7 Smart Strategies to Stay Ahead

Our 2025 eCommerce Trends Report reveals a rapidly shifting landscape – price-sensitive shoppers, AI-driven personalization, and omnichannel expectations are setting new standards. With the right strategies and SmartCommerce tools, you can quickly adapt and deliver the experiences today's consumers demand.

Here's your roadmap to getting ahead of the competition in 2025.

1 The Price is Right (Right Now.)

📈 THE TREND

68% of shoppers saw prices increase in 2024 and 47% expect them to continue in 2025, so price transparency is more important than ever.
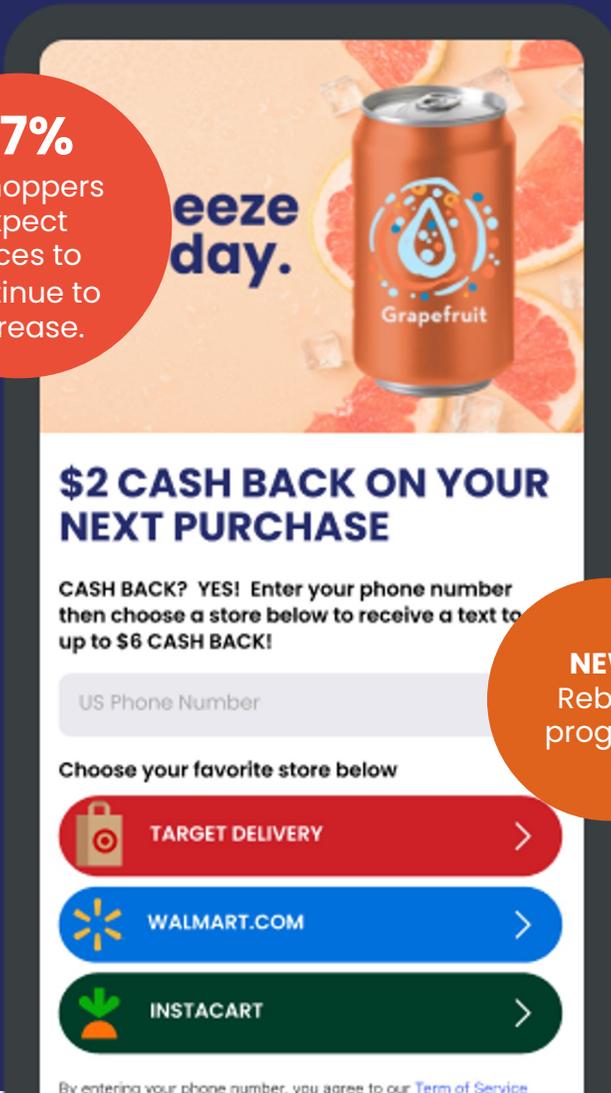
💼 ADD TO YOUR TOOLKIT

Display real-time pricing across digital touchpoints to build trust and drive confident purchases. Consider offering rebates to further sweeten the deal.

⭐ TIP

SmartCommerce tools showcase real-time pricing and our new rebate program (in beta now) helps increase appeal. Apply for early access to participate in the pilot phase here!

47% of shoppers expect prices to continue to increase.

$2 CASH BACK ON YOUR NEXT PURCHASE

CASH BACK? YES! Enter your phone number then choose a store below to receive a text to up to $6 CASH BACK!

US Phone Number

Choose your favorite store below

TARGET DELIVERY ›

WALMART.COM ›

INSTACART ›

By entering your phone number, you agree to our Term of Service

NEW! Rebate program
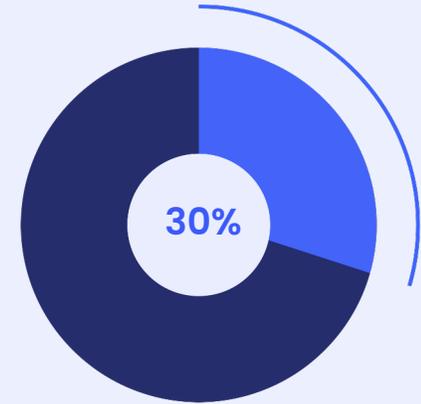
2 Swap & Solve

📈 THE TREND

30% of online shoppers will jump to a competitor when the product they want is out of stock.

