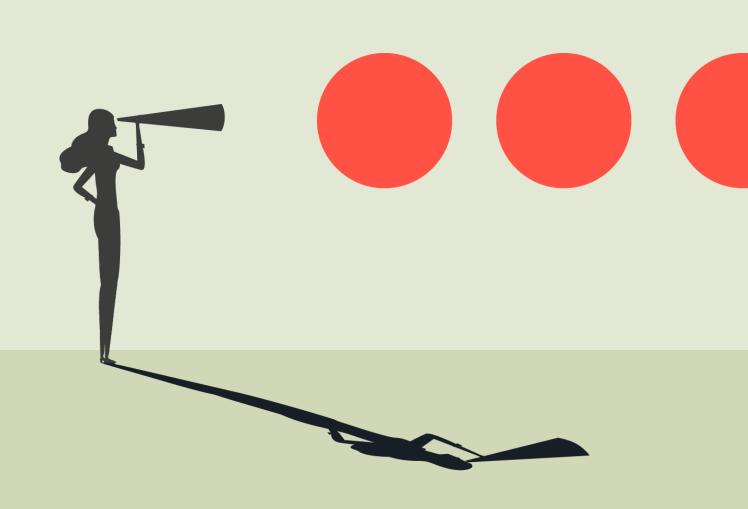
The Globe: Tradition in Transition.

Global challenges like climate change and tech advances are reshaping views on tradition, with consumers favouring ethical and sustainable practices. Brands need to align with these values, emphasising transparency and adaptability.

Consumer Types 2025 & beyond.

In today's fast-changing world, consumers no longer fit neatly into single segments. While the eight consumer types reveal unique behaviours, individuals often shift between them due to daily changes, moods, or specific shopping needs.

Value Seekers

Price-sensitive and focused on getting the best deals.

Behaviour: Actively look for discounts, promotions, and value-for-money products.

Tech Savvy

Embrace technology for shopping and decision-making.

Behaviour: Use apps, online reviews, and social media to inform their purchases.

Brand Loyalist

Have a strong attachment to specific brands.

Behaviour: Prefer to purchase from brands they trust and are less likely to switch to competitors.

Impulsive Buyers

Spontaneous purchasing decisions without prior planning.

Behaviour: Often influenced by promotions, advertisements, or emotional triggers.

Experience Seekers

Prioritise spending on experiences over material goods.

Behaviour: Value travel, events, and unique experiences that enhance their lifestyle.

Wellness Enthusiasts

Prioritise products that promote health and well-being.

Behaviour: Invest in fitness, nutrition, and wellness-related goods and services.

Conscious Consumers

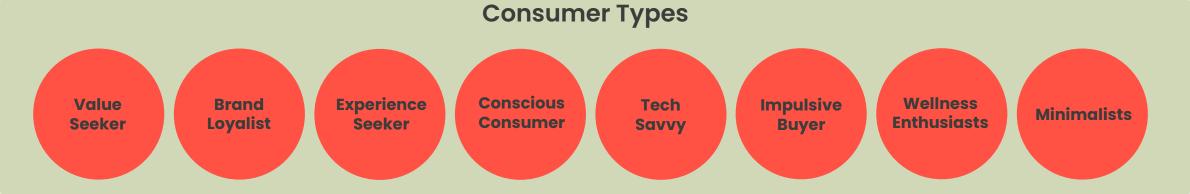Focused on sustainability, ethics, & social responsibility.

Behaviour: Prefer products that align with their values, such as eco-friendly or fair-trade items.

Minimalists

Focus on simplicity and quality over quantity.

Behaviour: Prefer fewer possessions but emphasise meaningful and functional purchases.

Three Macro Consumer Trends

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The Globe
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Consumer Types

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Five Retail Trends

Omnichannel & Hybrid Shopping

AI & Personalisation

Enhanced In-Store Experiences

Frictionless Delivery & Returns

Sustainability & Ethical Practices

Five Retail Trends & Pioneer examples.

