The State of Product Experience 2025

Deciphering what your customers really want

Syndigo

The Consumer Has Spoken

Are you listening?

Inside: What your customers think about your product experiences

The Consumer has Spoken

Are you listening?

How do consumers think about and interact with your product content? How can you make your product content better? How does it impact your bottom line?

The world of product content can be complex and confusing. We started The State of Product Experience research to shine light on some of the most common challenges and areas of uncertainty for brands and retailers alike so they can make smarter, fact-based decisions based on what their customers want and how they behave.

This report is based on a survey of 8,500 consumers around the world.* Our hope is that this respondent data removes some of the guesswork and equips businesses with the perspective needed to make strategic decisions that improve product experiences and win on every shelf.

Our broad, inclusive surveys queried shoppers of all kinds on buying behavior, customer experience, and brand affinity when shopping online and in-store.

For the third edition of this research report, we expanded our surveyed consumer base to include consumers in two key Latin American Markets—Mexico and Brazil—in addition to the United States, France, Germany, and the United Kingdom.

Some of the results will come as no surprise, while others may be an unexpected reality check. Most of all, we hope this research is empowering and useful to retailers and brands in finding success in a complicated, constantly changing environment.

Full methodology located on p. 31

The Consumer has Spoken

What is product experience?

For our research and analysis, we define 'product experience' as encompassing all data, information, and media that consumers engage with while reviewing potential product purchases. Their product experience shapes both immediate purchasing decisions and future brand commitment, making the presentation of a complete, high-quality experience so critical.

Experiences include everything from basic product specifications like weights and dimensions to creative content, rich media, and detailed product data including UPCs, categories, ingredients, health claims, model numbers, and more.

Beyond the initial sale, these data and assets impact the complete customer journey, from shipping and warehousing logistics to store layouts and shelving, e-commerce, marketing, compliance, customer service, and promotions to deliver a unified customer experience.
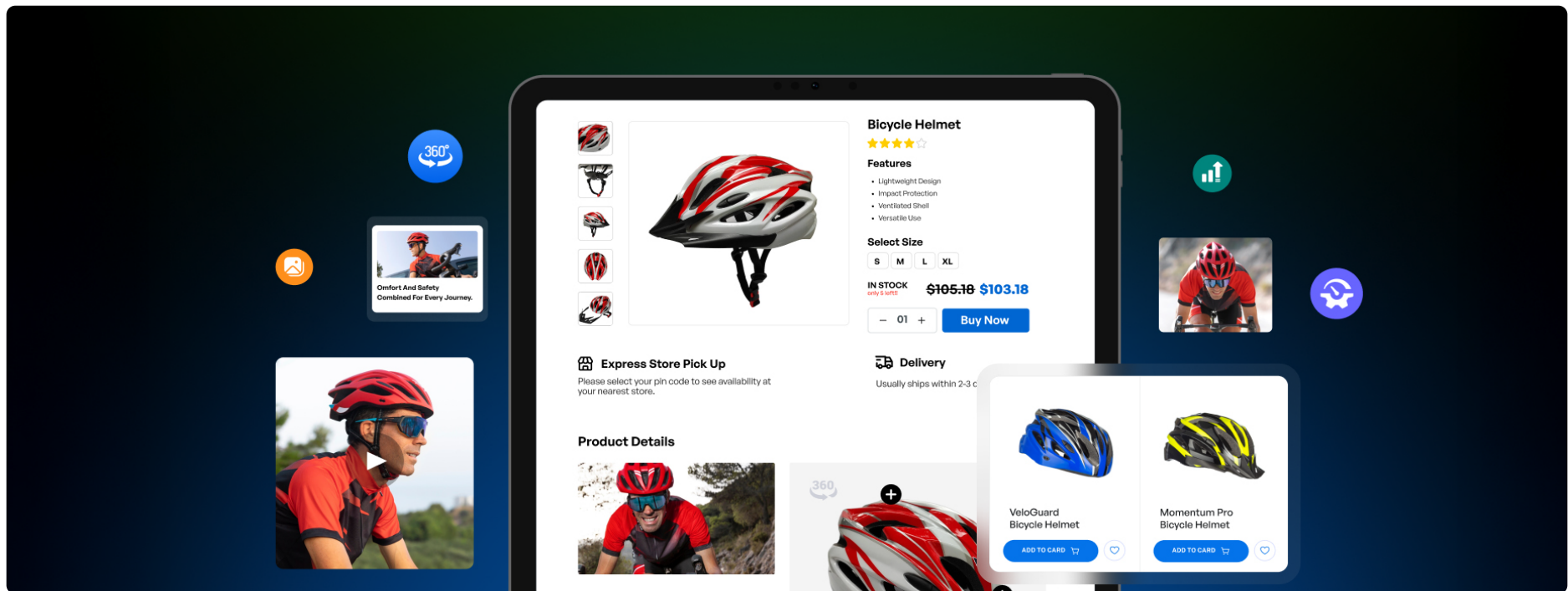
Product Content: The Omnichannel Brand Ambassador

Whether it's on a store shelf, a print promotion, email, e-commerce listing, or some other medium, product information and images form the basis of consumers' first impressions not just of the product, but of the entire brand of the item producer.

A large, and growing, majority of global consumers is factoring the availability and quality of product experiences into their perception of a brand. 75% think less of a brand if they find incomplete or inaccurate information about its products online. This figure has grown 21% since the beginning of this research in 2023, indicating consumers increasingly use what they see on e-commerce pages, social media accounts, owned brand websites and other digital channels to inform overall brand perception.

Though the question specifies online product representations, it's worth noting that this preference extends beyond direct e-commerce shopping. For instance, it may also include circumstances where a shopper is researching products online before or during making a purchase in store. As shopping becomes an increasingly omnichannel experience, having quality content available at all touchpoints becomes imperative.

Impact of Product Content on Brand Perception

Q: Does it negatively impact your perception of a brand if their products are not accurately and completely represented online?

17.4%

7.3%

75.3%
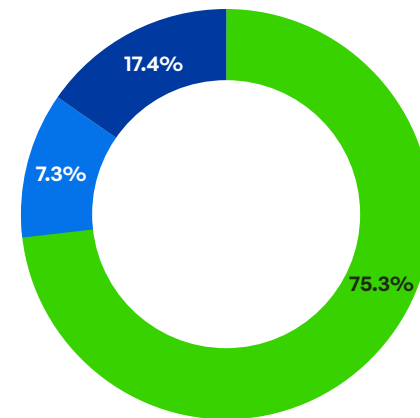
- ■ Yes, it does
- ■ No, it does not
- ■ Don't know/not sure

Product Content: The Omnichannel Brand Ambassador

Consumers Go Online to Form Brand Opinions

The 'Yes' response to this question is slightly higher than what shoppers reported in the previous year and continues a multi-year trend of consumers more closely associating digital product content with brand affinity.

