



# 2025 Omnichannel Shopping Benchmarks

Discover the critical role of product content in hybrid retail



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# Introduction

For every product a shopper considers, dozens of competitors and thousands of data points create an overwhelming amount of information to navigate. For brands, the fight for attention has never been more intense, making it harder to stand out. Where brand recognition once stood as the ultimate pillar of trust, today it's being challenged by a new, more demanding consumer mindset driven by economic pressure and an overload of options.

This information overload creates what we call a **“confidence gap” for shoppers**—a hesitation that widens the gulf between their initial interest in a product and their final willingness to commit to a purchase. To cross this gap, consumers now require a new kind of assurance; one that is built not on legacy, but on the transparent, detailed, and authentic product information available at their fingertips. **Rich product content is now the essential bridge across that gap.**



**Product content** is all the information and media, such as titles, descriptions, images, videos, and customer reviews, used to describe and sell a product online, enabling customers to make an informed purchase decision without physically seeing the item. It has evolved from a simple feature of a product page into the primary tool shoppers use to build trust and validate their decisions.

This report analyzes feedback from 1,800 online shoppers in the U.S. and Canada to explore how the “digital shelf” influences their spending habits. Throughout this report, we’ll demonstrate how this dynamic plays out across the shopping journey: how user-generated content (UGC) provides the social proof that brand marketing cannot, how the rapid adoption of AI in commerce is fundamentally altering product discovery, and how even the smallest content details can make the difference between abandonment and conversion.

Ultimately, the brands that build a **future-proof strategy** are those that understand how to close the confidence gap, using exceptional content to turn skepticism into a sale.



# Chapter 1 - Product Content: The Big Picture

## What are shoppers' views of product content and its impact on their purchase decisions?

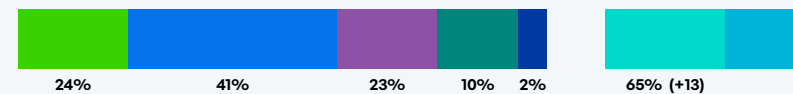
Do you agree or disagree with the following statements about your online shopping experience?

■ Strongly Agree   
 ■ Agree   
 ■ Neither Agree nor Disagree   
 ■ Disagree   
 ■ Strongly Disagree   
 ■ Total Agree (YoY change)

When it comes to whether or not I decide to buy something online, quality product content and information is more important than whether or not I recognize the brand.



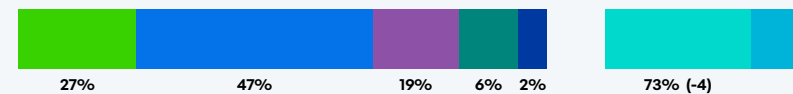
High-quality “rich product content” (such as videos, 360-degree images, lifestyle imagery, augmented reality) has persuaded me to purchase something I initially didn’t think I needed or wanted.



I expect a brand’s product content experience to be seamless and easy to consume wherever I shop or interact with that brand—either in store, online, via a mobile device or in ads.



When shopping online, I often decide not to buy a product due to poor quality product content or a lack of product content.



Customer ratings and reviews, as well as customer submitted content like videos and product photos, have persuaded me to purchase a product I didn’t think I needed or wanted.

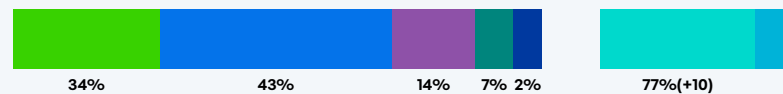


Figure 1

## What are shoppers' views of product content and its impact on their purchase decisions?

Percentage of shoppers who say rich content has persuaded them to make an unplanned purchase:

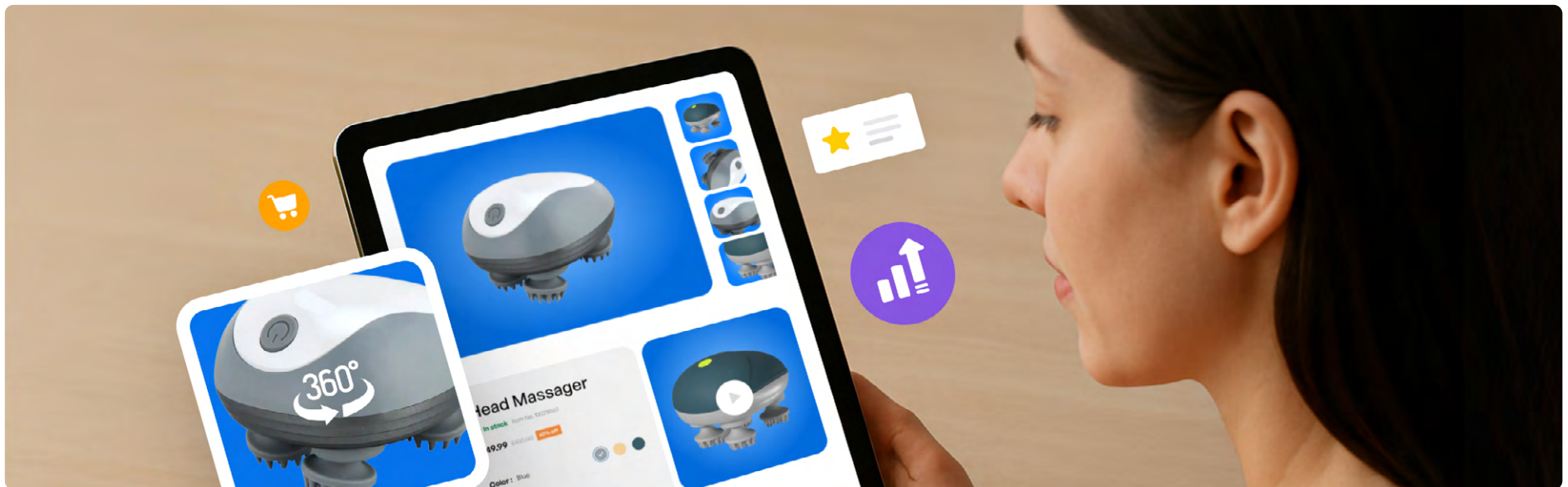


The most dramatic shift from 2024 to 2025 is a 17-point increase in shoppers who say rich content (videos, 360-degree images, lifestyle photography) has persuaded them to make an unplanned purchase.



Shoppers continue to report that they value high quality content more than brand recognition.

Furthermore, similar to last year's findings, shoppers stated that they expect a seamless content experience (87%) whether it be in store, online, or mobile. This year-over-year consistency shows that these are no longer trends, but fundamental, non-negotiable expectations of the modern online shopper.



## When you are careful with your spending, does high-quality product content (e.g., detailed descriptions, multiple images/videos, customer reviews) affect your purchase decision?

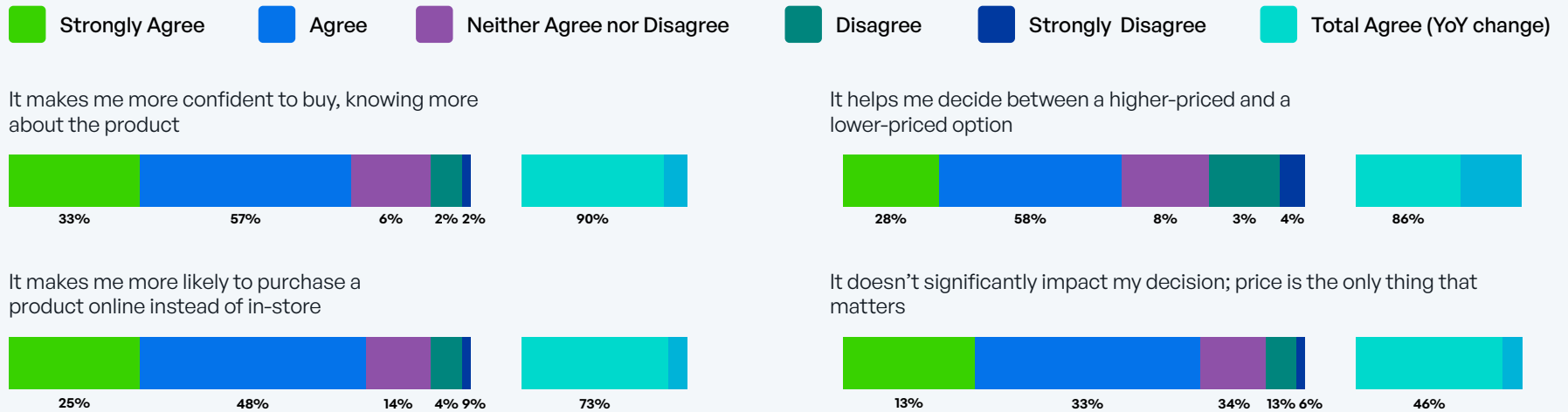


Figure 2

As consumers become increasingly budget-conscious, product content becomes the ultimate tool for building trust and proving value. Brands that invest in content gain a powerful defense against economic uncertainty, as evidenced by the **90% of consumers who say high-quality content boosts their purchasing confidence.**

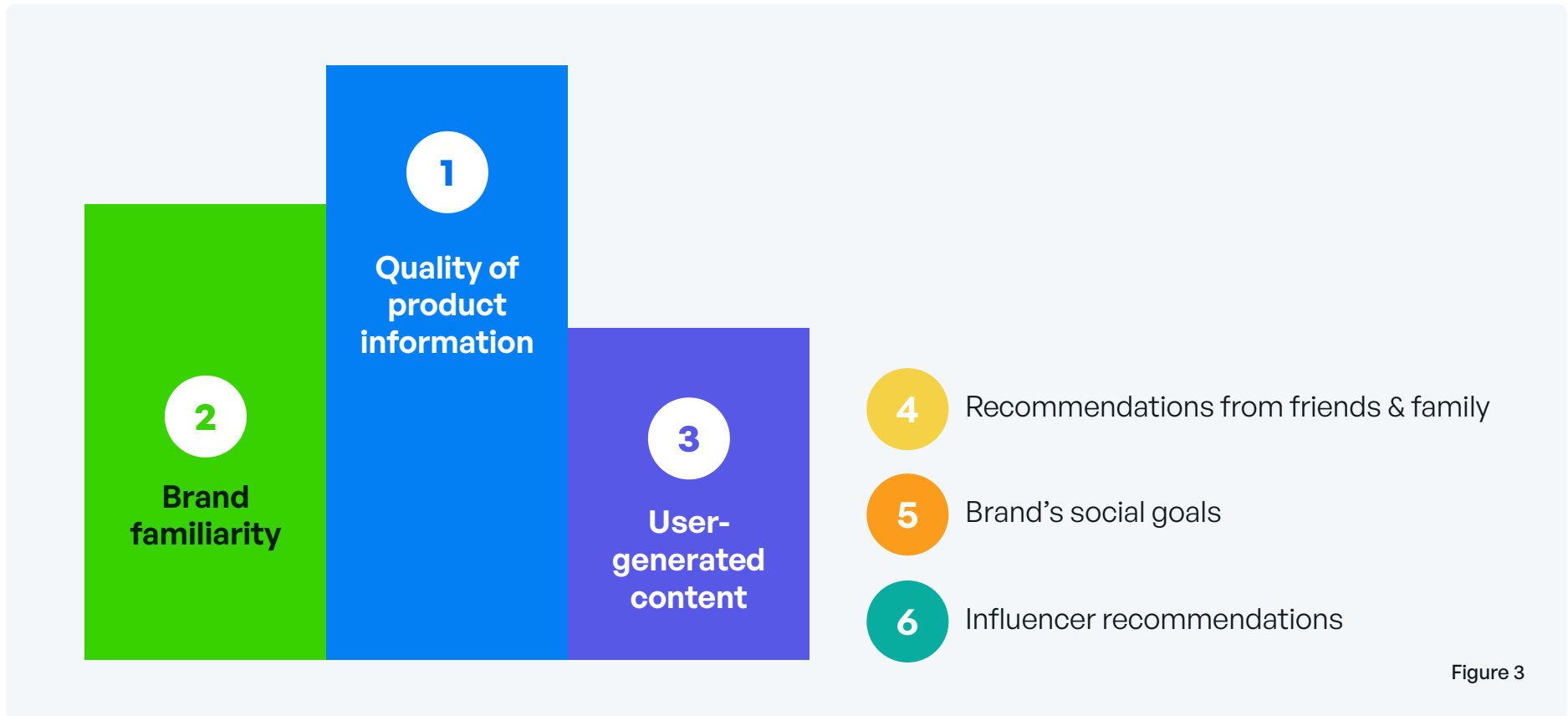


# 86%

of consumers rely on content to weigh a premium product against a budget alternative

It's clear that content is the best way to make a case for a higher price point.