Omnichannel & Hybrid Shopping.

Consumers now expect a seamless experience across all shopping channels—online, in-store, and mobile. This trend, often called "phygital retail," combines the convenience of online shopping with immersive, in-person experiences.

Actionable Ideas:

Integrated Digital Displays:
Use QR codes on displays to allow customers to learn more online or reserve items directly in-store.

Virtual Storefronts:
Implement touchscreens or AR apps that let customers visualise products, bridging online and offline engagement.

Key Stats:

73%

of UK consumers say they are likely to use both online and in-store channels within a single purchase journey.
Source: magenest.com

67%

of global shoppers prioritise convenience when shopping across channels.
Source: Ensembleiq.com

zippin

Checkout-free technology for frictionless stores.

Zippin provides AI-powered, checkout-free retail solutions that enable customers to enter a store, select items, and leave without waiting in line, enhancing shopping efficiency and convenience.

Find out more>>

Get more In-store with the Nike app.

The Nike app lets customers scan barcodes to check sizes, colours, and rewards, while the Digital In-Store Display allows product scanning for try-ons, purchases, or home delivery, offering a seamless shopping experience.

Find out more>>

Image taken in the Manchester Arndale store

Source of the all images: https://www.getzippin.com/

Source of images - https://www.nike.com/membership/in-store-services

AI and Personalisation.

AI technology will enable hyper-personalised shopping experiences in 2025 and beyond. By analysing past, App interactions, purchases, browsing history, and even social media, retailers will offer customised recommendations that feel uniquely tailored to each shopper.

Actionable Ideas:

Personalised Product Displays:
Offer in-store tablets where customers can input preferences to receive customised product recommendations.

AI-Powered Mirrors:
Introduce smart mirrors in fitting rooms that suggest products based on items a customer tries on or has previous purchased.

AI – Display Data:
Invest in AI tools to enhance personalisation, improving both product recommendations and customer service interactions.

Key Stats:

80%

of consumers are more likely to purchase from brands offering personalised experiences.

Source: PorchGroupMedia.com

Retailers using AI have seen

20–30%

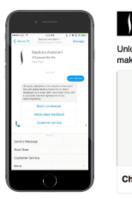increases in sales and profit.

Source: McKinsey Report

SEPHORA

Sephora have always been early adopter when it comes to tech and AI. In 2015 Sephora launches Innovation Lad which marked the beginning of AI Technology integration within their strategies.

- **Beauty Hubs**: AR mirrors & iPad stations for virtual trials.

- **Sephora Studio**: Digitalised, mobile POS-equipped mini stores.

- **Personalisation & Data**: AI-driven, person recommendations.

- **Sephora Virtual Artist**: AR-based virtual makeup try-ons.

- **Facial Recognition**: Real-time tracking for precise application.

- **Skin Tone Analysis**: AI recommendations based on skin tone.

- **Virtual-Real Match**: Ensures virtual products match real ones.

Find out more>>

Top Image Source : Karsten Moran for The New York Times

Image taken in the Florence store

Enhanced In-Store Experiences.

With online shopping becoming ubiquitous, physical stores are now evolving into experiential destinations. By hosting events, offering product demos, and creating interactive displays, retailers are transforming their spaces into places of discovery and community.

Actionable Ideas:

Interactive Stations: Set up touchscreens where customers can explore product options or customise items.

Event-Driven Spaces: Host workshops, product demos, or live performances to build a sense of community.
Offer exclusive in-store experiences that can't be replicated online, increasing foot traffic and engagement.

Key Stats:

70%

of millennials are more likely to visit stores offering exclusive in-store events.
Source: ChannelX

64%

of Generation Z prefer in-store shopping over online options.
Source: Advertisingweek.com

lululemon

Lululemon redefines retail events by prioritising meaningful connections with customers and local communities. Through engaging activities and experiences, they go beyond shopping to foster community spirit and reflect their core brand values.