As consumers increasingly use a product's representation online to inform how much they like and trust a brand, it will become increasingly important to create and curate a compelling product experience across the digital ecosystem.
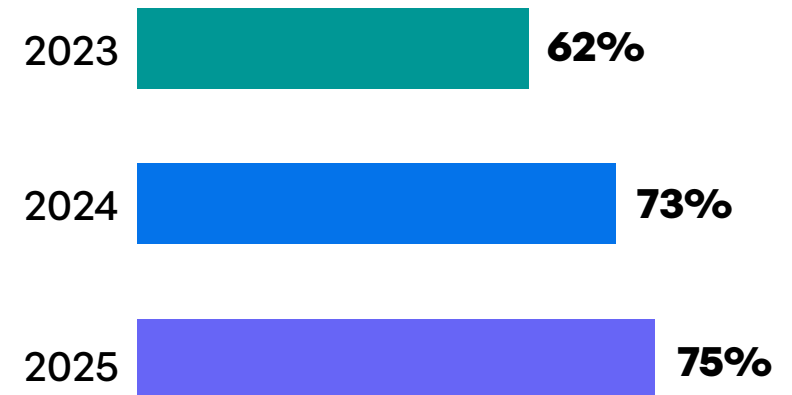
Q: Does it negatively impact your perception of a brand if their products are not accurately and completely represented online?

Percentage of respondents who answered '**Yes, it does**':

2023 — **62%**

2024 — **73%**

2025 — **75%**

Product Content: The Omnichannel Brand Ambassador

Consumers around the world overwhelmingly expressed that poor or incomplete product content would deteriorate their evaluation of a brand. We see the highest negative impact in France (85%), followed by the UK (80%), and then the US (78%) and Brazil (77%). This could be due to a number of factors including cultural expectations, regional shopping habits or other causes outside the scope of this study.

Takeaway

Equip Yourself for a Compelling Online Product Experience

The battle for customer loyalty and brand affinity never ends, and the digital shelf is an active battleground.

Product information, images, and messaging online not only need to be accurate, up-to-date, and best-in-class; they also need to be effectively syndicated across the entire online ecosystem.

Q: Does it negatively impact your perception of a brand if their products are not accurately and completely represented online?

Answer: Yes, it does

All: 75%

US: 78% UK: 80% Germany: 65% France: 85% Brazil: 77% Mexico: 68%
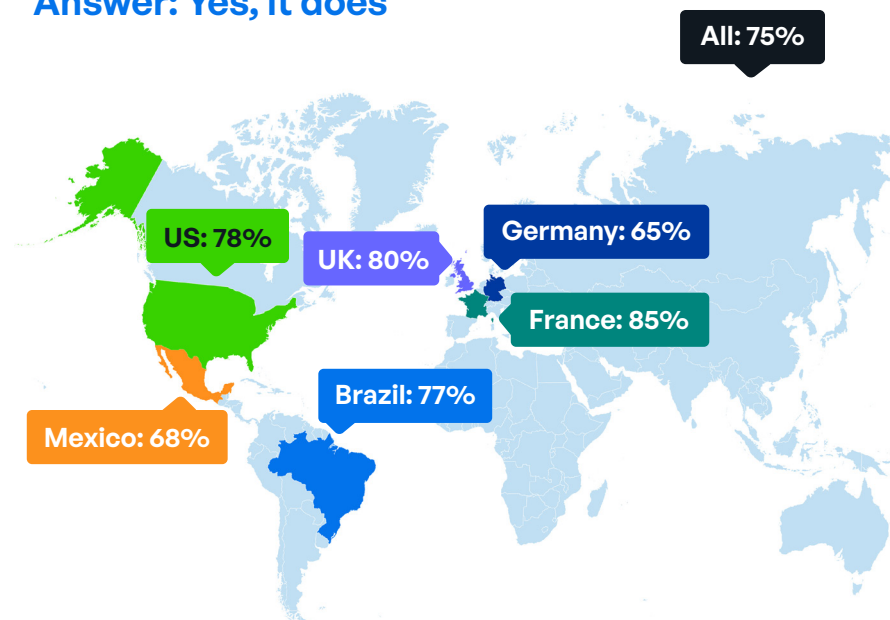
Essential Tools for Irresistible Experiences

Enhanced Content

Rich content and interactive experiences provide brands with more freedom and flexibility to express themselves and tell their story online in creative new ways.

Compare-With-Live Analytics

Real-time monitoring of content published online ensures everything submitted appears as intended and represents the brand appropriately in style, tone, and voice at every touchpoint.
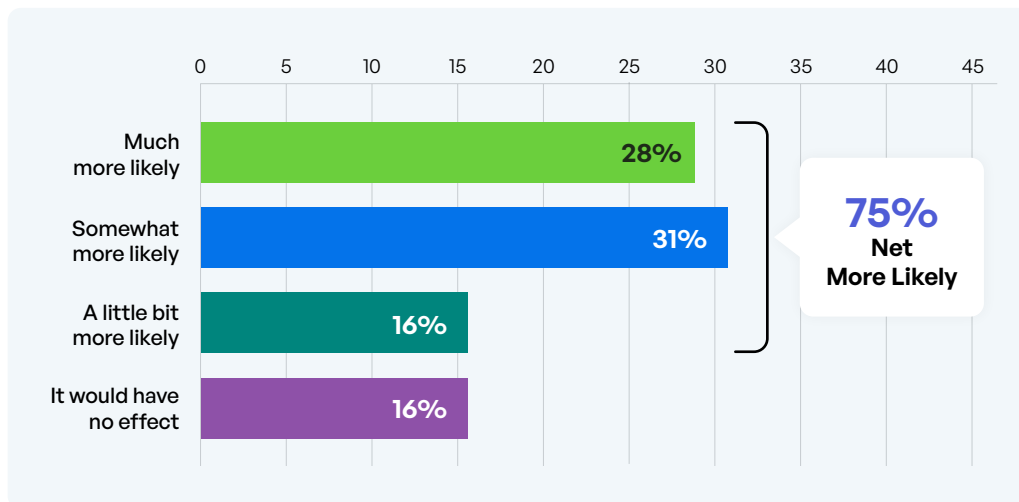
Product Content: The Omnichannel Brand Ambassador

While weak product content reflects poorly on a brand, widely available and easily accessible information and assets inspire loyalty that brings shoppers back time and again. Making quality content easily available not only unlocks immediate sales opportunities at the point of decision; it also sets the stage for repeat purchases and upsells over time.

When looking at the cohort of survey respondents who shop, 75% were more likely to return to a brand and/or retailer if they could easily find the information they wanted about the product they were considering. Younger shoppers—a "digital native" demographic—placed the highest value on a robust and seamless product experience, reporting higher likelihood of returning to businesses with plentiful content available on demand: 84% of 18–24-year-olds were more likely to return, gradually declining across age groups to 66% of respondents 55 and over.