30%

💼 ADD TO YOUR TOOLKIT

Keep customers loyal to your brand, by providing the option to purchase alternative sizes or varieties, whenever items are unavailable.

⭐ TIP

SmartSubstitution automatically provides consumers with alternative brand items when the original product is out of stock. This ensures consumers stay within your brand family, helping you maintain sales even when inventory is low.

3 Same Day Is Here to Slay

📈 **THE TREND**

65% of Gen Z demands same-day delivery, reflecting the increasing speed expectations from younger shoppers.

65%
of Gen-Z want Immediate delivery

gopuff
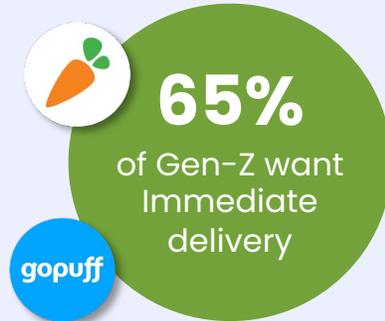
🧰 **ADD TO YOUR TOOLKIT**

Integrate same-day delivery options to meet demand and stay competitive.

⭐ **TIP**

Our expanding network of retail partners like Walmart Grocery, Instacart, and Shipt ensures you can offer quick, reliable delivery. Plus, we're continuously adding new QuickCommerce partners to keep your business at the forefront of delivery expectations.

4 Making Social Seriously Shoppable

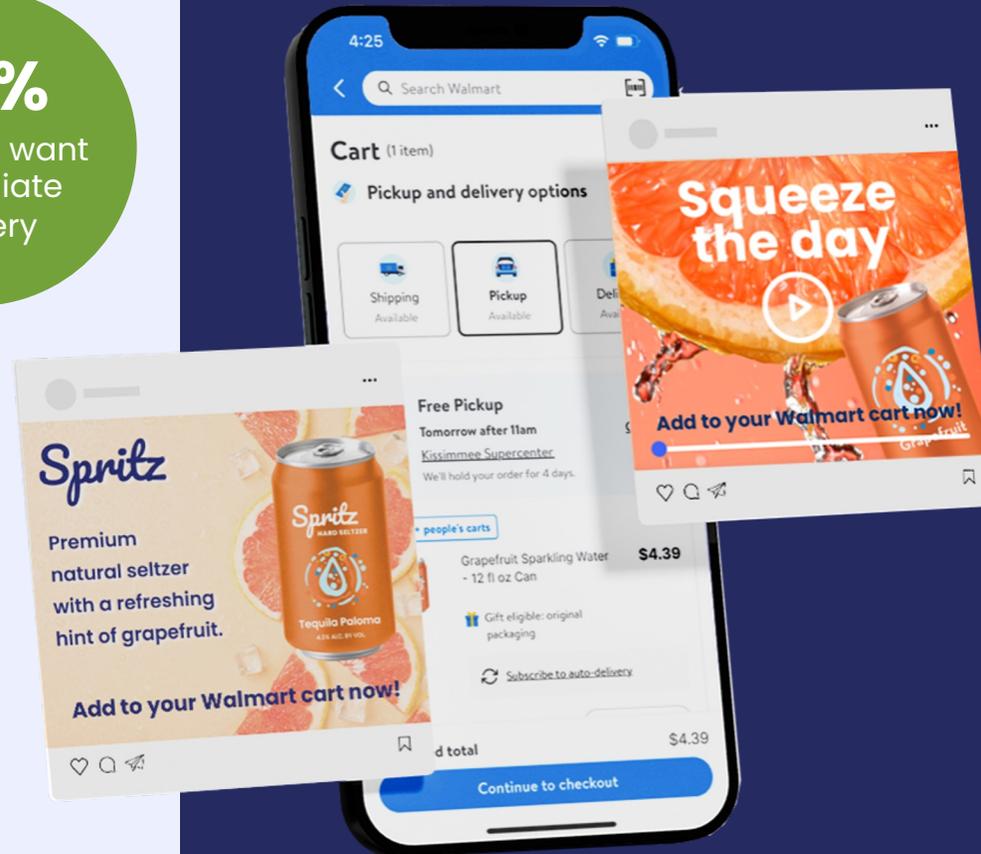📈 **THE TREND**

79% of Gen Z and Millennials are discovering brands on social platforms and adding items directly to their carts.

🧰 **ADD TO YOUR TOOLKIT**

Turn social interactions into sales with direct purchase options.

⭐ **TIP**

Click2Cart enables seamless add-to-cart from social media, boosting conversion rates.

5 Mobile Matters Most

📈 THE TREND

79% of 18-59 year olds are using mobile to build their online carts.

79% of consumers 18-59 use mobile to build their carts

💼 ADD TO YOUR TOOLKIT

Optimize your shopping experience for mobile users to ensure it's seamless, engaging, and easy to navigate.

⭐ TIP

All SmartCommerce user interfaces (UIs) are fully responsive and optimized for mobile devices. Designed with mobile-first in mind, they provide a smooth, engaging shopping experience that keeps customers engaged and drives higher conversions.
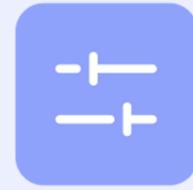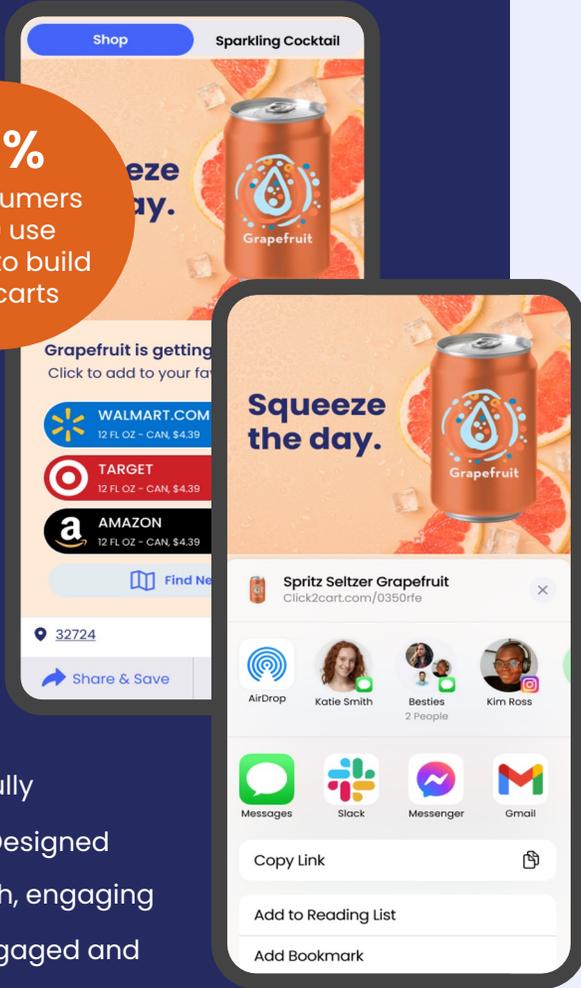
6 Blending is Trending

📈 THE TREND

71% of shoppers blend online and in-store shopping experiences.

💼 ADD TO YOUR TOOLKIT

Ensure a seamless omnichannel experience with real-time inventory and location-based options.

71% of shoppers blend online & in-store shopping

⭐ TIP

Our platform offers omnichannel UIs and real-time inventory tracking, so customers can easily find products online and in-store. Plus, our interactive maps offer nearby stock availability.
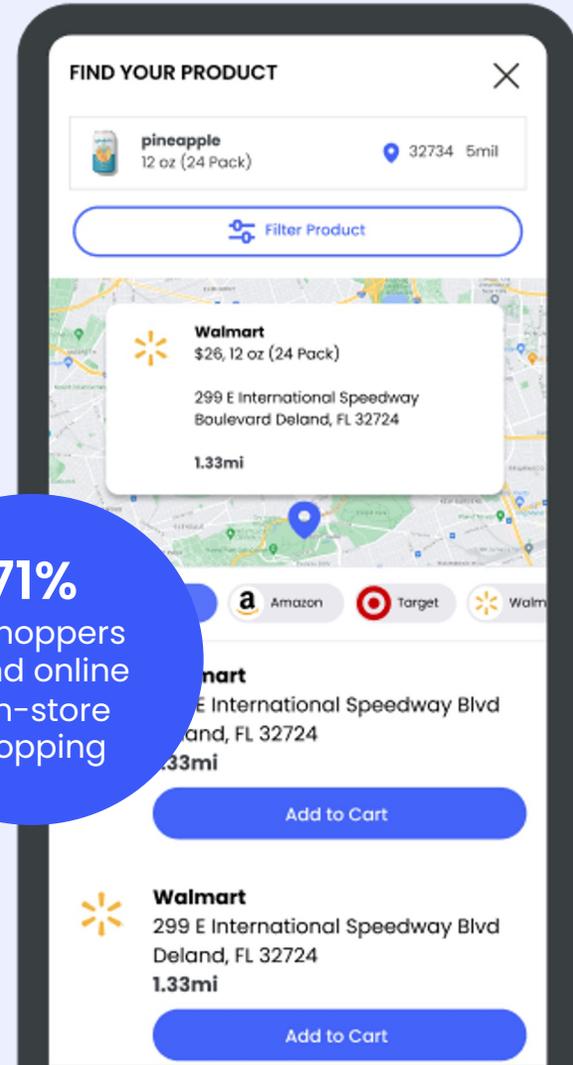
7 Discovery Drives Decisions

📈 **THE TREND**

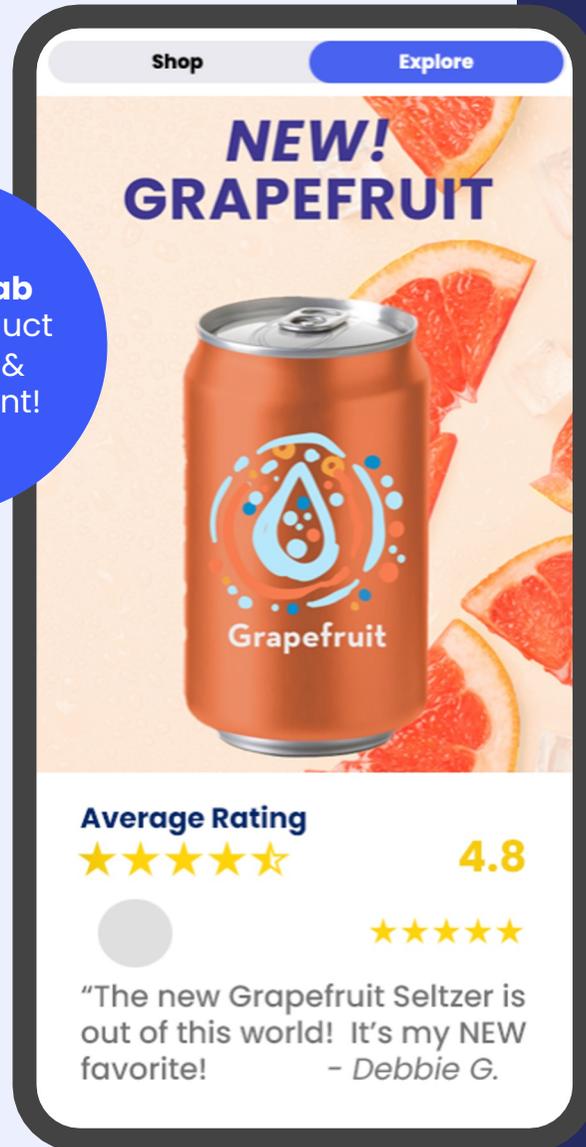42% of consumers are conducting product research before making a purchase.

💼 **ADD TO YOUR TOOLKIT**

Ensure your products are easily discoverable by enhancing landing pages with rich media and helpful information, such as tutorials and reviews.

⭐ **TIP**

Our Content Tab feature boosts product discovery by presenting relevant content, from tutorials to recipes, and offering video capabilities to engage consumers right where they shop.

Content Tab boosts product discovery & engagement!

Shop | Explore

NEW! GRAPEFRUIT

Grapefruit

Average Rating

★★★★½ **4.8**

★★★★★

"The new Grapefruit Seltzer is out of this world! It's my NEW favorite!
— Debbie G.

🌟 **PRO TIP**
ADAPT AND EVOLVE QUICKLY

Success in 2025 is about staying flexible. With SmartCommerce's machine learning-powered tools and real-time data, you can continuously adjust your strategy to stay ahead. Keep it personal, keep it seamless, keep your consumers happy!

💼 **READY TO ADD MORE TO YOUR TOOLKIT?**

If you haven't seen the 2025 ECommerce Trends Report, click below to explore the insights, strategies, and data you need to stay ahead of the competition.

Get the Report