## When shopping online, aside from price, what influences your purchasing decisions most?



### In online shopping, quality content continues to surpass brand familiarity in importance.

The ranking of what influences online shoppers has remained remarkably consistent year-over-year. In both 2024 and 2025, **“quality of product information” is the #1 factor after price.** This is followed in the same order by “brand familiarity” and “user-generated content.” This stability underscores the foundational, long-term importance of investing in high-quality content and building brand trust.

## Chapter 2 - Macro Shopping Trends

The table below shows where consumers are shopping this year compared to 2024. In last year's report, we observed shoppers rapidly migrating to major retail e-commerce sites, online marketplaces, and budget sites. This year, explosive growth has given way to stability. Consumers continue to shop on these channels at similar rates, suggesting the post-pandemic shift to online shopping has leveled out.

### Compared to last year (2024), are you shopping more or less using the following channels?

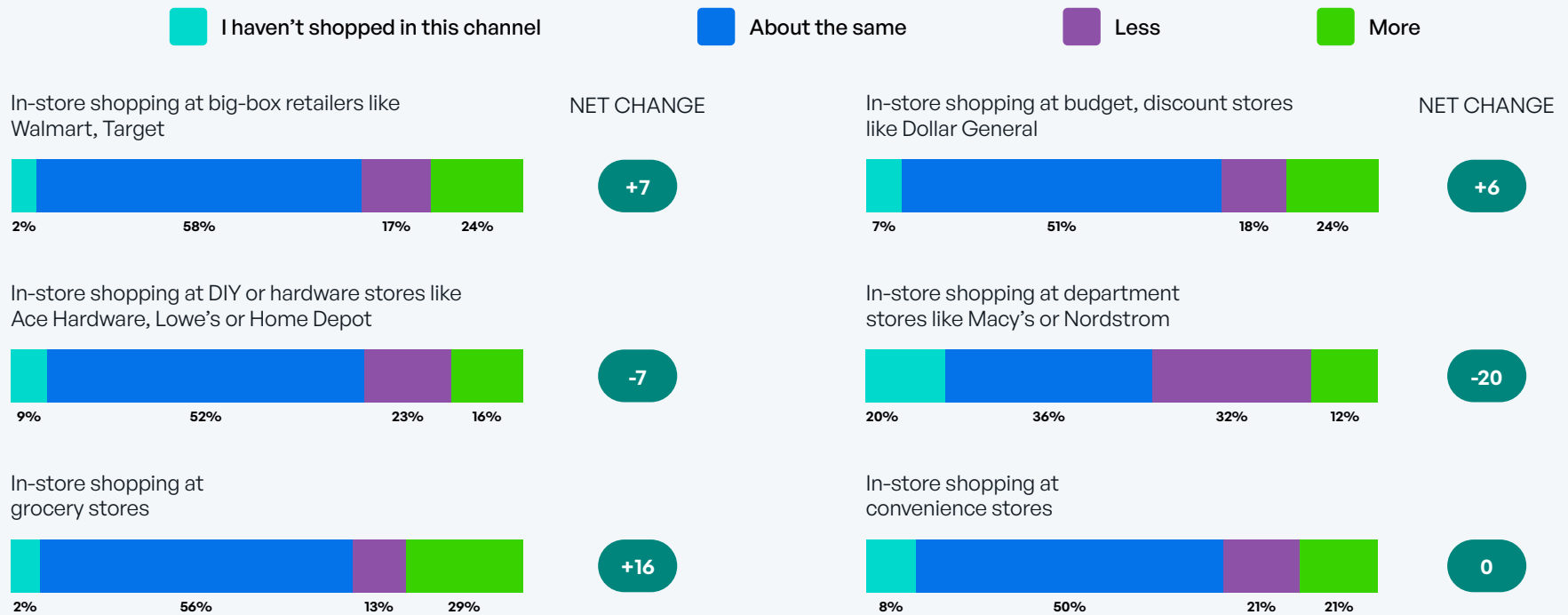
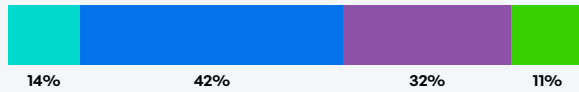


Figure 4

## Continued: Compared to last year (2024), are you shopping more or less using the following channels?

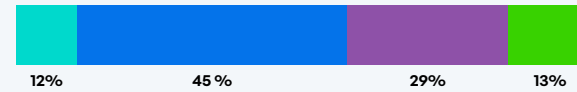
In-store shopping at consumer electronic or office appliance retailers like Best Buy or Staples



NET CHANGE

-21

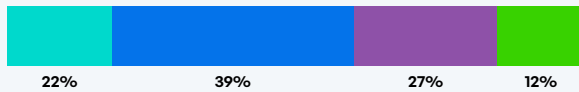
In-store shopping at clothing-specific retailers or boutiques



NET CHANGE

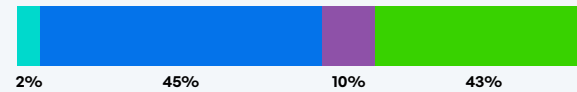
-16

In-store shopping at sports and recreation retailers like Dick's or Cabela's



-15

\*E-commerce sites and marketplaces like Amazon, Walmart, Target



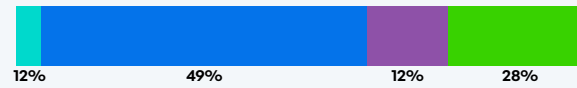
33

\*E-commerce shops directly operated by a brand like lego.com, nike.com



0

\*Mobile applications operated by retailers like Target, Walmart, etc.



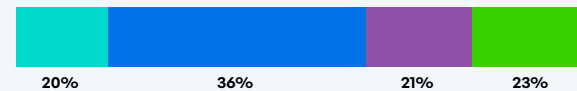
16

\*Mobile applications operated by a brand



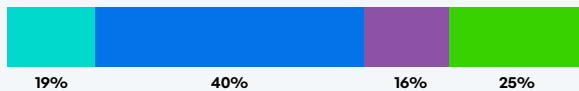
1

\*Delivery/courier services like DoorDash, Uber, Gopuff, Instacart, etc.



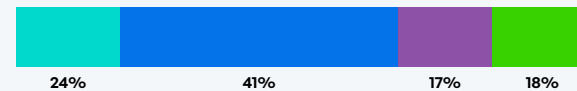
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\*Buy online, pick-up in store or curbside



9

\*\*Auction marketplaces or peer-to-peer exchanges like eBay or Facebook Marketplace

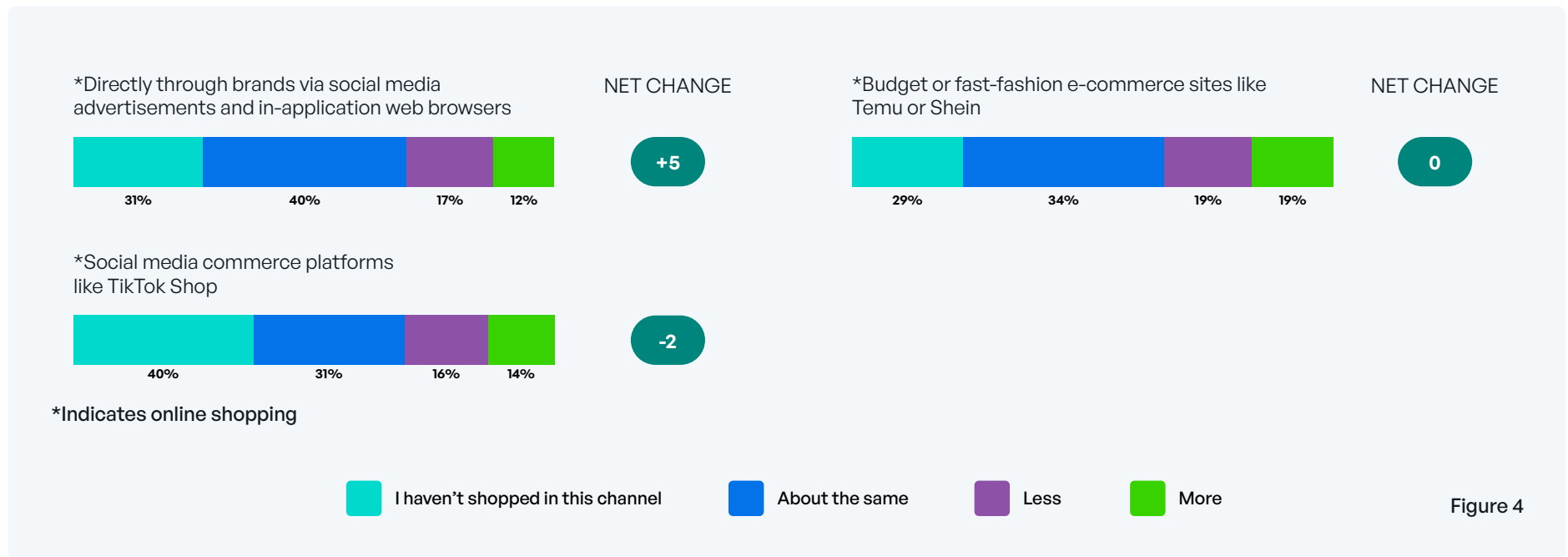


1



Figure 4

**Continued: Compared to last year (2024), are you shopping more or less using the following channels?**



**↑ 28%**

of consumers are shopping 'more' on retailer apps. This 8-point jump from 2024 indicates a major shift towards retailer-owned mobile experiences.

**↑ 88%**

of consumers are maintaining or increasing shopping on e-commerce marketplaces. E-commerce marketplaces remain #1 for where consumers like to shop.

**↑ 25%**

of consumers are shopping 'more' on social platforms, nearly double the response in 2024 (13%). This marks the fastest-growing channel in the survey and a critical trend for brands.

**↑ 85%**

of consumers are maintaining or increasing their shopping in-store at grocery stores, proving in-store grocery shopping is staying strong.

Figure 4

# Are consumers shifting more of their shopping online, and if so, in what categories?

While changing only slightly from 2024, shoppers are continuing to shift buying preferences to shopping online. In particular, fresh groceries and daily essentials continue to see an increase from buying in person to buying online.