Returning to Brands With Accessible Content

Q: How much more likely are you to turn to a brand and/or store first for similar purchases in the future if you are able to quickly find all the information you want about a product when shopping? (based on consumers who shop)

Response	Percentage
Much more likely	28%
Somewhat more likely	31%
A little bit more likely	16%
It would have no effect	16%

75% Net More Likely

Takeaway

Loyalty is Built through Consistency on the Digital Shelf

Creating and maintaining quality content is only part of the formula for brand loyalty—that content also needs to be easily discoverable and available on demand at every customer touchpoint. Syndication of content to multiple retail touchpoints from a single platform ensures consistent and up-to-date data and media across the consumer environment to ensure maximum coverage and content that keeps customers returning for more.

How Product Content Shapes Experiences and Behavior

Our survey found that product content influences consumers before, during, and even after their recent purchases.

Survey responses showed that customers who encountered inconsistent or incomplete product depictions abandoned the item before purchase, felt let down after purchasing, and even returned it when it failed to meet expectations. Each of these is a drain on product sales.

These behaviors may be seeing improvement, however. Although there were still some strong negative experiences reported, they were reported at significantly lower rates than the previous year, which may be a promising sign that investments into content quality and consistency are paying off. Even so, these figures continue to highlight a major opportunity for more improvement across the product experience that can translate into happier customers, greater win rates, and fewer returns.

Bad Content is Still Detrimental to the Product Experience

44%
of shoppers abandoned a purchase when they couldn't find sufficient information about it online
(down 6 points YoY)

34%
were disappointed by a purchase because it didn't meet expectations set by information online
(down 9 points YoY)

21%
returned a purchase because it didn't meet expectations based on information available when shopping (down 14 points YoY)

How Product Content Shapes Experiences and Behavior

In the last 6 months (i.e., since November of 2024), have you done the following?

Noticed an item on a physical store shelf appearing differently (e.g., with a different model, packaging, size, etc.) than it did on a website, advertisement, catalog, or other representation

Response:

Yes, I have done this in the past 6 months

Country	Percentage
Global	26%
Brazil	37%
France	24%
Germany	18%
Mexico	48%
UK	20%
US	19%

How Product Content Shapes Experiences and Behavior

In the last 6 months (i.e., since November of 2024), have you done the following?

Abandoned a potential purchase (online or in-store) because you could not find sufficient information about a product

Response:

Yes, I have done this in the past 6 months

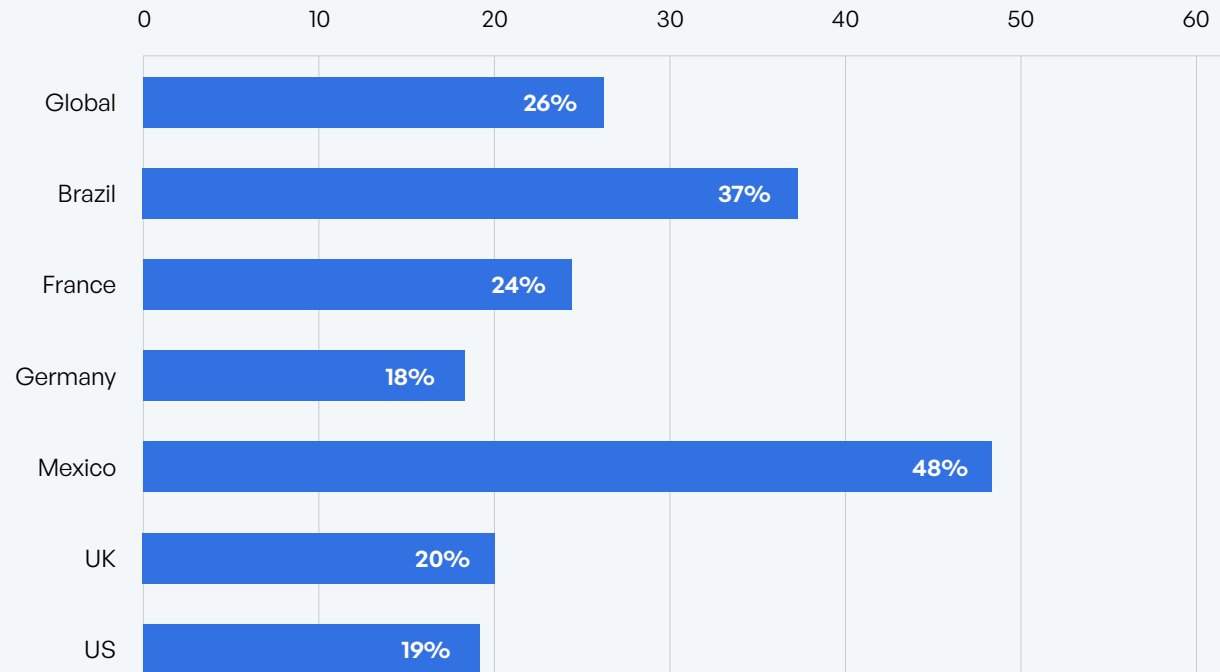| Country	Percentage
Global	44%
Brazil	46%
France	42%
Germany	37%
Mexico	45%
UK	48%
US	48%

How Product Content Shapes Experiences and Behavior

In the last 6 months (i.e., since November of 2024), have you done the following?

Encountered inconsistent or contradictory information about a product from different sources (i.e., through different e-commerce sites, stores, or promotional materials)

Response:

Yes, I have done this in the past 6 months

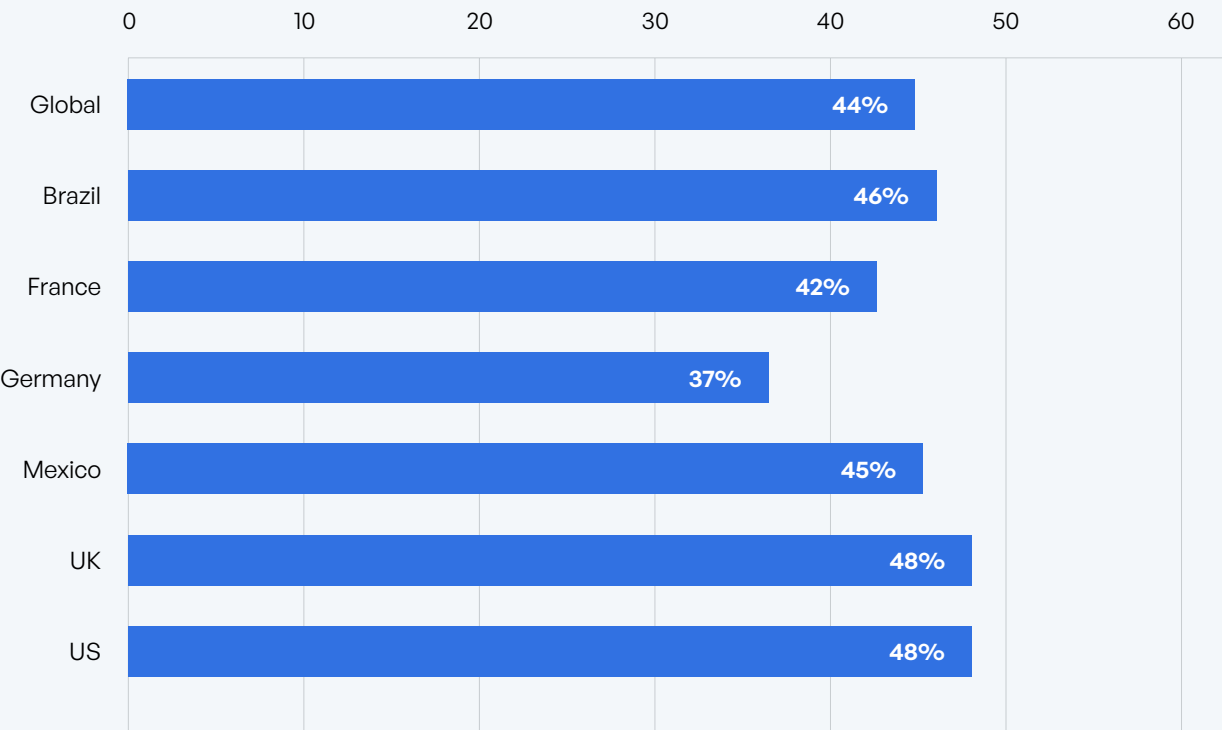| Region	Percentage
Global	19%
Brazil	21%
France	16%
Germany	15%
Mexico	21%
UK	21%
US	22%

