



2025

EXECUTIVE SUMMARY

Consumer Research

Meet Every Shopper, Every Channel, Every Moment

How do shoppers move through the modern buying journey? This executive summary outlines just a small fraction of the most pressing takeaways from the Salsify “2025 Consumer Research” report.

Download the full report for our complete findings, actionable growth hacks, emerging trend alerts, shopper spotlights, and comprehensive breakdowns across generation groups and genders — everything you need to inform your strategy decisions this year and beyond.

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01

Awareness

How Shoppers Discover New Products and Brands

Shoppers are increasingly turning to digital channels for product and brand discovery — and these preferences for more product content, more personalization, and more unique shopping experiences will only continue to grow. Brands must be prepared to keep up with the increasingly omnichannel nature of the awareness stage.



Key Findings

69%

of shoppers regularly participate in “ambient shopping,” which is purchasing a product while doing something else like browsing social media or watching a streaming service

57%

of shoppers primarily turn to online marketplaces like Amazon to discover new products and brands, followed closely behind by search engines (55%) and physical retail stores (54%)

39%

of shoppers have purchased a product because a social media influencer recommended it — up 18% from 2024

35%

of shoppers have purchased a product from a live stream shopping event — up 22% from 2024

34%

of shoppers have purchased a product online because it was trending on social media — up 17% from 2024

28%

of shoppers find artificial intelligence (AI) shopping tools like shopping assistants and chatbots valuable

02

Consideration

How Shoppers Research New Products and Brands

Shoppers continue to move seamlessly between online and offline product and brand research channels, and they need — not want — high-quality, consistent product content to help them through their research journey.

Whether shoppers are standing in a physical aisle or browsing on the digital shelf, brands must be equipped to keep up with the fluid (and fast) nature of the consideration stage.



Key Findings

68%

of shoppers spend an hour or less researching before purchasing a product

67%

of shoppers “webroom,” which is purchasing a product in a brick-and-mortar store after researching it online

65%

of shoppers primarily turn to search engines for product research, followed closely behind by online marketplaces like Amazon (54%) and physical retail stores (51%)

63%

of shoppers “showroom,” which is purchasing a product online after checking it out in a brick-and-mortar store

41%

of shoppers will review up to page three of the search results — and only 18% stick to just page one

35%

of shoppers find value in “phygital” retail, which are shopping experiences that combine physical and digital shopping

30%

of shoppers have purchased a product on their smartphone while standing in a physical store

03

Decision

How Shoppers Make Final Buying Decisions

Shoppers are increasingly channel-agnostic in their buying behavior, and as shoppers shop more often — and shopping channels increase online and offline — brands must deliver consistent, high-quality product content across touch points to convert browsing into buying.



Key Findings

84%

of shoppers find pricing and availability “very” or “extremely” important for completing a sale, followed closely by product titles and descriptions (77%) and product images and videos (77%)

66%

of shoppers primarily turn to online marketplaces like Amazon to purchase products, followed by physical retail stores (58%)

54%

of shoppers have abandoned a sale due to inconsistent product information across websites

53%

of shoppers have abandoned a sale due to incomplete or poorly written product titles or descriptions

23%

of shoppers shop online several times per week

21%

of shoppers shop online daily — up 11% from 2024

04

Loyalty

How Shoppers Evolve Into Brand Champions

Loyalty, loyalty, loyalty — every brand wants it, but not every brand gets it. While shoppers have seemingly endless options on the digital shelf, brand trust remains a cornerstone of loyalty, emphasizing just how critical consistent quality, transparency, and authentic connections are for them.



Key Findings

87%

of shoppers will pay more for a product because they trust the brand

71%

of shoppers have returned an item due to incorrect product content

69%

of shoppers point to two different factors as their top reason for trusting a brand: product quality/value and brand reputation

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THIS REPORT IS BASED ON SURVEY RESPONSES FROM 1,910 U.S. AND U.K. CONSUMERS, WITH DATA COLLECTED ON OCTOBER 10, 2024, USING A STRATIFIED SAMPLING APPROACH TO ENSURE BALANCED REPRESENTATION ACROSS AGE AND GENDER GROUPS.