Lululemon hosts a wide range of events that cater to their customers' interests and lifestyles:

- Free fitness classes led by local instructors.
- Workshops on wellness and personal growth.
- In-store product testing and personal shopping.
- Virtual events and social media challenges.
- Local partnerships with ambassadors and charity events.

Find out more>>

Frictionless Delivery & Returns.

As convenience becomes paramount, consumers expect fast delivery and hassle-free returns. In 2025, brands that streamline these processes will gain a competitive edge, especially as same-day and next-day delivery become standard.

Actionable Ideas:

In-Store Pickup and Returns: Implement convenient pickup points and return kiosks in-store, allowing for seamless transactions.

Smart Lockers: Partner with smart locker providers for secure, contactless delivery and returns at convenient locations like gyms or transit hubs, with real-time notifications and QR code access.

Key Stats:

92%

of UK online shoppers say free shipping is crucial when choosing where to shop.
Source: Alixpartners.com

55%

of consumers across all markets expect delivery to arrive within just 48 hours.
Source: https://www.retaileconomics.co.uk/

Walmart

Launched in 2019, Walmart's InHome Delivery brings groceries and household items straight to customers' kitchens or garages. With smart entry tech and wearable cameras, customers can monitor deliveries live, ensuring safety and convenience.

As of 2024 they are expanding to over 45 million U.S. homes, the service adds 10 million potential shoppers, further boosting customer convenience.

Find out more>>

ASDA

Asda is piloting an automated refunds and exchanges system at one of its stores to enhance customer service by minimizing wait times. Customers can process returns via a self-service kiosk by scanning their receipt and the item's barcode, with refunds or exchanges handled automatically.

The trial also includes automated vending for regulated products like vapes and cigarettes, aiming to reduce staff involvement.

Find out more>>

Sustainability & Ethical Practices.

As eco-consciousness grows, consumers increasingly demand sustainable products and ethical sourcing. The resale market is expanding, as shoppers turn to vintage and second-hand options to reduce their environmental impact.

Actionable Ideas:

Sustainable Storytelling: Use digital signage to share product sustainability stories or highlight recyclable packaging.

Implement Resale and Recycling Programs: Introduce trade-in options and resale opportunities to support a circular economy model in-store.

Ensure Transparency: Commit to transparent supply chains and sustainability, as consumers demand this information.

Promote Sustainable Products: Offer items made with sustainable materials and clearly communicate ethical practices in-store.

Key Stats:

68%

of global consumers are willing to pay more for products from brands committed to sustainability.

Source: Supplychainbrain.com

67%

consider the use of sustainable materials to be an important purchasing factor.
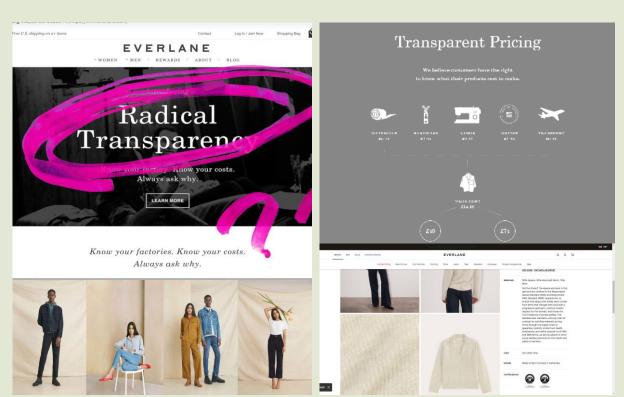
Source: McKinsey / www.resoinsights.com

EVERLANE

Everlane is a fashion retailer known for its "radical transparency," a commitment to ethical practices and sustainability. The company prioritises openness and eco-consciousness in the following ways:

- **Cost Transparency**: Cost breakdowns of materials, labor, and transport.
- **Factory Insights**: Highlights factory locations and ethical standards.
- **Sustainable Materials**: Collections like ReNew, using recycled plastic.
- **Ethical Practices**: Supply chain and sustainability transparency.