How Product Content Shapes Experiences and Behavior

In the last 6 months (i.e., since November of 2024), have you done the following?

Been disappointed by a product you purchased that did not meet your expectations based on information you read about it online

Response:

Yes, I have done this in the past 6 months

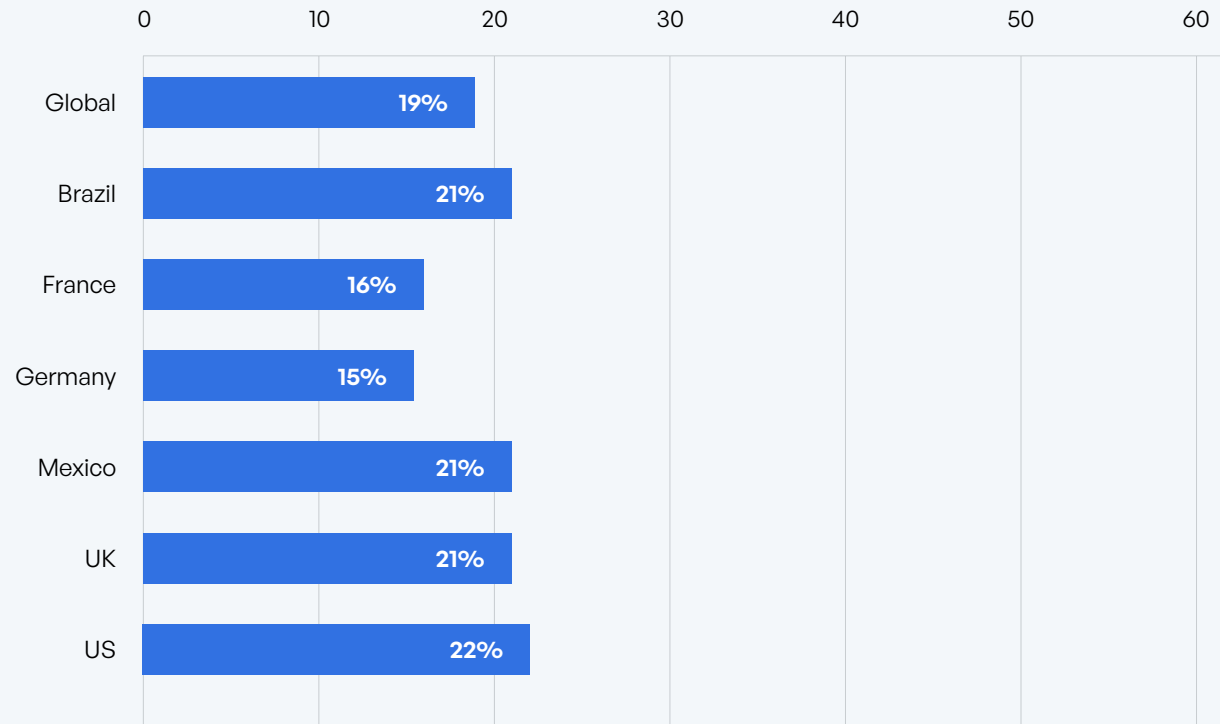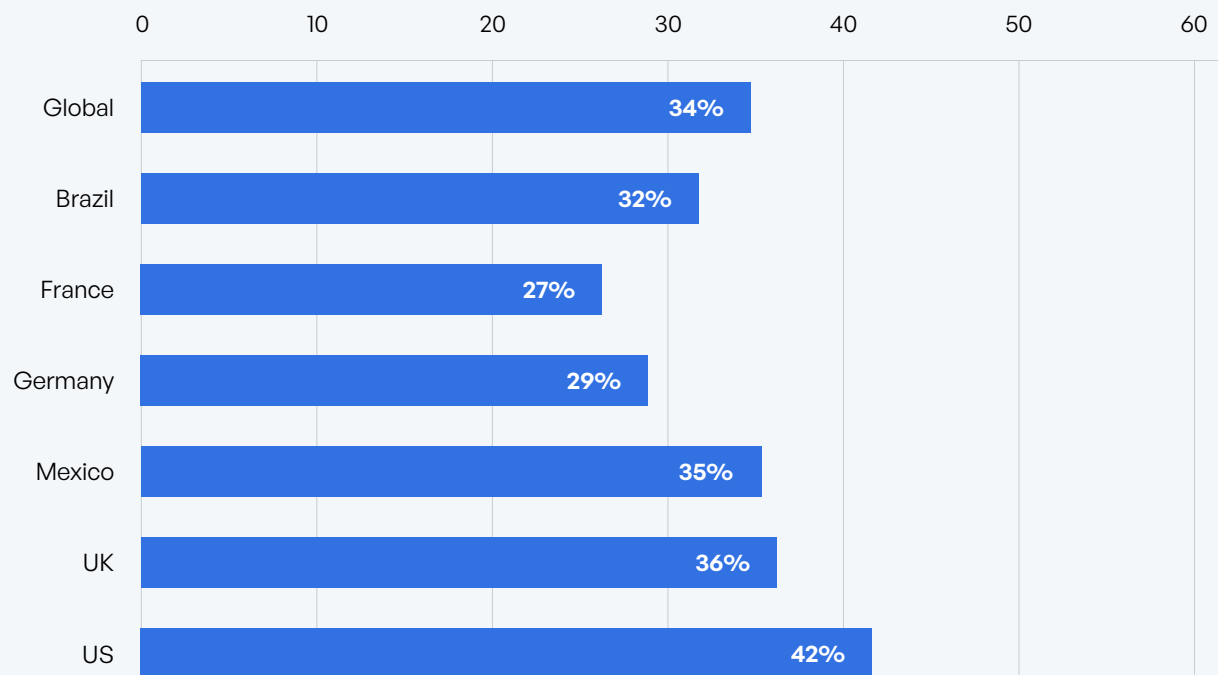| Country	Percentage
Global	34%
Brazil	32%
France	27%
Germany	29%
Mexico	35%
UK	36%
US	42%

How Product Content Shapes Experiences and Behavior

In the last 6 months (i.e., since November of 2024), have you done the following?

Returned a product because it did not meet your expectations based on the information you had available about that product while shopping

Response:

Yes, I have done this in the past 6 months

Country	Percentage
Global	21%
Brazil	16%
France	17%
Germany	24%
Mexico	19%
UK	20%
US	31%
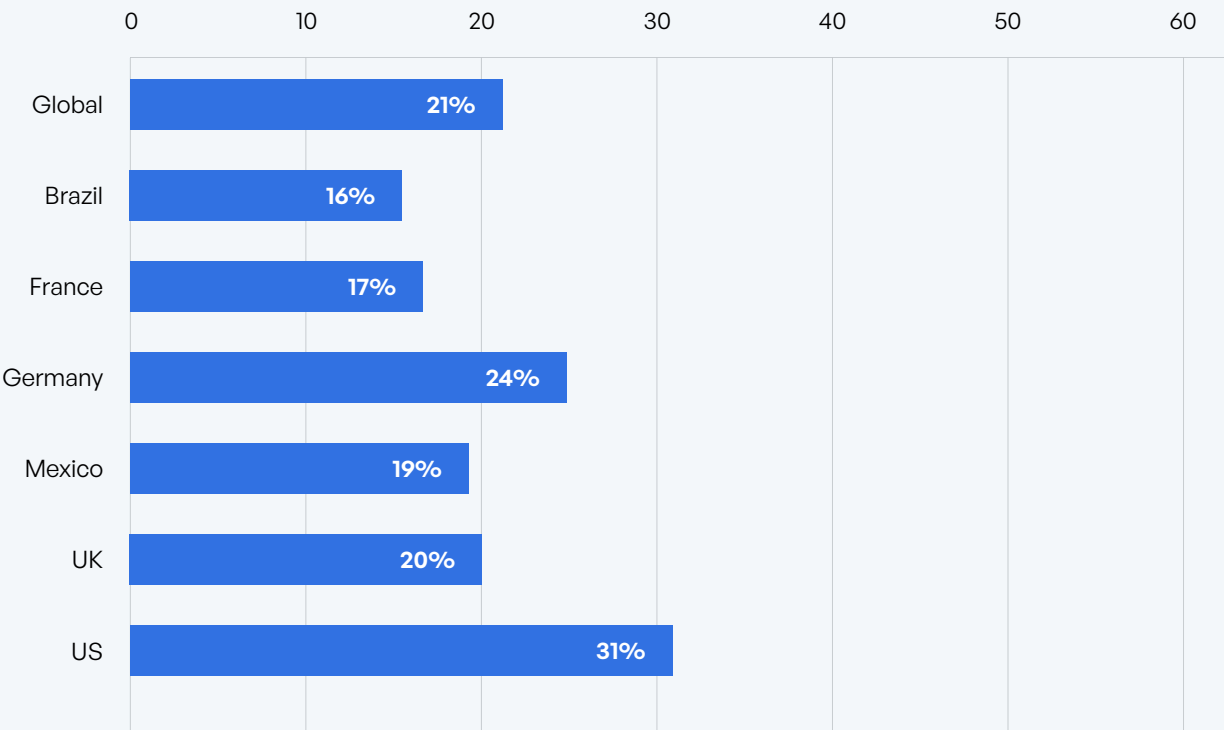
How Product Content Shapes Experiences and Behavior

Rates of abandoned purchases, disappointing products, and returns due to unmet expectations were down across the board over the last year, according to consumers – a good sign for brands and retailers prioritizing their product experiences.

US shoppers were more likely to recount poor product experiences at a slightly greater rate than their global counterparts. And they were especially more likely to return a product because of it.

The rate of purchase abandonment due to lack of available product information was down year over year, but still remains concerningly high across markets with 44% of global consumers noting they had done it recently.

CapitalOne Shopping: Retail Return Rate Statistics

Takeaway

Product Experience Management is Synonymous with Consistency

Out of date, inconsistent and incomplete data and assets diminish brand trust. They can directly influence lost sales, poor customer experiences, and expensive product returns.

Despite consumers reporting fewer returns due to their unmet expectations from posted product content, the numbers are still significant. In the US, shoppers returned $686 billion in total merchandise through 2024.* If 10% of those were caused by poor content setting the wrong expectations, US brands and retailers lost about $69 billion in reversed sales last year.

Fortunately, driving greater content consistency throughout the shopping experience is possible with comprehensive Product Experience Management (PXM), providing consumers a consistent, satisfying experience from consideration to purchase and beyond.

Combining rigorous data governance empowered by Product Information Management (PIM), broad automated content syndication across the marketplace, and precise content performance monitoring through analytics turns disappointed shoppers into loyal, repeat buyers.
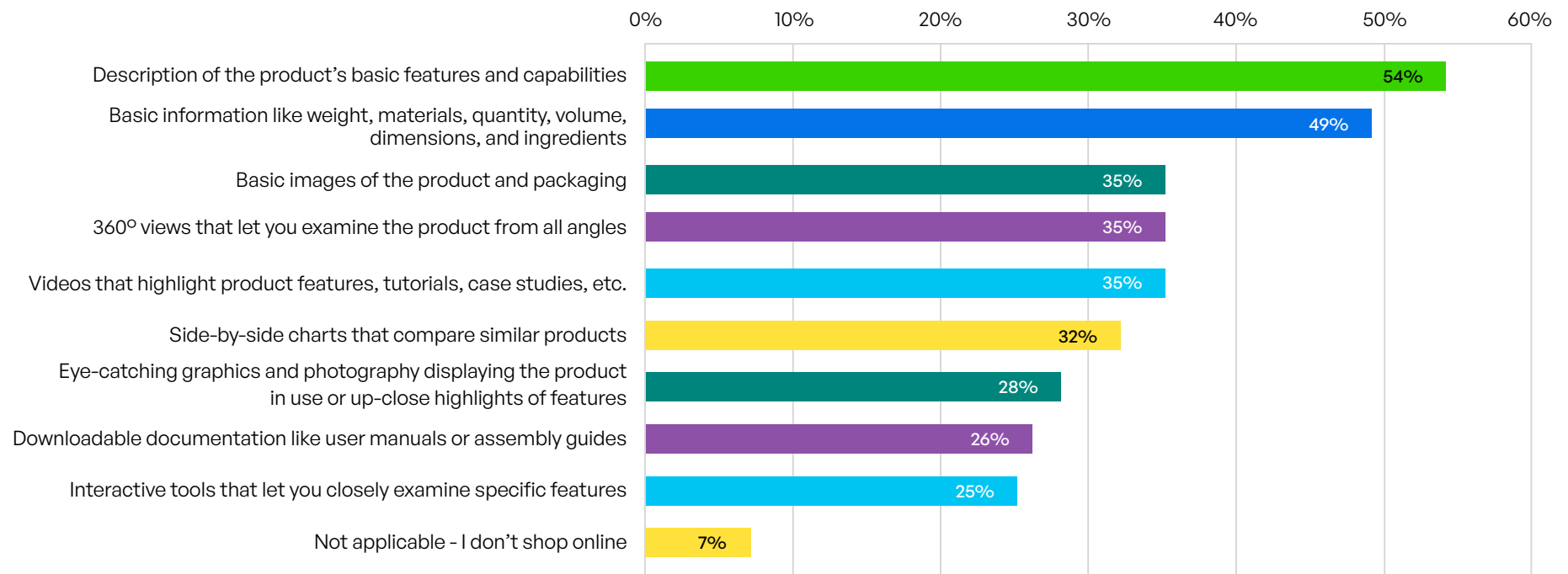
The Product Content That Drives E-Commerce Sales

As the proportion of sales happening online continues to grow, competition to stand out on the digital shelf is heating up. Exceptional experiences on the Product Detail Page (PDP)—where online shoppers can learn about a product—are a vital way to differentiate a product and win purchase decisions.

E-commerce pages and app listings can host a variety of digital content and web experiences, from basic descriptive product data to advanced interactive media. We asked online shoppers around the world which product experiences they look for when considering products:

Online Product Content That Leads to Purchase

When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page? Please select all that apply.

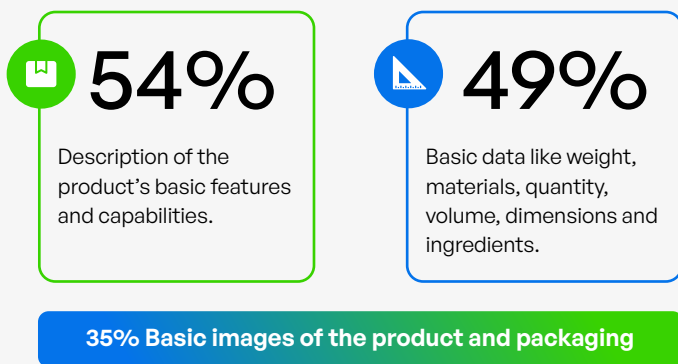| Content	Percentage
Description of the product's basic features and capabilities	54%
Basic information like weight, materials, quantity, volume, dimensions, and ingredients	49%
Basic images of the product and packaging	35%
360° views that let you examine the product from all angles	35%
Videos that highlight product features, tutorials, case studies, etc.	35%
Side-by-side charts that compare similar products	32%
Eye-catching graphics and photography displaying the product in use or up-close highlights of features	28%
Downloadable documentation like user manuals or assembly guides	26%
Interactive tools that let you closely examine specific features	25%
Not applicable - I don't shop online	7%

*McKinsey: What is e-commerce?

The Product Content That Drives E-Commerce Sales

The data reveals a powerful truth: consumers consistently gravitate toward fundamental product content when browsing a PDP, with basic descriptions, facts, and images maintaining their position as the top purchase influencers. This finding aligns with results from our previous research studies.

Basic product data isn't just a helpful nice-to-have—it shapes a make-or-break moment where shoppers instantly determine if they've found their match. It's the critical split-second where quantity, style, and functionality align with their needs, making comprehensive core product content the difference between a sale and a bounce. Brands that master this moment are positioned to influence the entire customer journey.

Content That Leads to Purchase

When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page? Please select all that apply.

54% Description of the product's basic features and capabilities.

49% Basic data like weight, materials, quantity, volume, dimensions and ingredients.

35% Basic images of the product and packaging

Takeaway

Fundamentals First

From a product experience perspective, customers want fundamental content that helps them feel confident about their purchase decisions.

Brands without the resources or expertise to generate and verify high-quality content for their catalog can partner with firms that specialize in capturing essential data and imagery suitable for most basic use cases.
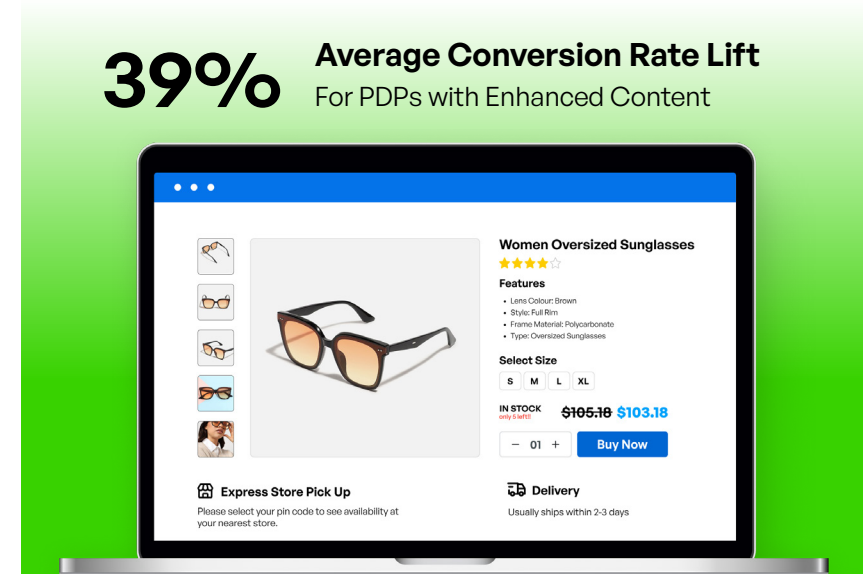
Once this essential content is ready, networks like the Global Data Synchronization Network (GDSN) are a good starting point for reliably sourcing or distributing it across different platforms and retailers.

The Product Content That Drives E-Commerce Sales

Enhanced Content: The PDP Differentiator

Consumers reported significant interest in a broad selection of more complex, sophisticated product information and experiences when making purchases online.

Many retail and e-commerce websites have enabled 'Enhanced Content'—rich media and assets—to distinguish their customer experience and catch the fleeting attention of online shoppers.

39% **Average Conversion Rate Lift**
For PDPs with Enhanced Content

Women Oversized Sunglasses

Features
- Lens Colour: Brown
- Style: Full Rim
- Frame Material: Polycarbonate
- Type: Oversized Sunglasses

Select Size
S M L XL

IN STOCK
only 5 left!! ~~$105.18~~ $103.18

− 01 + Buy Now

Express Store Pick Up
Please select your pin code to see availability at your nearest store.

