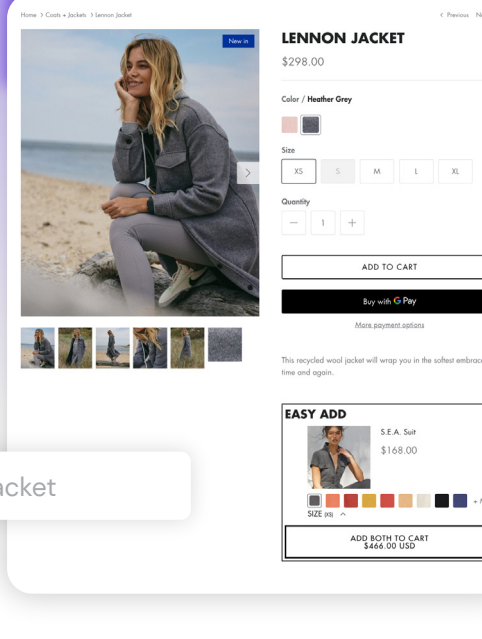


Trends and Strategies to Achieve Ecommerce Success in 2025

Q | grey jacket



What You Need to Know Now

The ecommerce landscape is evolving rapidly. To be competitive, retailers need insight into emerging trends, customer behaviors, and effective strategies. This infographic highlights key findings from Searchspring's survey of 525 ecommerce professionals and statistics from our ["Thrive in '25: Achieving Ecommerce Success Through Data-Driven Strategies and Trends"](#) report.

From the growing importance of personalized shopping experiences to the challenges of competing during peak season, these data points provide actionable guidance for ecommerce brands looking to boost performance, drive engagement, and optimize customer experiences in 2025 and beyond.

Customer Experience is Paramount

Getting search right can make or break the customer journey.

77%

of ecommerce professionals say accurate and relevant on-site search is critical to delivering a satisfactory customer experience.¹

The Growing Importance of Dynamic Search

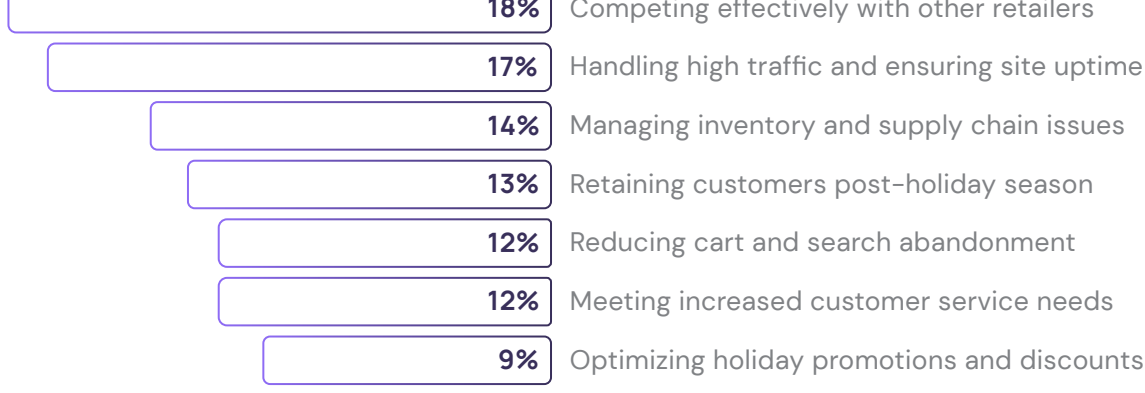
Staying competitive means ensuring shoppers can quickly find exactly what they need.

15%

of ecommerce businesses say implementing dynamic search capabilities is a major focus for 2025.¹

Top 7 Concerns for 2024 Peak Season

The holiday season presented unique challenges for ecommerce businesses. Here are the top concerns professionals faced¹:



Key Highlights from Cyber Week 2024

Cyber Week 2024 demonstrated the power of emerging trends.

Gross merchandise value (GMV) on social channels increased¹

15%

Buy now, pay later (BNPL) purchases rose²

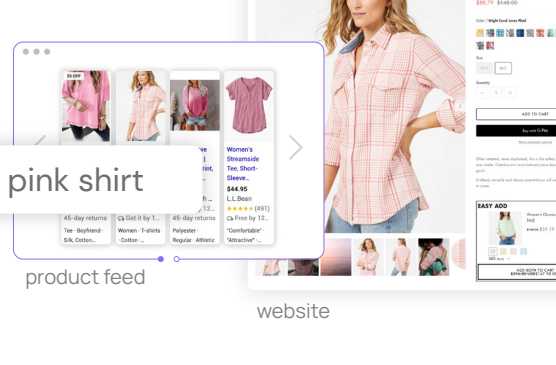
10%

Q | women's pink shirt

search

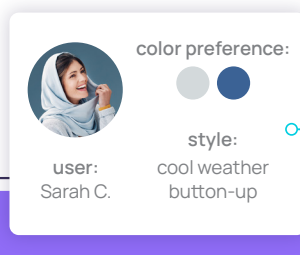
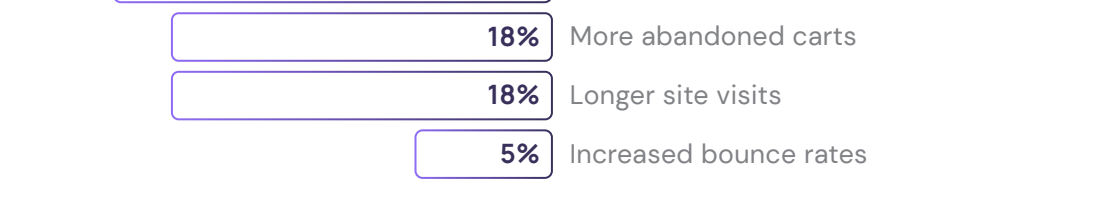
product feed

website

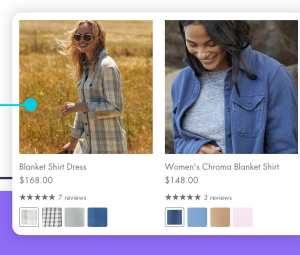


Top 5 Customer Behaviors Shaping Ecommerce

Ecommerce professionals observed major shifts in customer behavior last year, with increased mobile usage leading the charge. Here's what stood out¹:



A.I. recommends



Personalization Takes Center Stage

Customers expect shopping experiences tailored to their needs. In 2025:

41%

of brands are prioritizing more personalized shopping experiences.¹

30%

of brands plan to leverage AI-powered personalization as a core strategy.¹

The Mobile-First Movement in Ecommerce

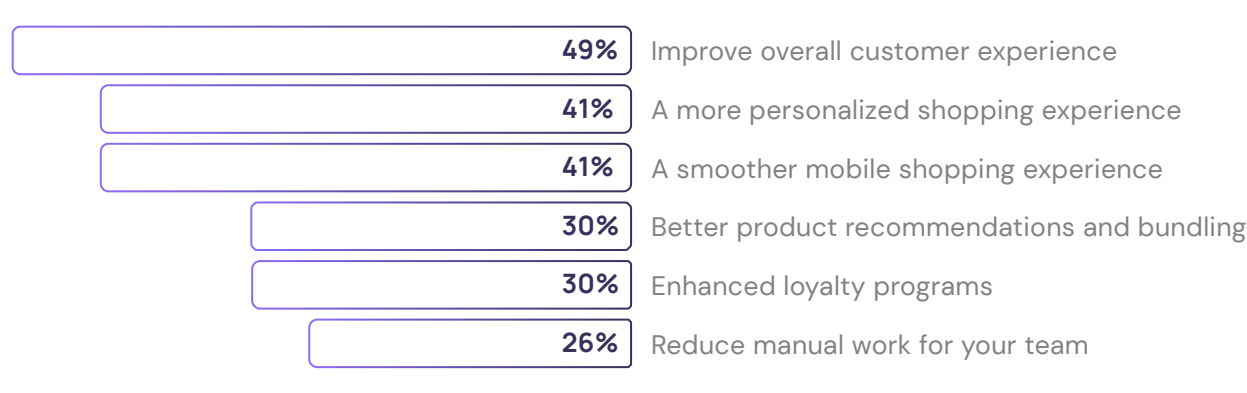
Mobile continues to dominate ecommerce.

35% of total sales came from mobile during Cyber Week 2024.²

41% of brands are prioritizing mobile commerce in 2025.¹

Top 6 Areas for Improvement in 2025

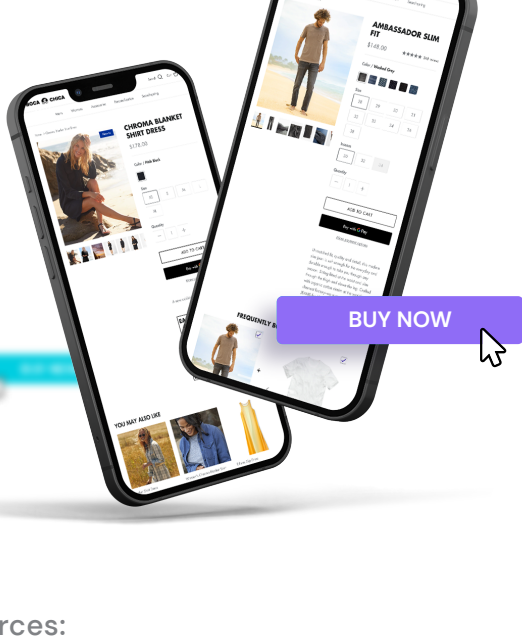
Ecommerce professionals are focused on creating exceptional shopping experiences. Their priorities include¹:



Rising Costs of Customer Acquisition

Investing in customer referral and retention programs, optimizing customer journeys on owned channels, and creating seamless integrations across digital touchpoints is more important than ever.

- Since 2013, the average customer acquisition cost (CAC) increased 222% (from \$9 to \$29)³.



More Ecommerce Trends and Success Strategies

Read the full report for Searchspring's analysis of the survey results, trends impacting the industry, and strategies to win 2025: ["Thrive in '25: Achieving Ecommerce Success Through Data-Driven Strategies and Trends."](#)

Sources:

¹ Centiment.io survey of 525 ecommerce professionals, 2024

² BigCommerce, ["2024 Cyber Week Report,"](#) 2024

³ SimplicityDX, ["Brands Losing a Record \\$29 for Each New Customer Acquired,"](#) 2022

Q | blue shorts