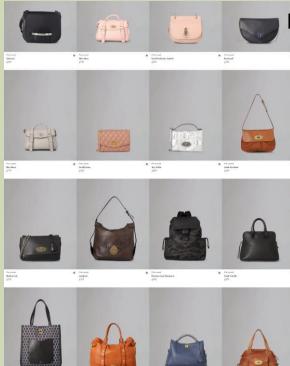Everlane sets a standard for ethical and eco-conscious retail.

Find out more>>

Mulberry

The Mulberry Exchange, launched in 2020, allows customers to trade in pre-loved bags for store credit, with options for authentication, in-store appraisal, and restoration by Mulberry artisans. Emphasising sustainability and craftsmanship, it supports Mulberry's goal of achieving a regenerative business model by 2030.

Increasing in popularity year-on-year, the program has expanded internationally to the UK, US, and China, and digitally via mulberry.com. Future plans include embedding digital IDs in pre-owned products to enhance traceability and resale value, reinforcing the brand's commitment to responsible luxury.

Find out more>>

Key Takeaways.

In 2025, successful retail brands will need to prioritise convenience, community, and sustainability while leveraging AI and omnichannel strategies. To stay relevant and resilient, brands should:

- ✓ **Utilise AI** to enhance customer service and personalise experiences.
- ✓ **Integrate Online and Offline Channels** for seamless shopping.
- ✓ **Engage with Communities** to build loyalty and enhance brand value.
- ✓ **Adopt Sustainable Practices** across all operations.
- ✓ **Offer Unique In-store Experiences** to attract and retain customers.
- ✓ **Maintain Ethical Standards** to foster trust and credibility.

By focusing on these strategies, retailers can meet evolving consumer needs and thrive in the dynamic retail landscape of 2025.

Find out why partnering with us can elevate your retail presence in 2025 & beyond.

Elevate Your Retail Presence in 2025.

At 100% Group, we specialise in delivering end-to-end retail solutions that help brands like yours connect with customers and achieve lasting success.

Why We're Your Partner of Choice

- **Innovative Design** - Our expert design team collaborates with you to create compelling retail displays and environments that resonate with your target audience and reflect the latest trends.

- **Insightful Auditing and Surveying** - Our audit and survey services capture valuable data, drawings, and photographs of your retail environments. These insights help you plan and optimise future campaigns, enhancing efficiency and effectiveness.

- **Quality Production** - With our production capabilities, we bring your designs to life using high-quality materials and sustainable practices. Our processes are efficient and scalable, ensuring consistency and excellence across all your retail displays.

- **Expert Installations** – Our global network ensures efficient, seamless deployment, managing everything from planning to logistics, ensuring displays are correctly assembled, positioned, and merchandised to planogram.

- **Proactive Updates** - We manage the rollout of updates to your retail displays, keeping them current and effective. Our experienced team provides detailed reporting and quality control, ensuring each campaign is executed flawlessly.

- **Comprehensive Maintenance** - We provide both proactive and reactive support to keep your retail environments in optimal condition. With a personalised support platform and agreed SLAs, we ensure minimal downtime and sustained customer engagement.

- **Sustainable Recovery** - We champion sustainability with our recover solutions, recycling or upcycling old displays to reduce environmental impact. This supports your brand's commitment to responsible retail and appeals to the growing number of eco-conscious consumers.

When you partner with 100% Group, you gain a dedicated team invested in your success. Let's work together to create retail spaces that inspire customers and elevate your brand.

Can we rethink retail for the better?
UNDOUBTEDLY!

Will your next campaign benefit from our vast experience and centrally managed solutions?
100%

Ready to bring your vision to life? Let's discuss your next project and embark on the journey together!

To discuss your next project, contact our team: