



Ⓐ Allume Group A\R

Allume Insider Report
Digital Commerce Trends

Our Services

Consulting, Research & Diligence

Digital strategy, Amazon, omnichannel retail, and the digital shopper

Private Workshops

Customized, hands-on, content-driven digital immersions for executives

Allume Academy™

Timely and comprehensive eLearning curriculum

Allume Assembly™

Managed share groups for manufacturers, retailers, and brands



"I'm not just evolving my approach; I'm revolutionizing it. [Allume Group's] presentation was a catalyst for change in my professional strategy."

– Senior Executive
Leading global beauty brand

Agenda

The Trends:

AI, please help: AI-Assisted Shopping

Show me the value: The Discerning Shopper

Make it fun. Content is the new commerce

Resource List



The Trends



AI, please help!

58% of shoppers of consumers have **replaced traditional search engines with GenAI**, and 61% use AI tools like ChatGPT for online shopping assistance. What's more, 82% say it speeds up their purchase journey, leading to **more purchases** and higher satisfaction.

According to Doug Herrington, CEO, Worldwide Amazon Stores, *"We really haven't had a technology revolution as large as this since the start of the internet."*

Experts anticipate a **-25% drop in traditional search traffic** by the end of the year.

Search-based shopping is broken and ripe for disruption. Shoppers are ready for a **reinvention of online retail**. Are you?

TAKEAWAY: *Agility is key, as legacy brands struggle to keep pace with the new keys to the success on the digital shelf, and retailers struggle to keep shoppers in their ecosystems. Expect Retail Media to look very different in the coming months!*

An entire ecosystem of new technology providers enters the scene to help brands and retailers optimize for, and measure their share, on the new digital shelf.

Marketers are 'freaking out' about AI search. This Seattle startup just raised \$2M to help.

BY TAYLOR SOPER on April 29, 2025 at 3:01 pm

What is AI telling customers **about your brand?**

"What smartphone has the best camera?"

Consumers are increasingly asking AI for advice.
Evertune helps brands understand what AI is saying about them.

 gumshoe

 Ecomtent

evertune

 Profound

Show me the value.

As the economy worsens, Americans become full-time bargain hunters.

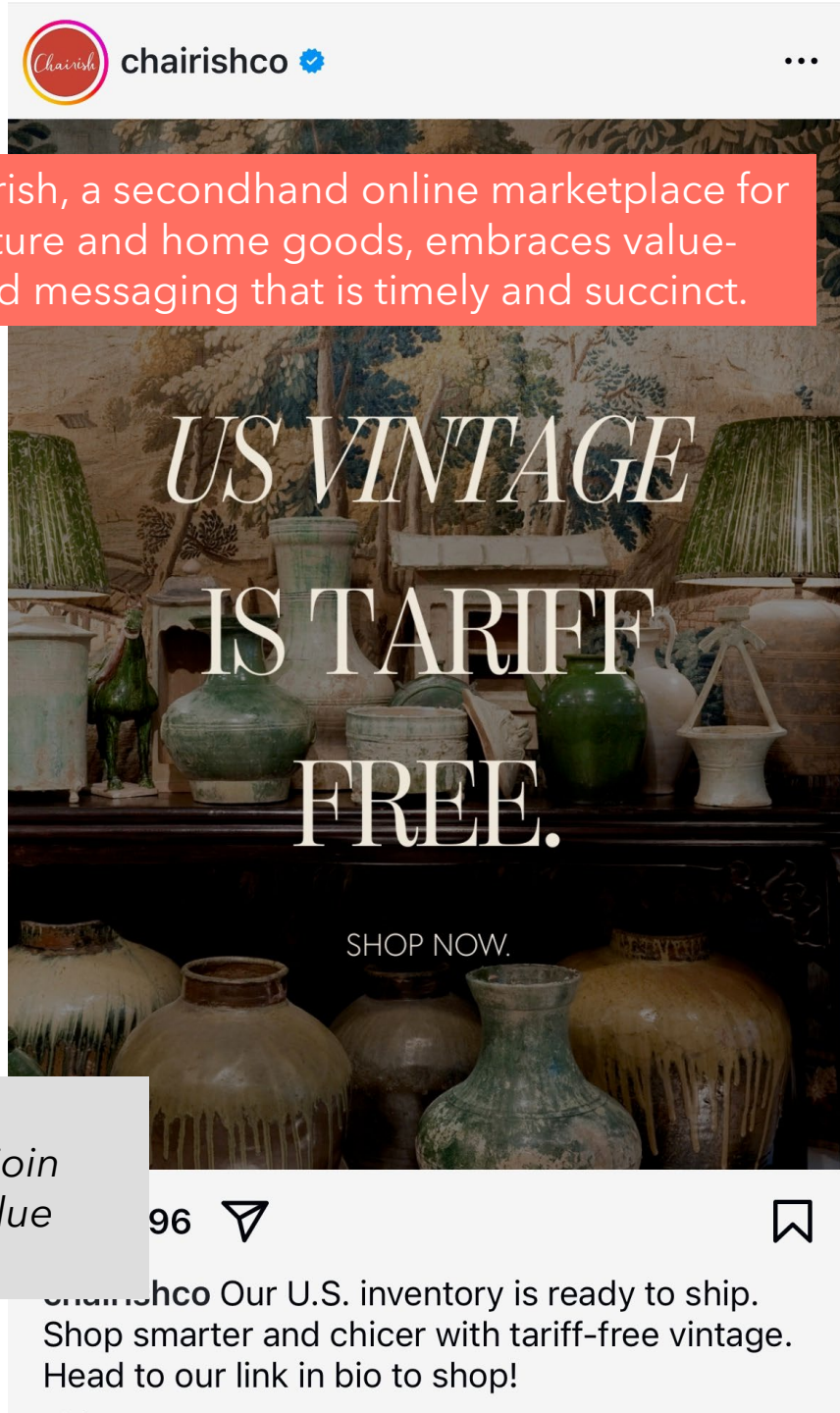
64% of shoppers report **visiting multiple physical stores** to find the best deals (vs. 56% last year), and 57% are spending more time searching online for the best price.

As shoppers seek more value, brand-switching is at an all-time high. 57% of shoppers report **switching to a private label brand** (vs. 46% last year).

Shoppers also look for deals on the secondhand market, with 20% saying they've **increased spending on secondhand goods**...and 60% of GenZ stating preference for secondhand.

But value isn't just about price. 89% of shoppers **stay loyal to brands that share their values**, and 68% are willing to pay more for them.

TAKEAWAY: *If you're straddling value and values-based messaging, it's time to choose which most aligns with your shopper. Retailers and brands alike should join the growing trend of embracing the circular economy - or be shut out of that value chain altogether.*



Chairish, a secondhand online marketplace for furniture and home goods, embraces value-based messaging that is timely and succinct.

Make it fun.

Think about the last thing you bought online. Where did you discover it?

82% of shoppers **use social media for product discovery** and research, and nearly *one-third* of all shoppers **made a purchase** there last year. For GenZ, that number is 50% .

With Tiktok Shops on-track to be a \$17B business in 2025, it's no surprise that the **influencer marketing industry** is projected to hit \$7B this year and that 59% of marketers plan to **increase influencer spending**.

Why the explosive growth of social commerce? Because search-based online shopping has become an **ad-laden drag**, and shoppers **prefer more engaging alternatives** to scrolling Amazon search results.

TAKEAWAYS: Brands need to embrace their new role as content factories for social media and AI. Retailers must embrace their roles as media platforms. And everyone needs to take shopping a little less seriously.

As the lines blur between entertainment and shopping, the traditional marketing funnel has collapsed for advertisers.

"The interesting thing about Amazon is they've solved buying...but in the process, they've kind of killed shopping."

Emily Weiss
CEO, Glossier



Takeaways

AI, please help: AI-assisted shopping

Agility is key, as legacy brands struggle to keep pace with the new keys to the success on the digital shelf, and retailers struggle to keep shoppers in their ecosystems. Expect Retail Media to look very different in the coming months!

Show me the value: The discerning shopper

If you're straddling value and values-based messaging, it's time to choose which most aligns with your shopper. Retailers and brands alike should join the growing trend of embracing the circular economy - or be shut out of that value chain altogether.

Make it fun. Content is the new commerce

Brands need to embrace their new role as content factories for social media and AI. Retailers must embrace their roles as media platforms. And everyone needs to take shopping a little less seriously.



Connect with us



Andrea K. Leigh

Founder & CEO, Allume Group | Rethink
Retail Top Retail Expert | Podcast Co-H...



Resource list

- [AI Newsletter \(the Rundown\)](#)
- [2025 Consumer Research Report \(Salsify\)](#)
- [Secondhand Shopping Report \(PYMNTS\)](#)
- [Private Label Brands are Taking Over in 2025 \(Bazaar Voice\)](#)
- [Social Commerce Report \(Hostinger\)](#)
- [Generative AI and social media dominate purchase decisions | Retail Dive\)](#)



Thank You

info@allumegroup.com
www.allumegroup.com