In the last 12 months, have you purchased items online that you previously only or mostly ever bought in store?

|     | 2024 | 2025 |
|-----|------|------|
| Yes | 73%  | 72%  |
| No  | 27%  | 28%  |



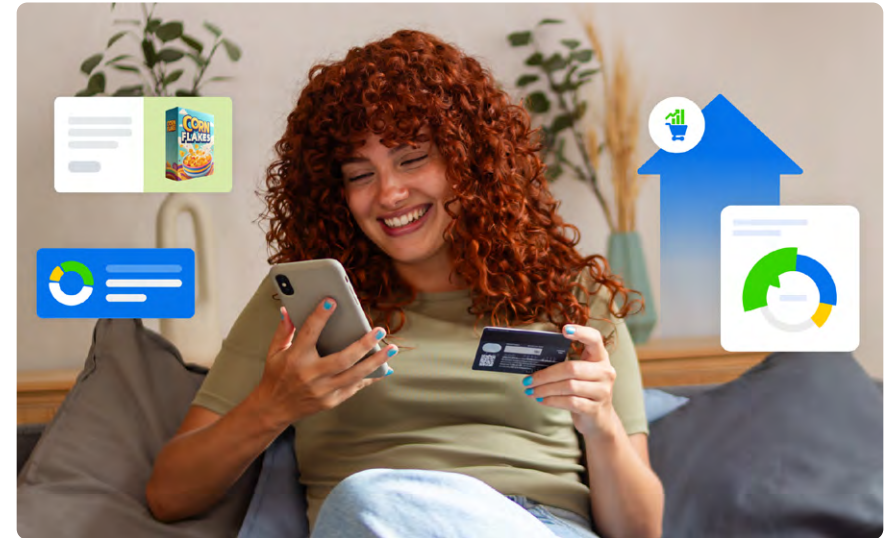
Figure 5

## Continued: Are consumers shifting more of their shopping online, and if so, in what categories?

In the last 12 months, which of the following product categories did you purchase online that you previously only or mostly ever bought in-store?

|  |            |
|--|------------|
| <b>Clothing &amp; Accessories</b>        | <b>48%</b> |
| <b>Health &amp; Personal Care</b>        | <b>41%</b> |
| <b>Beauty, Cosmetics &amp; Fragrance</b> | <b>37%</b> |
| Pet Supplies                             | 35%        |
| Daily Essentials                         | 35%        |
| Fresh Groceries (produce, dairy, meat)   | 34%        |
| Packaged Groceries                       | 33%        |
| Personal Electronics                     | 29%        |
| Toys/Games                               | 25%        |
| Home Appliances                          | 21%        |
| Office/School Supplies                   | 20%        |
| Sports & Recreation                      | 20%        |
| Automotive Parts                         | 18%        |
| Furniture                                | 18%        |
| Garden & Tools                           | 17%        |

Figure 6



### Consumer reluctance to buy groceries online is rapidly dissolving.

In 2025, shoppers who had never purchased fresh groceries online shrank by nearly half, dropping from 28% to 16%. Similarly, for packaged groceries, the number of consumers who exclusively shop in-person fell from 18% to just 9%.

These numbers show that the question is no longer whether consumers will buy groceries online, but how brands can best serve them there.

# How Often Shoppers Purchase Items Online Across Categories

Rate the frequency of how often you purchase items online in the following categories:

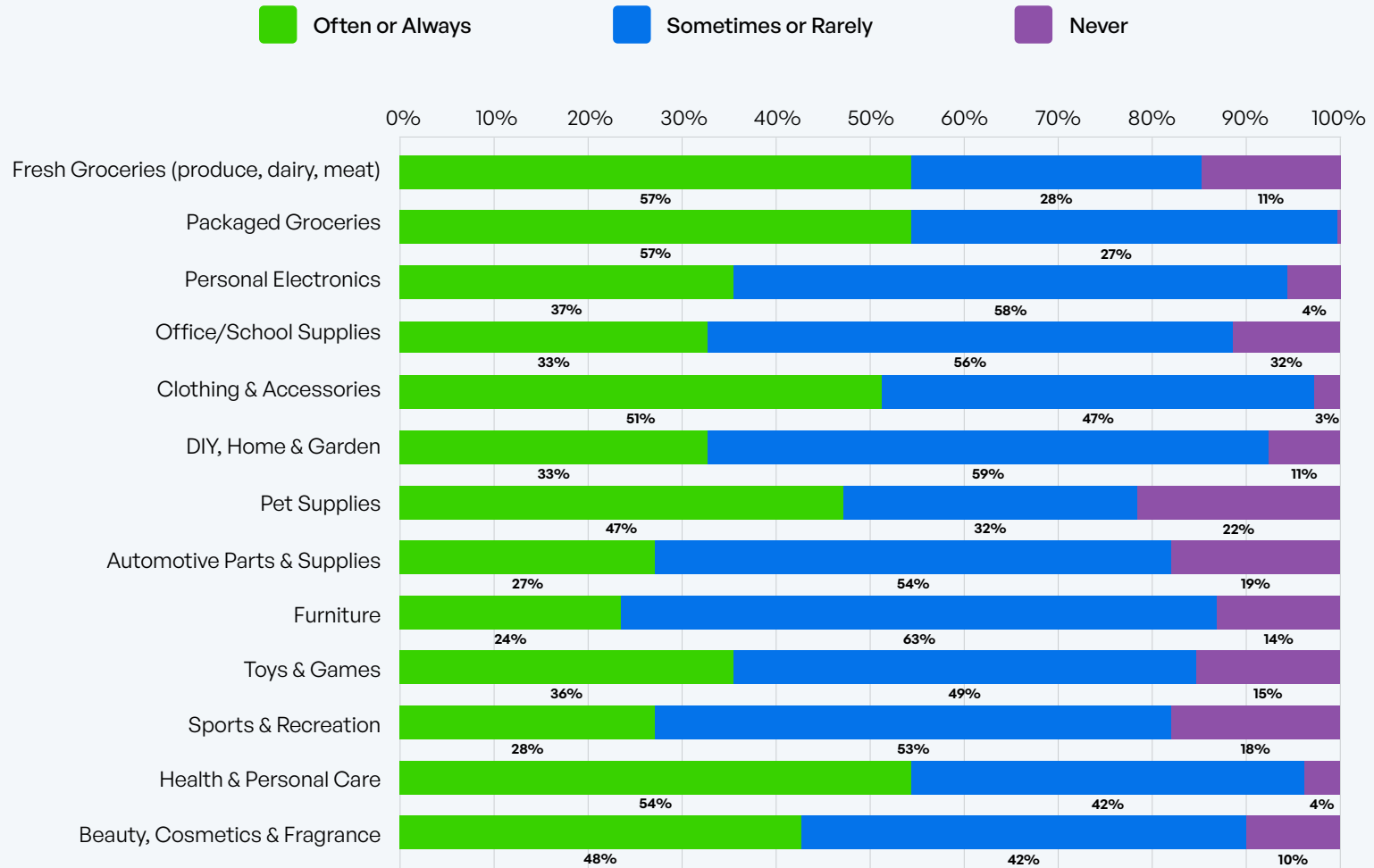


Figure 7

## Are seasonal e-commerce shopping events impacting consumer spending?

Shopping habits often shift with the seasons. Read on to learn how consumers shopped Black Friday in July and how they plan to shop for others this holiday season.

### Did you participate in “Black Friday in July” (July 8 - July 11)?

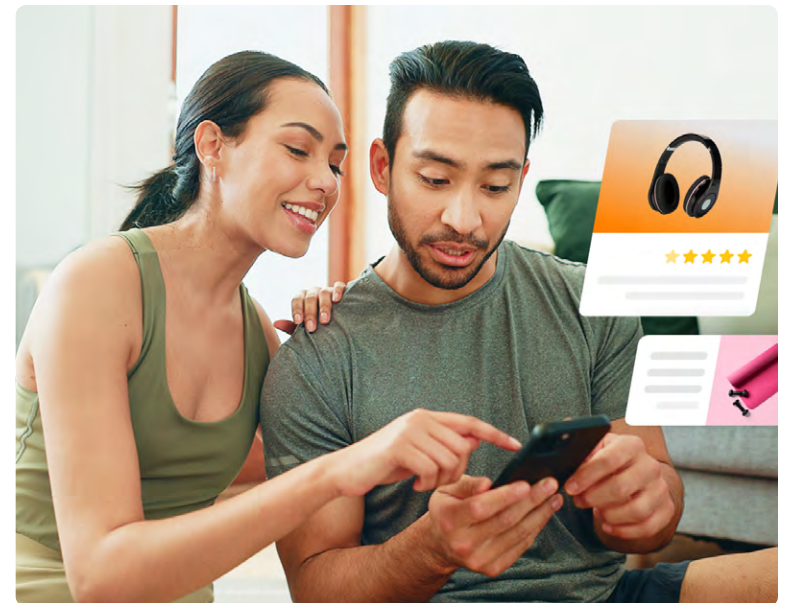
“Black Friday in July” is a term sometimes used by retailers to describe summer sales events that often coincide with Amazon’s Prime Day.

 Yes 46%       No 54%

While Black Friday in July is growing in popularity as more retailers offer sales to compete with Amazon’s newly extended Prime Day, a little less than half didn’t shop the sales this year.

Figure 8

| What reasons led you to shop “Black Friday in July” sales this year?                  |     |
|---|-----|
| To take advantage of deals that seemed too good to pass up                            | 52% |
| To purchase a specific, planned item that I knew would be on sale                     | 47% |
| To get a head start on holiday gift shopping  | 33% |
| To buy items for an upcoming event or season (e.g., back-to-school, a vacation)       | 31% |
| To replace or upgrade an existing item (e.g., an electronic device, a home appliance) | 29% |
| I was comparing deals across multiple retailers to find the best price                | 25% |
| I was just browsing and made an impulse purchase                                      | 20% |
| I did not shop during these mid-year sales events                                     | 2%  |



In the last 12 months, have you purchased items online that you previously only or mostly ever bought in store?

|                | 2024 | 2025 |
|----------------|------|------|
| More           | 42%  | 31%  |
| Less           | 13%  | 24%  |
| About the same | 44%  | 45%  |

Figure 9

What percentage of your holiday shopping do you anticipate will take place online?



**61%**

The average percentage of holiday shopping shoppers plan to spend online.



## Is the current economic climate impacting consumer spending?

When it comes to what influences a shopper to buy, price always comes first. We'll explore how this sentiment interplays with the current economic climate.

| In the past 12 months, in which of the following product categories have you consciously spent less money? |            |
|--|------------|
| <b>Apparel, Shoes &amp; Accessories</b>  | <b>45%</b> |
| <b>Personal Electronics</b>  | <b>37%</b> |
| <b>Food Delivery</b>   | <b>36%</b> |
| Groceries (e.g., switching to store brands, buying fewer premium items)                                    | 32%        |
| Home Goods & Furniture   | 31%        |
| Luxury or High-End Goods   | 31%        |
| Toys & Games   | 27%        |
| Beauty & Personal Care   | 27%        |
| Home Improvement & DIY Projects  | 25%        |
| Sports & Recreation  | 22%        |
| I have not consciously spent less in any of these categories.  | 13%        |



Figure 10

## What causes shoppers to cut back on spending?

| If you have reduced your overall spending on consumer goods in the past year, what were the primary reasons for doing so? |            |
|---|------------|
| <b>General increase in the cost of living</b>   | <b>55%</b> |
| <b>Concerns about the direction of the economy</b>  | <b>34%</b> |
| <b>To prioritize building personal savings</b>  | <b>33%</b> |
| To focus on paying down debt (e.g., credit cards, loans)  | 27%        |
| A recent or anticipated decrease in household income  | 21%        |
| To save for a specific major purchase (e.g., a home, car, or vacation)  | 23%        |
| A shift in personal values, prioritizing experiences over possessions   | 20%        |
| I have not reduced my overall spending in the past year   | 13%        |
| Other   | 1%         |

Figure 11



The single biggest factor forcing shoppers to cut back is the general increase in the cost of living, cited by a majority (55%) of respondents.

Beyond immediate economic pressures, consumers are also making deliberate financial choices. A significant number are cutting back to prioritize personal savings (33%) and to pay down debt (27%).

**When shopping online or in store, have you noticed an increase in the prices of products due to recent tariffs?**

**Over 78%**

of shoppers report noticing either a significant, moderate, or small increase in the price of products due to recent tariffs.



Notably, a full third (34%) of consumers perceive the price hikes as “significant.” This suggests that for a large portion of the population, the price changes are substantial enough to have a meaningful impact on their budget and purchasing power, likely influencing the spending cutbacks seen in other parts of the survey.

In what item categories have you noticed an increase in the prices of products due to recent tariffs?

|  |            |
|--|------------|
| <b>Packaged Groceries</b>                          | <b>73%</b> |
| <b>Fresh Groceries (produce, dairy, meat/fish)</b> | <b>58%</b> |
| Health & Personal Care                             | 39%        |
| Office/School Supplies                             | 33%        |
| Clothing & Accessories                             | 29%        |
| Pet Supplies                                       | 22%        |
| DIY, Home & Garden                                 | 21%        |
| Personal Electronics                               | 16%        |
| Beauty, Cosmetics & Fragrance                      | 16%        |
| Toys & Games                                       | 14%        |
| Automotive Parts & Supplies                        | 10%        |
| Furniture  | 10%        |
| Sports & Recreation                                | 10%        |



Figure 12

## Consumers are feeling the impact of tariffs on essential, frequently purchased items.



### In what item categories have you noticed an increase in the prices of products due to recent tariffs?

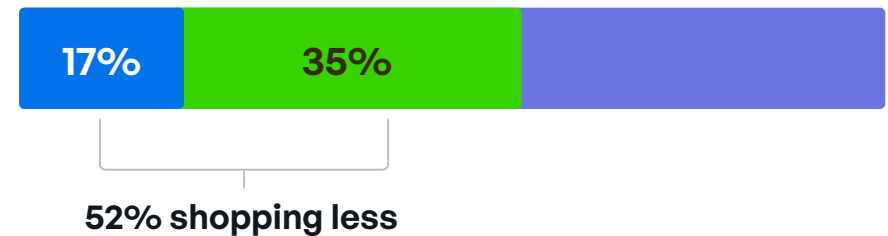
The top two categories where shoppers have noticed price increases:

**73%** Packaged groceries

**58%** Fresh groceries

### Since tariffs have been imposed, have your shopping habits for non-essential goods changed as a direct result?

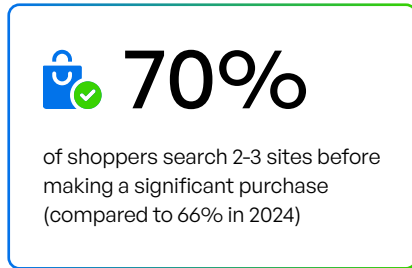
Many consumers are pulling back on non-essential purchases as a direct result of tariffs. When combined, a little over half of shoppers report they are now “shopping moderately less” (35%) or “significantly less” (17%).



# Chapter 3 - Omnichannel Shopping Research

## How are shoppers researching products online?

With endless options at their fingertips, modern shoppers are more discerning than ever. This section details how they use product research to cut through the noise and find exactly what they need (or didn't know they needed).



### However, ...



Less shoppers are viewing more than 3 sites (22% vs 26% in 2024)



Slight dip in the people who view more than 5 products (15% vs 17% in 2024)

Even for major purchases, you need to capture people's attention from search listings to good imagery, positive ratings and reviews metrics. Shoppers aren't looking at 10+ PDPs; standing out with strong product content is crucial.

When reviewing search results on an e-commerce site, how frequently do you search past the first page of results for your search?

15%

of consumers never or rarely search past the first page of results for their search.

85%

do so sometimes, often or always.

## How do you primarily conduct your online research for products you ultimately purchase in-store?

|  |     |
|--|-----|
| I use a search engine to find products and choose a retail location where it's available and/or has the best price | 63% |
| I go directly to the retailer's e-commerce site and search products  | 43% |
| I conduct research directly via the product or brand's website   | 36% |
| I search for and read professional reviews or independent consumer reports from reputable third-party publications | 33% |
| I use social media to see what products are trending   | 16% |
| Other  | 1%  |



Figure 13



**7-point decrease** in consumers going directly to a retailer's e-commerce site for research (from 50% in 2024 to 43% in 2025). This could suggest that consumers are increasingly relying on search engines (64% in 2025) or AI tools and agents as their universal entry point, rather than starting their journey on a specific store website.



Shoppers research products online before shopping for said products in-store roughly **55%** of the time, on average, on par with last year (54%).

**+6**  
points  
compared to  
2022

## How frequently do customers use their smartphone to research products while shopping in store?

In addition to researching products before heading to the store, consumers often research online product content while they shop in person.

The portion of shopping time consumers spend on their devices held steady at 52% in 2025, a slight decrease from 54% in 2024.

The most significant change is the decline in shoppers who never use their phones for shopping. **The percentage of consumers who selected “Never (0%)” was nearly cut in half, dropping from 10% in 2024 to just 5% in 2025.**



# 52%

The portion of shopping time consumers spend on their devices while in-store.



**When shopping in a store, what type of content do you most often look for while researching products on your smartphone?**

|   |            |
|---|------------|
| <b>Price comparisons -- e.g., price online vs. price in store</b> | <b>49%</b> |
| <b>Customer ratings &amp; reviews</b>                             | <b>48%</b> |
| <b>Detailed product description</b>                               | <b>38%</b> |
| Health/nutritional information                                    | 28%        |
| Information about brand reputation                                | 26%        |
| Product specs -- weight, dimensions, etc                          | 24%        |
| Product imagery and photography                                   | 23%        |
| Comparison tables detailing specs of similar products             | 22%        |
| Product videos  | 20%        |
| Frequently Asked Questions (FAQ) lists                            | 19%        |
| Other   | 5%         |

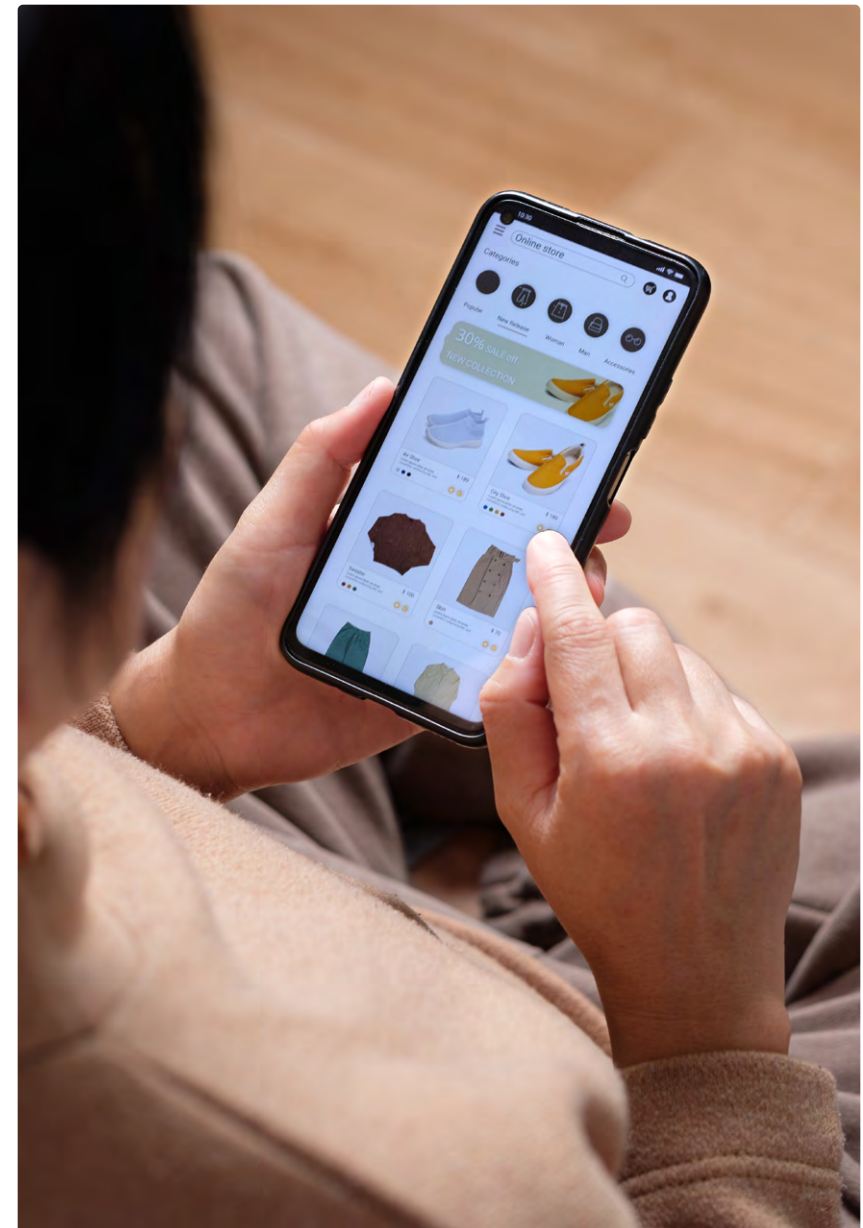
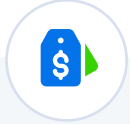


Figure 14

## The content consumers seek most on their smartphone while shopping in-store is:



**1. Price comparisons**



**2. Customer ratings & reviews**



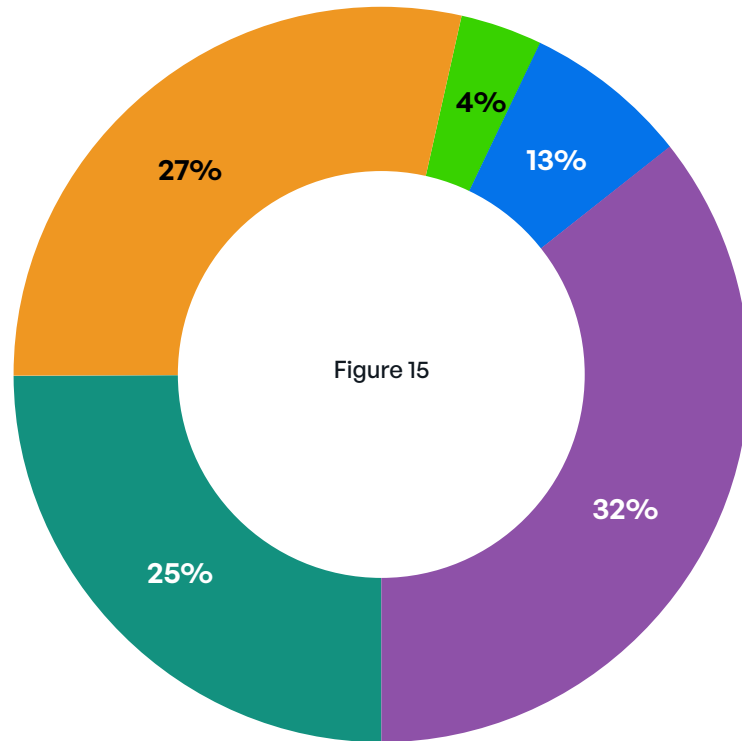
**3. Detailed product descriptions**

This remains unchanged from the 2024 survey results. This stability shows a consistent need for rich content that helps shoppers make an informed decision at the point of purchase.



## Are shoppers utilizing 2D Barcodes?

Also known as QR codes, this growing technology is expanding brand opportunities with consumers and is set to be the global standard on all packaging starting in 2027 under the 2D Barcode Sunrise Initiative.



- Never
- Rarely
- Sometimes
- Often
- Always

## How often do you scan 2D barcodes (QR codes) with your smartphone while shopping in-store?

**74%**

of shoppers have scanned a QR code on a product while shopping in store

**+10**

points from 64% in 2024

**+20**

points from 54% in 2023

When asked “What type of content or information about a product is most important while shopping in store,” 21% chose “The content or information I learn from a 2D barcode placed on the product package.” This is up 5 points from 2024.

**↑43%**

of shoppers have said QR codes have improved their in-person shopping experience.

**+1**

point from 2024

## What are your primary reasons for scanning QR codes while shopping in-store?

|  |     |
|--|-----|
| To check ratings & reviews                             | 45% |
| To access digital coupons or discounts                 | 42% |
| To compare prices with online retailers                | 40% |
| To view more detailed product information              | 37% |
| To check for additional product variants or colors     | 31% |
| To view product instructions                           | 25% |
| To check product availability in other store locations | 21% |
| To add the item to a digital wish list or registry     | 5%  |



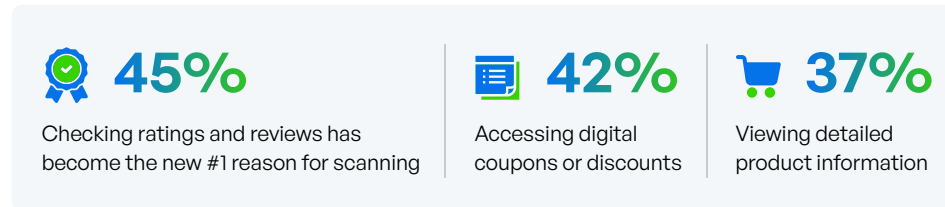
There was a 12-point drop in consumers scanning QR codes to compare prices, falling from the #1 reason in 2024 (52%) to #4 in 2025 (40%).

This is a major shift, suggesting that while price is still a factor, it's no longer the primary driver for QR code interaction; **consumers are prioritizing other information when scanning QR codes.**

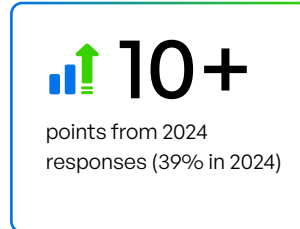
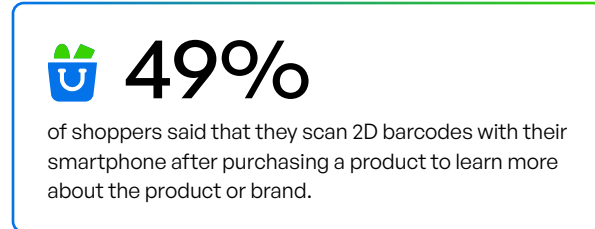
Figure 16

# The growing adoption of QR Codes

With price comparison becoming less of a focus, shoppers are now prioritizing QR codes to gain confidence and find value in other ways.



The benefits of QR codes don't end at purchase. Brands can create an ongoing relationship with consumers after purchase by storing unique product content in the QR code.

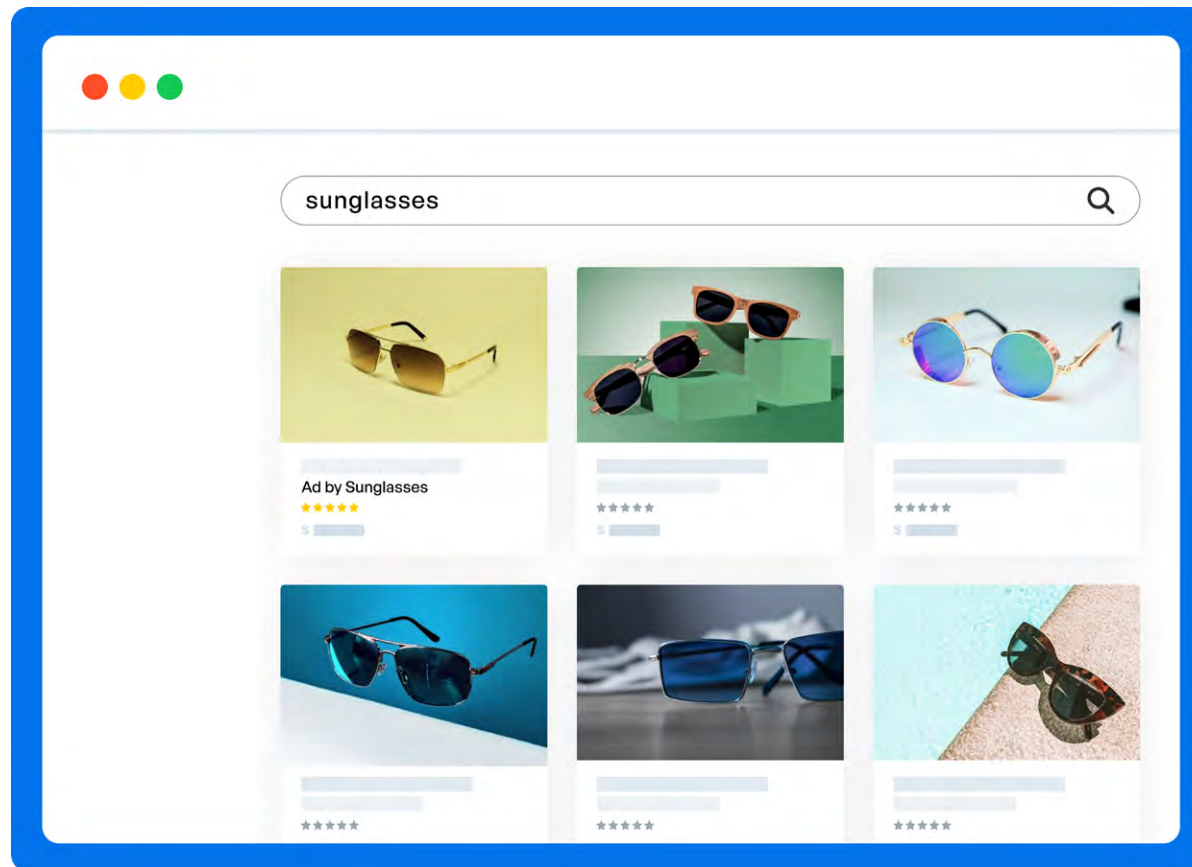


With content possibilities like recipes, discounts, multimedia and more, consumers can learn more about the brand and product with live updates on QR codes throughout the product's life cycle.



## What do consumers think about sponsored listings on e-commerce sites?

This year we asked shoppers more about their discovery experience, particularly how they interact with sponsored content on retail e-commerce websites. With Retail Media spend projected to reach 300 billion dollars by 2030<sup>1</sup>, one fifth of all global ad revenue, we felt it key to learn more about its efficacy as a conversion channel.



<sup>1</sup>Source: <https://marketingreport.one/retail/retail-media-forecast-to-reach-one-fifth-of-ad-spend-by-2030.html>

**When searching for products on e-commerce sites, how often do you click on listings that are sponsored?**

|           |     |
|-----------|-----|
| Never     | 10% |
| Rarely    | 23% |
| Sometimes | 46% |
| Often     | 18% |
| Always    | 4%  |

Figure 17



**68%**

Said they sometimes, often, or always click on sponsored listings.

**What primarily leads you to click on the sponsored listing?**

|  |            |
|--|------------|
| <b>The listing is running a discount or promotion</b>                    | <b>45%</b> |
| The listing has ample and quality ratings and reviews                    | 38%        |
| The price matches my expectation or budget for that product category     | 37%        |
| The listing title matches my search                                      | 33%        |
| I recognize and trust the brand  | 31%        |
| The preview/thumbnail image on the listing looks like what I'm searching | 29%        |
| I don't want to sort through multiple rows or pages of listings          | 19%        |
| I click on the sponsored listing not knowing it's sponsored              | 7%         |

Figure 18

## What were the primary reasons for being disappointed by the listing?

| Do you agree or disagree with the following statements about your online shopping experience?               |            |
|---|------------|
| <b>Product title or description didn't accurately match my product search query</b>                         | <b>48%</b> |
| <b>Product imagery was poor, didn't leave a good impression of the product</b>                              | <b>40%</b> |
| Product detail page lacked rich content or multimedia that helped me learn more about the product           | 33%        |
| Product reviews highlighted some deal breakers for my purchase decision                                     | 35%        |
| Too few product ratings and reviews on the listing  | 37%        |
| Product was out of stock or unavailable in my sizes or specifications - e.g., flavor, color, features, etc. | 32%        |
| Product features and attributes were underwhelming compared to other listings                               | 16%        |

Figure 19

Nearly half of shoppers (48%) were let down because the product's title or description didn't accurately match their search. This highlights that a click (and not to mention, the ad-spend) is wasted if the destination doesn't fulfill the promise of the ad, making rich product content relevance paramount.



## Are shoppers leveraging AI tools to discover or research new products?

Is artificial intelligence (AI) changing how we shop? In a word, yes! More shoppers are using AI tools to research products and are growing less concerned about the impact of AI in shopping compared to previous years.

**45%** ↗

of shoppers have used AI services, like ChatGPT or Google Gemini, to search for and learn about products before making a purchasing decision.

**+14**

compared to 2024

**+23**

compared to 2023

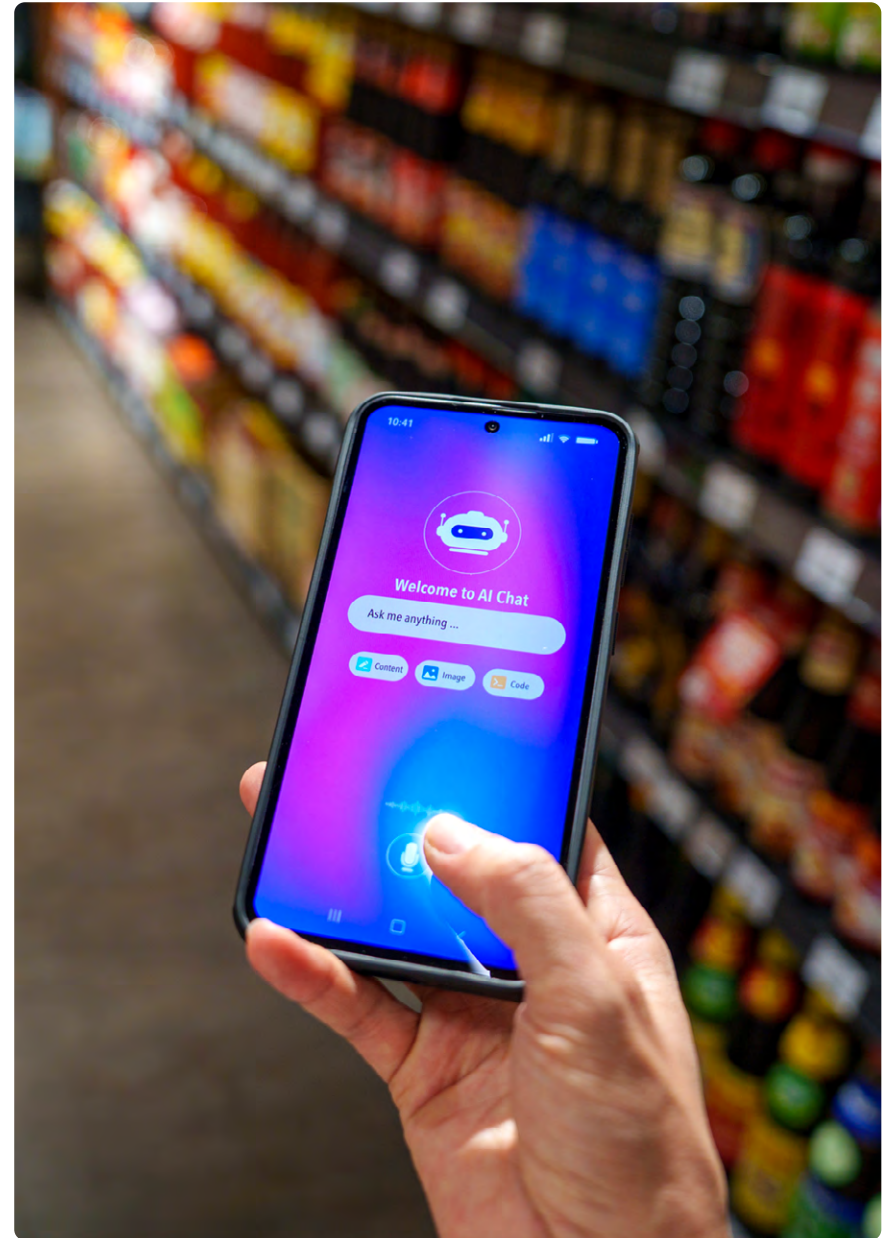
Fewer people are concerned about the impact of AI on shopping than in 2024. By **14 points**, more respondents said “I have no concerns about AI in shopping” in 2025 than 2024 (23% vs 11%).

## Do you find the product information from AI tools to be accurate?

While product content accuracy remains a concern with some shoppers, trust is trending up.

**38%** ↗

of shoppers believe that product content from AI tools is often or always accurate. That’s an improvement of +13 points from 2023 (25%).



# Chapter 4 - The Most Influential Online Product Content

## What elements of a PDP are most influential to a purchase decision?

When it comes to content, product detail pages (PDPs) are the main event. All aspects of a PDP culminate in creating a comprehensive view of a product and the brand.

However, some PDP features get more attention from consumers than others. Consumers spend the most amount of time on a PDP reviewing the product description, features and specifications followed by customer ratings & reviews

Rank the following parts of a product detail page (PDP) from least to most influential when determining your purchase decisions online (1 being the most, 7 being the least):

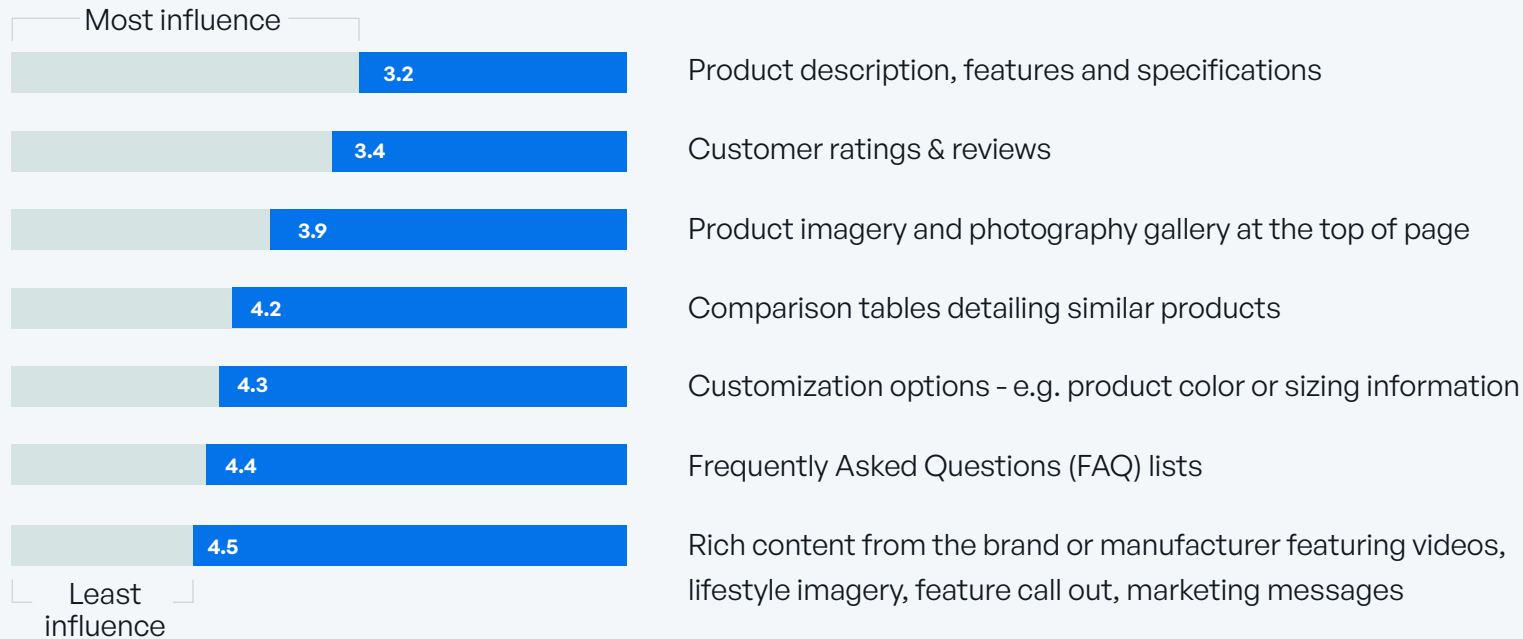


Figure 20

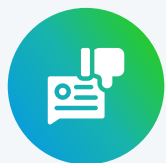
## If missing or insufficient, what types of product content are most likely to cause a shopper to leave the page?

There has been a significant drop year-over-year across nearly every “pet peeve” category, suggesting a widespread improvement in e-commerce content quality.

For instance, the rate of shoppers citing “poorly written descriptions” as a reason to leave a page fell by 17 points, and “too few images” fell by 14 points.

This indicates that brands and retailers are getting better at the basics, and shoppers are encountering these fundamental issues less often.

While basic content quality is improving, the hierarchy of what frustrates shoppers most has changed. In 2024, poorly written descriptions were the #1 issue. In 2025, “too few customer reviews” is the new top reason for leaving a page. As the quality of brand-provided content rises, the relative importance of authentic social proof from other customers grows even stronger.



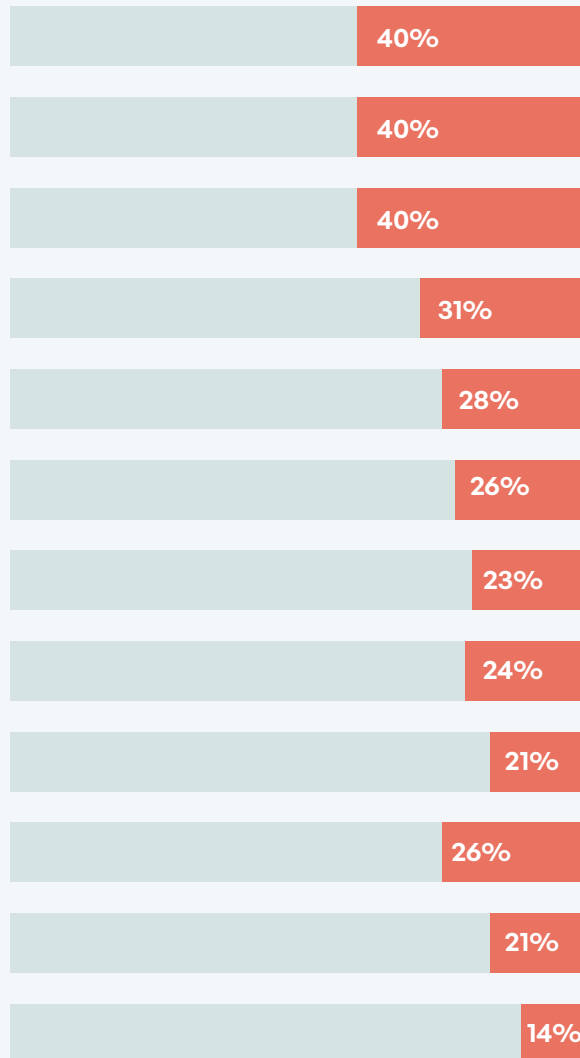
**45%**

Checking ratings and reviews has become the new #1 reason for scanning

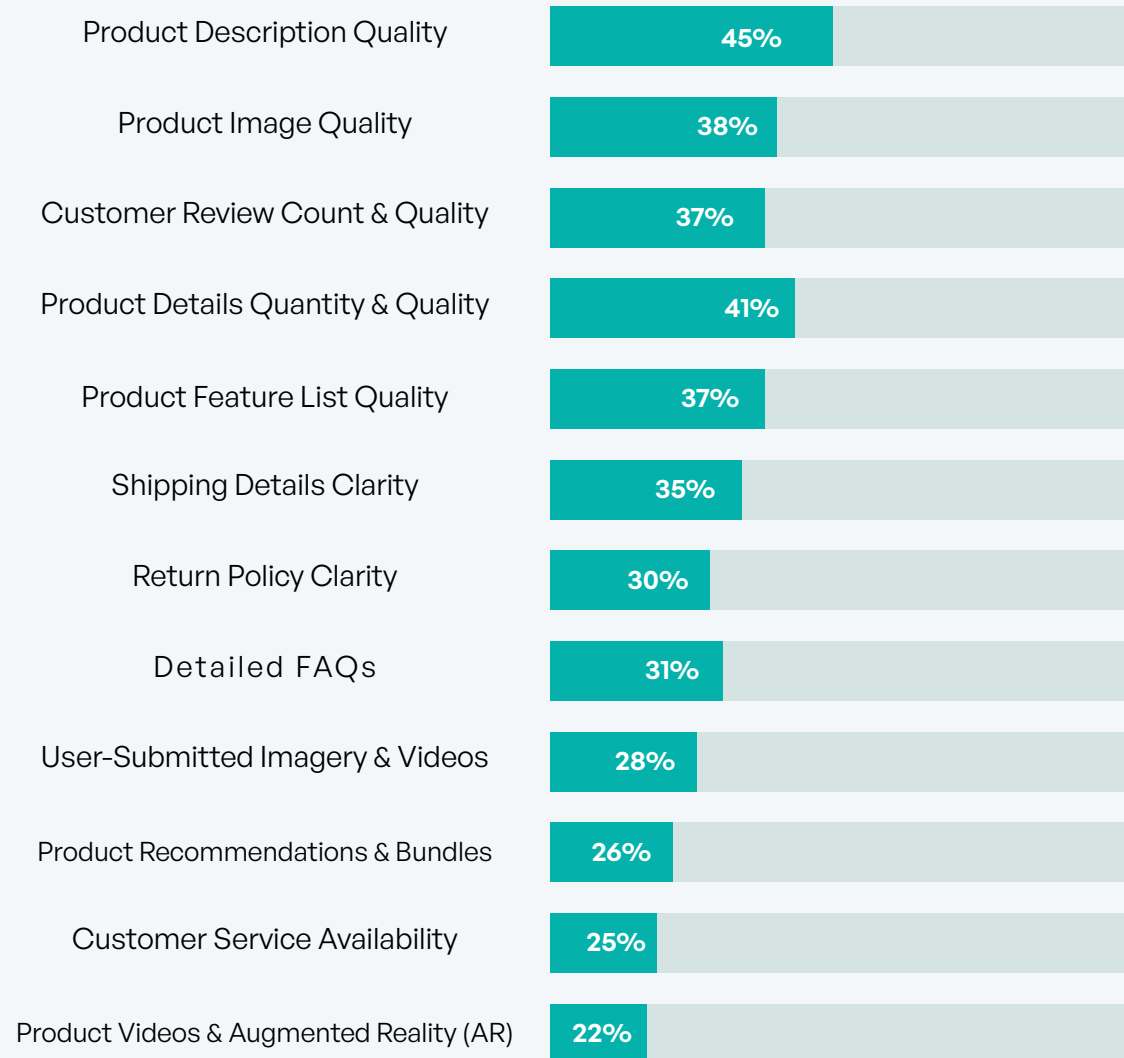
## Why consumers leave PDPs AND why they click buy

Figure 21

### IF POOR QUALITY OR ABSENT, HAS NEGATIVE IMPACT

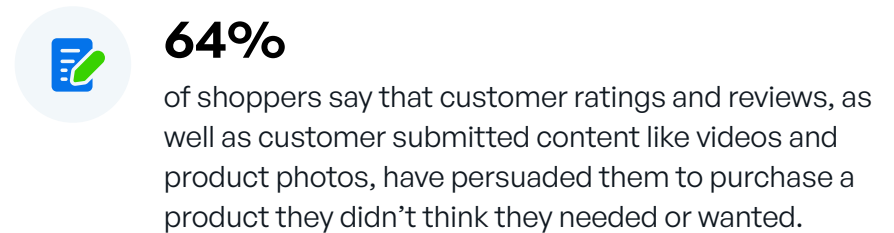
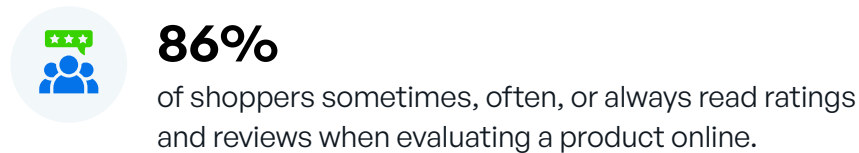


### IF HIGH QUALITY/WELL-EXECUTED, HAS POSITIVE IMPACT



## How ingrained is UGC in the average shopper's journey?

User-generated content (UGC) is an umbrella term that covers any content that comes directly from shoppers or users, rather than from brands and retailers themselves. UGC includes ratings and reviews, photography, video, FAQs, and more. This section explores the growing need for UGC on PDPs and how it drives purchase.



| The review components that drive purchase decisions                      |   |
|--|---|
| Includes images of the product being used                                | <b>46%</b> of consumers find this helpful |
| Lists top features   | <b>26%</b> of consumers find helpful      |
| Review gives examples of how product is used                             | <b>43%</b> of consumers find helpful      |
| Reviewer is fair and/or lists both good and bad qualities of the product | <b>46%</b> of consumers find helpful      |
| Describes if the product is true to description (size, color, etc.)      | <b>46%</b> of consumers find helpful      |
| Longer than 1-2 sentences; provides a good level of detail               | <b>43%</b> of consumers find helpful      |
| Review is well written and/or entertaining to read                       | <b>30%</b> of consumers find helpful      |

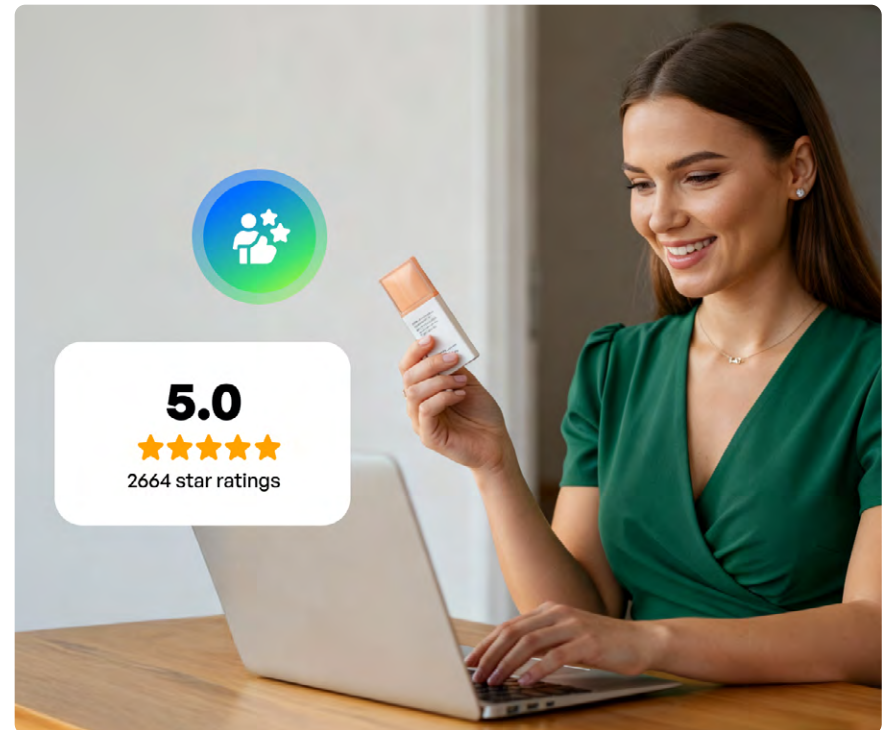
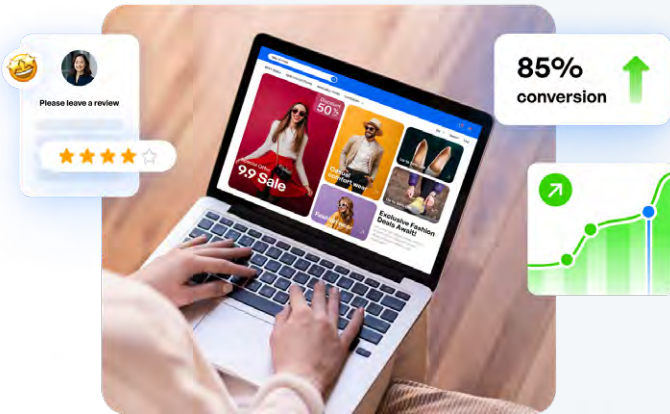
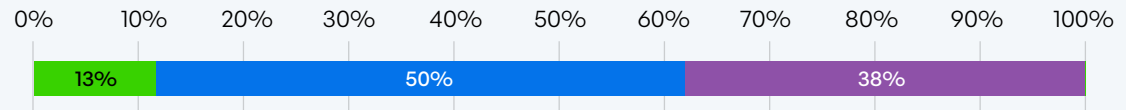


Figure 22

## The most important UGC types aside from ratings & reviews:



Customer-submitted video reviews or testimonials  
—**88%** find this somewhat or very important



Customer-generated Frequently Asked Question sections—**89%** find this somewhat or very important

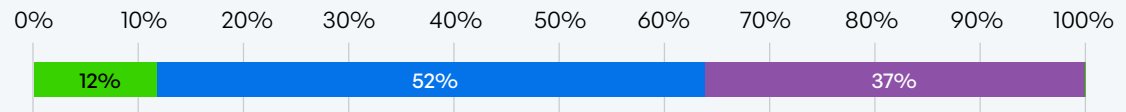
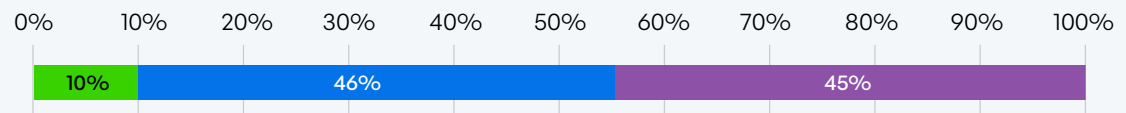


Photo galleries featuring customer-submitted photos of the product—**90%** find this somewhat or very important



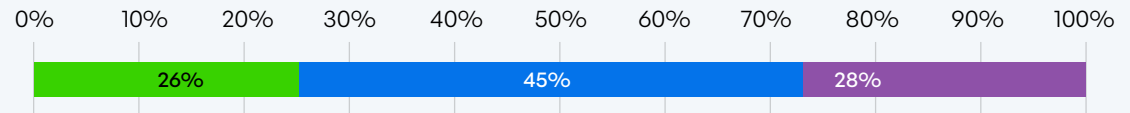
- Not Important
- Somewhat Important
- Very Important

Figure 23

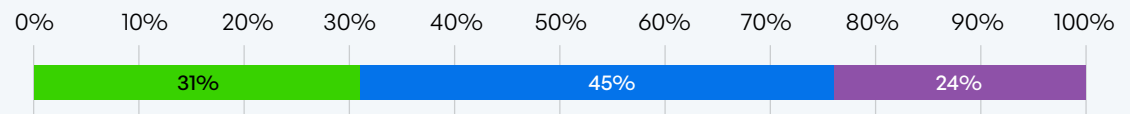
## The most important UGC types aside from ratings & reviews:



Social media posts showing customers using or talking about the product—73% find this somewhat or very important +10 points from 2024



AI-generated summaries curating highlights of both negative and positive reviews—69% find this somewhat or very important +9 points from 2024



Not Important

Somewhat Important

Very Important

Figure 23

## What are the most helpful types of product photography?

As we've seen in past benchmark reports, product content is most important when shoppers begin their detailed evaluations.

**In fact, imagery and rich media are key to the persuasion process:**



### 65%

of shoppers state that high-quality product multimedia (such as videos, 360-degree spin images, augmented reality) has persuaded them to purchase something they initially didn't think they needed or wanted.

**+14**  
points compared  
to last year

**+17**  
points compared to  
2023

## The most important product photography types, according to consumers:

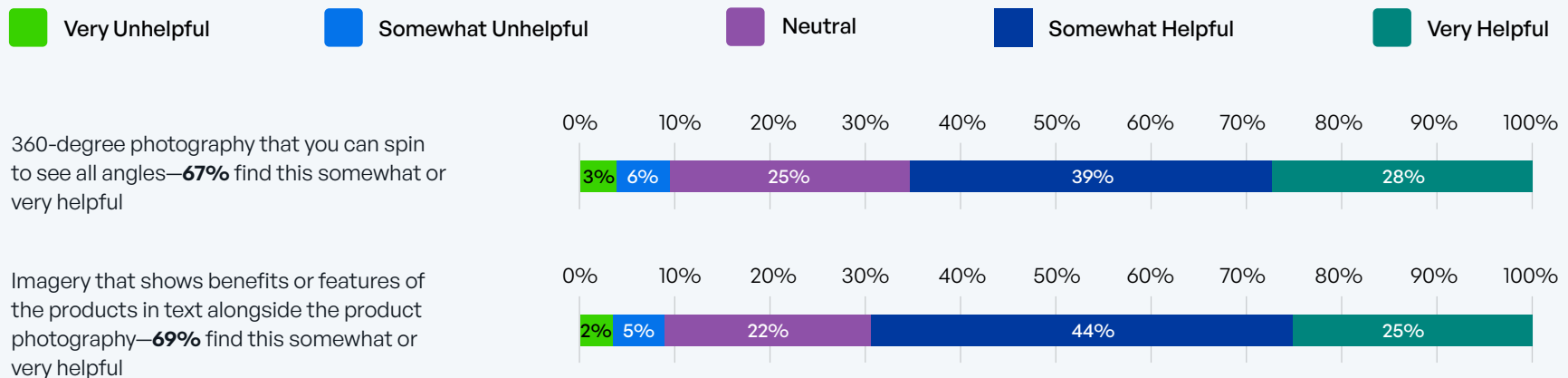


Figure 24

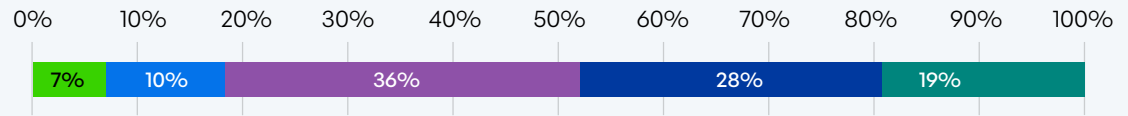
## Continued: The most important product photography types, according to consumers



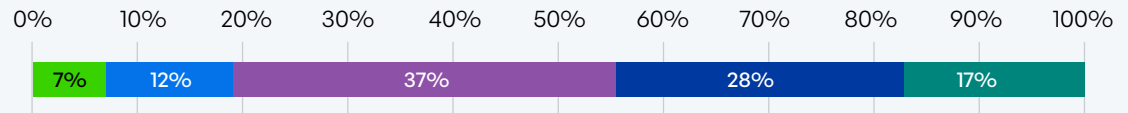
Figure 24

## Continued: The most important product photography types, according to consumers

Augmented Reality (AR) media that allows you to view the product in your room using your smartphone camera—**47%** find this somewhat or very helpful

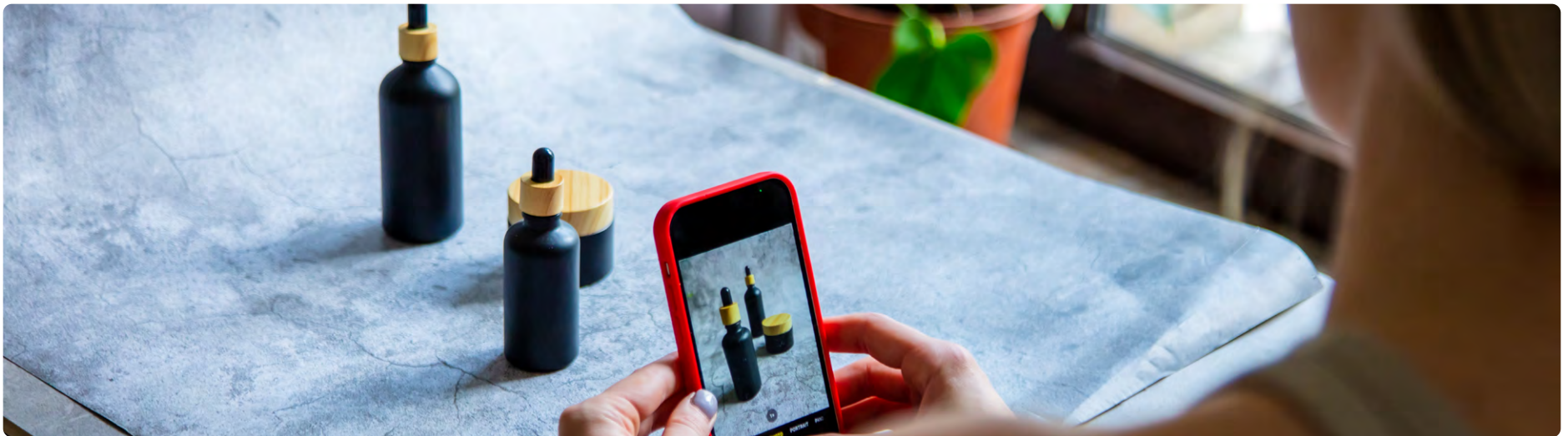


Imagery that shows the product being manufactured or made—**45%** find this somewhat or very helpful



■ Very Unhelpful    
 ■ Somewhat Unhelpful    
 ■ Neutral    
 ■ Somewhat Helpful    
 ■ Very Helpful

Figure 24



## Chapter 5 - CPG & Grocery Shopping Trends

### Do shoppers care about product content for CPG/Grocery?

As more CPG and grocery sales shift from physical carts to digital ones, the role of product content has become a key question. The data shows a clear and accelerating trend where online grocery shoppers are more deliberate and content-dependent than ever. They are not just buying—they are browsing, evaluating, and using product information to guide their every click.

#### Is grocery shopping online picking up pace?

Online grocery shopping is hitting its stride, as evidenced by a massive shift in consumer behavior. Over the last year:



**34%**

of shoppers moved their fresh grocery purchases online



**33%**

did the same for packaged groceries

Furthermore, the gap between the share of shoppers who never or rarely buy packaged groceries online is shrinking fast. This year, **17% of shoppers** selected “never” or “rarely” compared to 33% in 2023.



#### Are online grocery shoppers really scouring a PDP to make a decision?

Are experienced online grocery shoppers just quickly adding items to their cart? The data suggests a far more deliberate process, even when interacting with paid ads. When looking at shoppers who “very frequently” buy packaged groceries online *and* engage with sponsored content, a clear pattern emerges.

For this discerning group, the top reason to click on a sponsored ad is not a discount, but the assurance provided by **“ample and quality ratings and reviews.”**

The most valuable online grocery shoppers are not scouring a PDP to make a decision; they are scouring the search results page for the social proof that justifies a click in the first place. For CPG brands, this is a critical distinction: product content, specifically ratings and reviews, is no longer just a feature of the destination page but a prerequisite for starting the journey.

## Are those that buy online pick up in store (BOPIS) more likely to click on a sponsored listing?

A clear link has emerged between Buy Online Pick Up In-Store (BOPIS) shoppers and their interaction with sponsored content. Those using BOPIS more in 2025 are **16 points more likely to “often” or “always” click on a sponsored listing (38% in 2025 vs. 22% in 2024)** than the average shopper, making them a prime audience for paid placements.

Yet, these shoppers are also more critical. They are six points more likely than the average consumer to be disappointed by a sponsored product page (58% vs. 52%), and their primary complaint is poor-quality product photography.

In conclusion, when customers are making quick decisions, they are trading browsing time for confidence. BOPIS shoppers use sponsored ads to accelerate a purchase they intend to complete shortly. If the product imagery doesn't provide immediate confidence that they've found the right item, they will quickly move on. Brands that want to win this segment must ensure their ad spend is backed by flawless visual content.



## Are consumers buying private label brands just because of price?

Have you purchased a private-label product, also known as a “store brand,” in the last 12 months (i.e., Great Value, Good & Gather, Kirkland, etc.)

 **Yes: 86%**

 **No: 14%**

Year-over-year results have remained relatively stable with an overwhelming majority of consumers purchasing private-label products. While there was a slight dip from 89% in 2024 to 86% in 2025, the key takeaway is that store brands are a deeply embedded, mainstream part of the shopping landscape for nearly 9 out of 10 consumers.



In which of the following categories are you more likely to choose a store brand product over a name brand?

|  |            |
|--|------------|
| <b>Packaged Groceries</b>                          | <b>73%</b> |
| <b>Fresh Groceries (produce, dairy, meat/fish)</b> | <b>58%</b> |
| Health & Personal Care                             | 39%        |
| Office/School Supplies                             | 33%        |
| Clothing & Accessories                             | 29%        |
| Pet Supplies                                       | 22%        |
| DIY, Home & Garden                                 | 21%        |
| Personal Electronics                               | 16%        |
| Beauty, Cosmetics & Fragrance                      | 16%        |
| Toys & Games                                       | 14%        |
| Sports & Recreation                                | 10%        |
| Automotive Parts & Supplies                        | 10%        |
| Furniture  | 10%        |

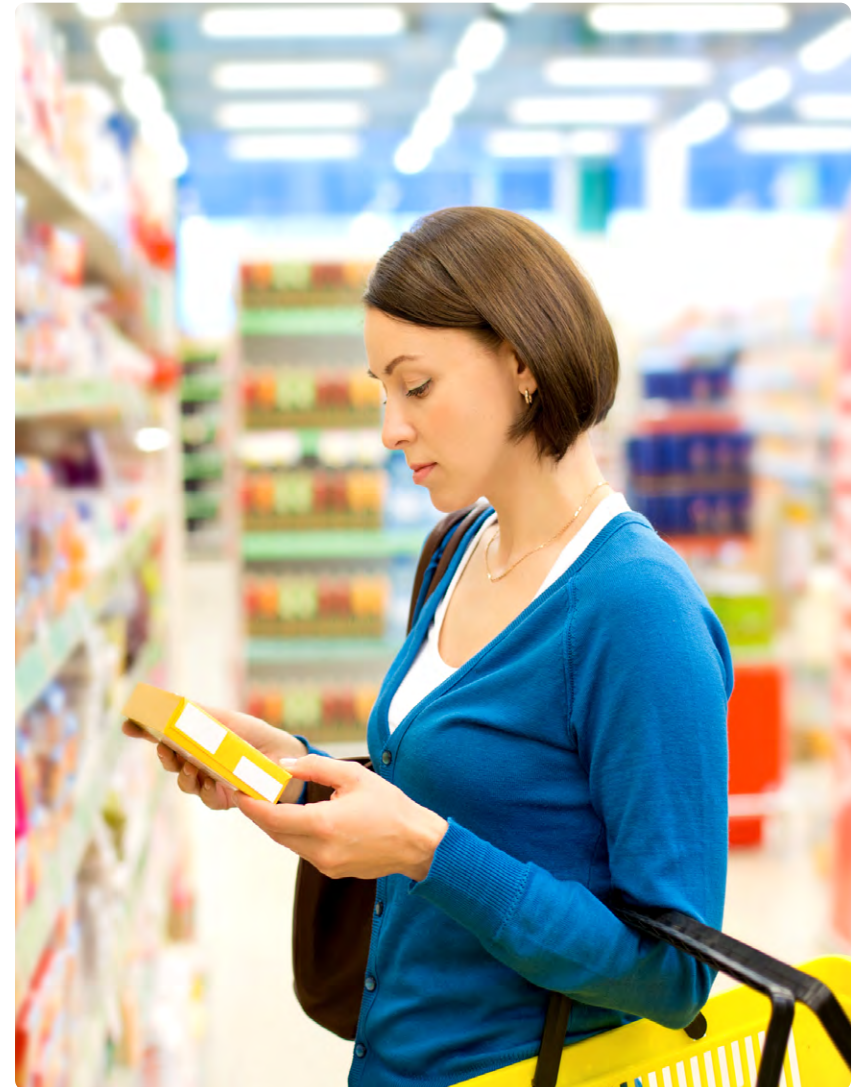


Figure 25

The story here is not one of dramatic change, but of stability. Categories where shoppers trust store brands (like Groceries and Health Care) continue to lead, while categories where brand names carry more weight (like Personal Electronics and Automotive) remain at the bottom.

## Consumers are most comfortable choosing store brands in the grocery aisle.

Packaged Groceries is the top category by a wide margin in both years (around **73%**), followed by Fresh Groceries (around **58%**). This highlights that for everyday food items, the value and quality of private labels have won overwhelming consumer trust.

| When choosing private label products over name brand products, which factor influences your decision the most? |     |
|--|-----|
| Price  | 49% |
| Quality  | 41% |
| Variety  | 6%  |
| Brand Reputation   | 2%  |
| Brand Loyalty  | 1%  |

Figure 26



**49%**

Price continues to be the top factor, cited by 49% of shoppers in 2025, virtually unchanged from 50% in 2024.



**41%**

Quality is a very close second at 41% (down slightly from 43% in 2024). This shows that consumers view store brands as both a smart financial choice and a high-quality option

The most significant percentage change is in Variety, which more than doubled as a deciding factor from 3% in 2024.

Though still a smaller factor, this growth suggests that consumers are increasingly noticing and valuing the expanding and unique product assortments offered by private-label lines.

## More shoppers are reaching for private label products

Regarding your private label purchases in the last 12 months, how have your purchasing decisions changed?

|   |            |
|---|------------|
| <b>I have purchased private label products before, and I have been buying more private-label products in the last 12 months</b> | <b>44%</b> |
| I have purchased private label products before, and my purchasing habits haven't changed in the last 12 months                  | 42%        |
| I have purchased private label products before, and I have been buying less private label products in the last 12 months.       | 11%        |
| I have not purchased private label products before, but have started in the last 12 months                                      | 2%         |
| I have not purchased private label products before, but plan to start.  | 1%         |
| I have not purchased private label products before and do not plan to.  | 1%         |

Figure 27

There is a significant upward trend in private label purchasing. 44% of existing private-label shoppers are actively buying more private-label products than they did previously. This indicates that consumers are not just trying store brands but are actively shifting more of their wallet share towards them.



## Conclusion

### About this survey

This survey was conducted online by 1WorldSync by Syndigo via Pollfish in August 2025 among a randomized, representative sample of 1,800 online shoppers in the U.S. & Canada over the age of 18. Margin of error +/- 4% at the 95% confidence level. Results displayed represent the population-weighted, percentage share of the sample selecting each option.

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Read our other annual survey, the State of Product Experience. Hear perspectives from 8,500 shoppers from around the world.

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