Delivery
Usually ships within 2-3 days

# The Product Content That Drives E-Commerce Sales

Video: The Rising Star

Interest in all kinds of Enhanced Content surveyed was substantial, but two types of online PDP experiences stood slightly above the rest with 35% of global shoppers noting they would increase openness to a purchase.

The first, 360º product view experiences which let browsers inspect a digital representation of a product from all angles, has been the leading Enhanced Content type for every edition of The State of Product Experience.

This year, 360º views were joined at the top for the first time by video content. Videos empower brands to tell product stories with captivating visuals, animations, and audio, and it's no surprise online shoppers would be intrigued by compelling product use case examples or how-to guides. Brazilian consumers were especially interested in video content, with 52% noting that it would make them more open to purchase.

Even the least in-demand elements pulled impressive numbers: interactive tours and downloadable documents had one in four consumers saying it would make them more open to purchase despite coming in at the bottom of the list. Combine all the elements together to build the foundation for an irresistible e-commerce experience.
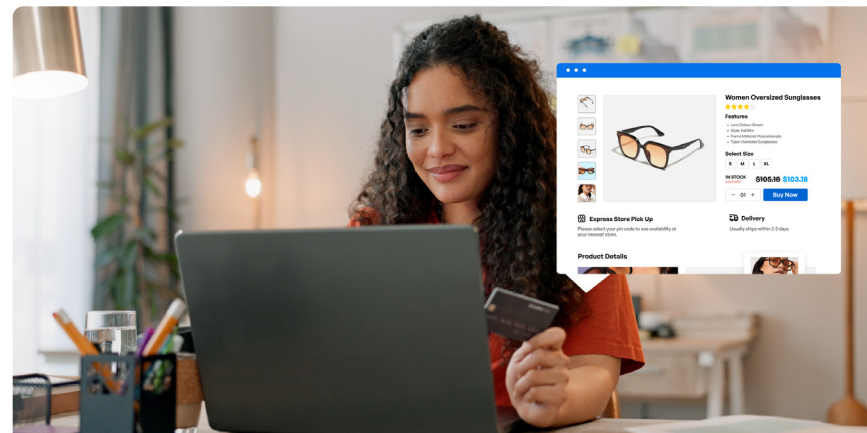
Content That Leads to Purchase

When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page? Please select all that apply.

35%
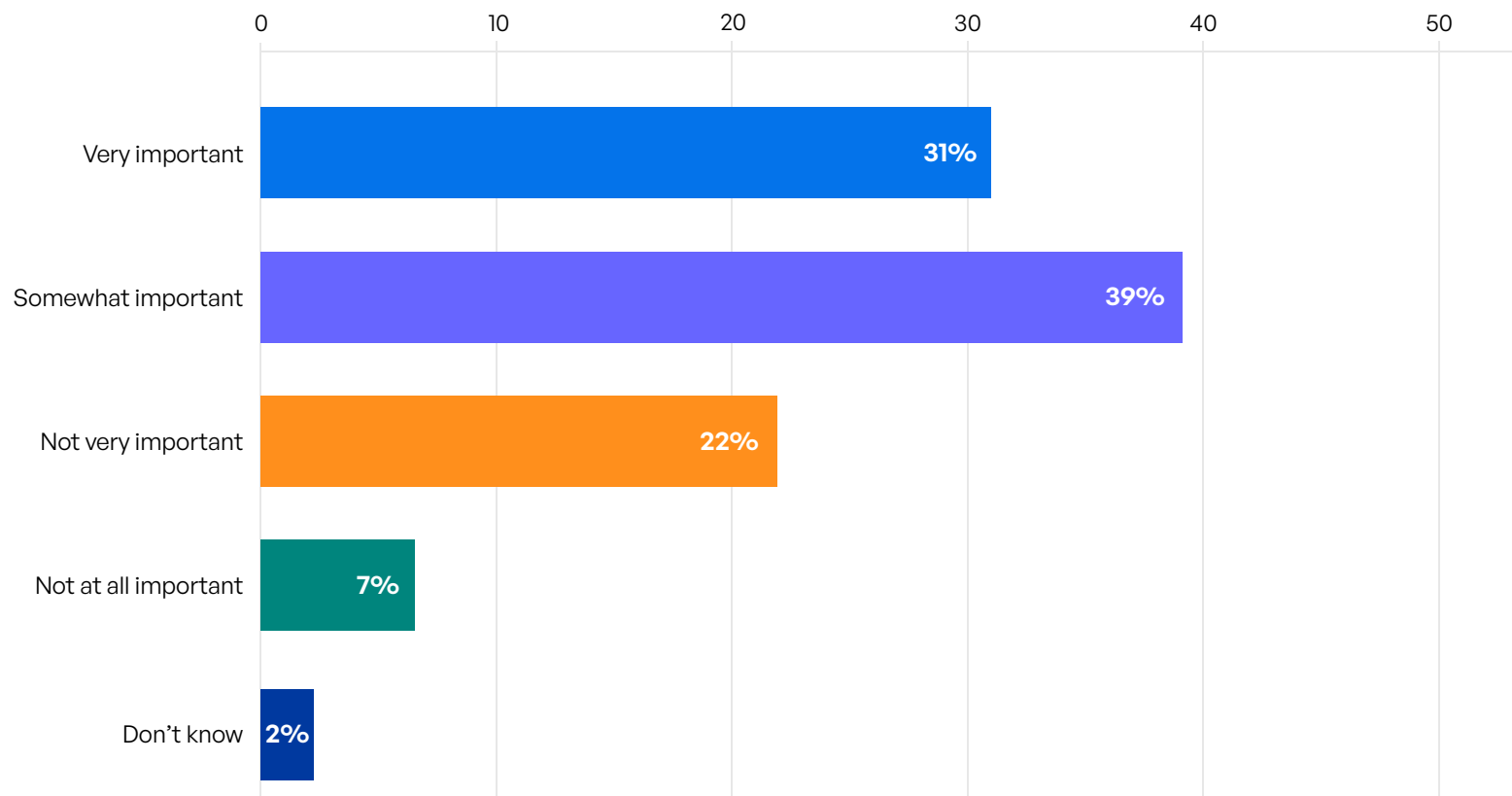**360º views** *that let you examine the product from all angles*

35%
Videos *that highlight product features, tutorials, case studies, etc.*

High Interest in Product Origins

How important, if at all, is it for you to be able to find information about a product's country or region of origin (e.g., made in, assembled in, ingredients from) when considering whether to purchase a product?

Response	Percentage
Very important	31%
Somewhat important	39%
Not very important	22%
Not at all important	7%
Don't know	2%

Consumers around the world said they placed a premium on knowing where the products they were considering were made, sourced, and built. 70% consider easy access to information like where a product is from as somewhat or very important. This data is also often necessary for regulatory compliance in some markets.

High Interest in Product Origins

Brazilian and Mexican consumers put the greatest importance on finding nation of origin information. In Brazil, a whopping 55% of shoppers said it was 'Very Important,' sending a clear message to brands and retailers participating in that market. Demand for this data was fairly even across age groups with no major trends or outliers.

How important, if at all, is it for you to be able to find information about a product's country or region of origin (e.g., made in, assembled in, ingredients from) when considering whether to purchase a product?

Responded: Somewhat or Very Important

All: 70%

US: 67%

UK: 62%

Germany: 67%

France: 68%

Brazil: 83%

Mexico : 76%

Takeaway

Master Your Supply Chain

A large majority of global shoppers expect accessible information about the origins of the products they're buying. Tracking where products were sourced and assembled has additional importance in navigating international trade in an unpredictable tariff environment and managing complicated logistical challenges like product recalls.
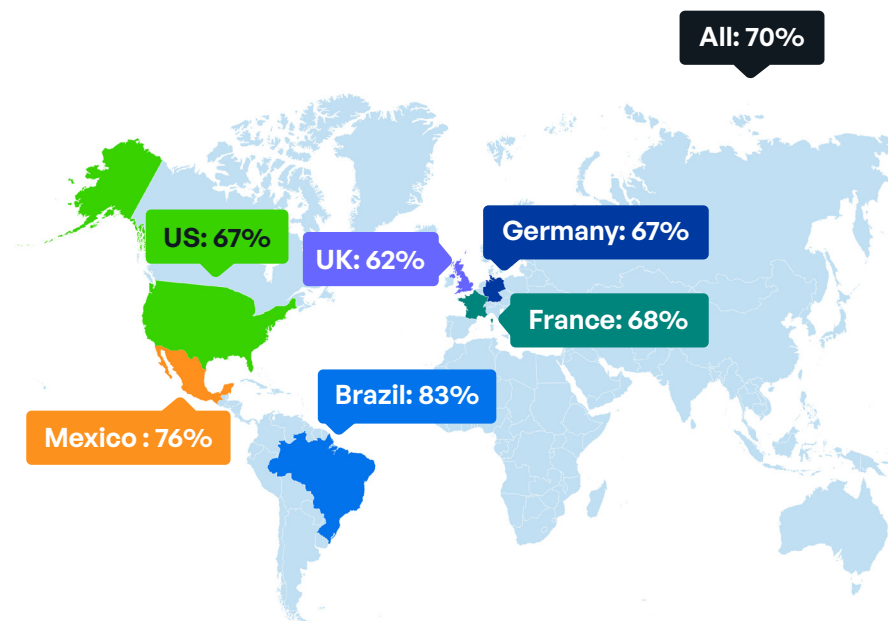
Creating and validating supply chain data can be a complex task. Master Data Management technology is the best way to track products and components as they travel from suppliers to manufacturers to warehouses to shelves.
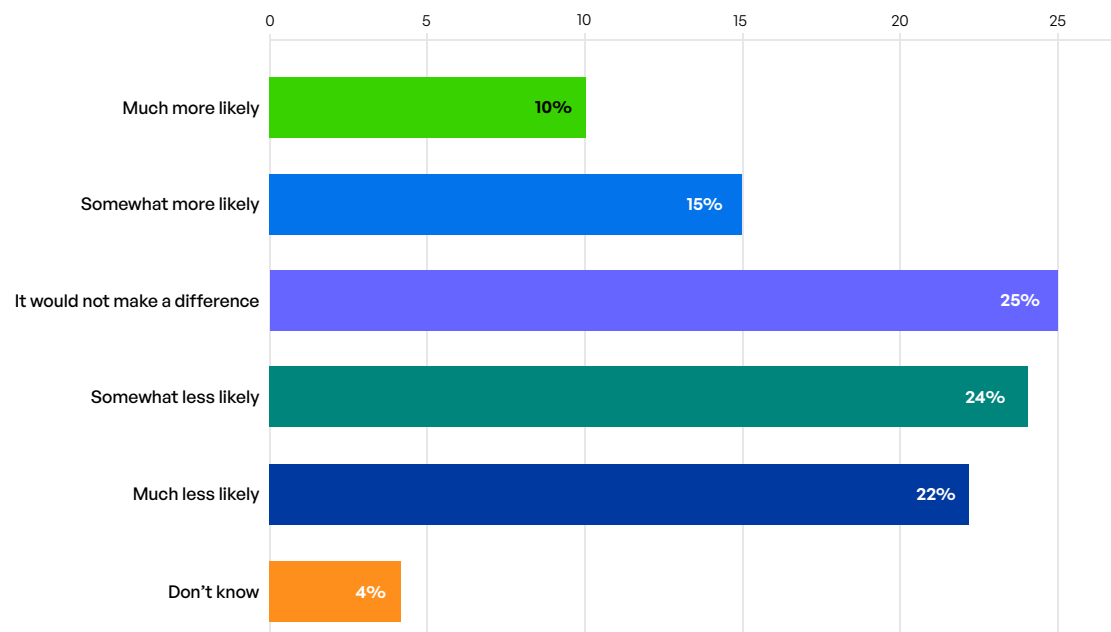
Greater Product Scrutiny in an Uncertain Economy

The global economy and markets experienced a lot of change heading into 2025. Consumers are responding to that in part with greater scrutiny of the products they're purchasing and greater skepticism of items with incomplete content.

46% of global consumers said they are somewhat or much less likely to purchase items that have limited product information now vs six months ago. In comparison, about 25% responded they would be more likely over that period. That may indicate shoppers are becoming more conservative with purchase decisions and taking greater care to ensure they're getting exactly what they want.

This data suggests one of the best ways for brands to make themselves resilient to shifting markets and dipping consumer sentiment is with abundant, high-quality product information available at the right place and time.

Compared to 6 months ago (i.e., since November 2024), are you more or less likely to purchase an item online if it has limited product information (e.g., minimal descriptions, few images, lack of detailed specifications, etc.)?

Response	Percentage
Much more likely	10%
Somewhat more likely	15%
It would not make a difference	25%
Somewhat less likely	24%
Much less likely	22%
Don't know	4%

Greater Product Scrutiny in an Uncertain Economy

Consumers in the US, UK, and Germany expressed the largest negative change in likelihood to purchase products with incomplete content vs six months ago, at about 50% each. French shoppers were considerably less likely to have changed their behavior than others around the globe.

Takeaway

Investing in Digital Content is Investing in Resilience

In times of uncertainty, confidence is a premium commodity. If consumers are tightening their purses or less confident about product availability due to trade policies and economic factors, they're likely to be more discerning about the products they choose to buy and pass on items that don't pass their heightened scrutiny.

For firms looking to fortify themselves from economic uncertainty and mitigate risk, the product experience is an evergreen investment that pays immediate dividends and builds resiliency for periods where consumers are raising standards for their purchases.

Responded: Somewhat or Much Less Likely

US: 51%
UK: 50%
Germany: 50%
France: 36%
Brazil: 43%
Mexico : 41%
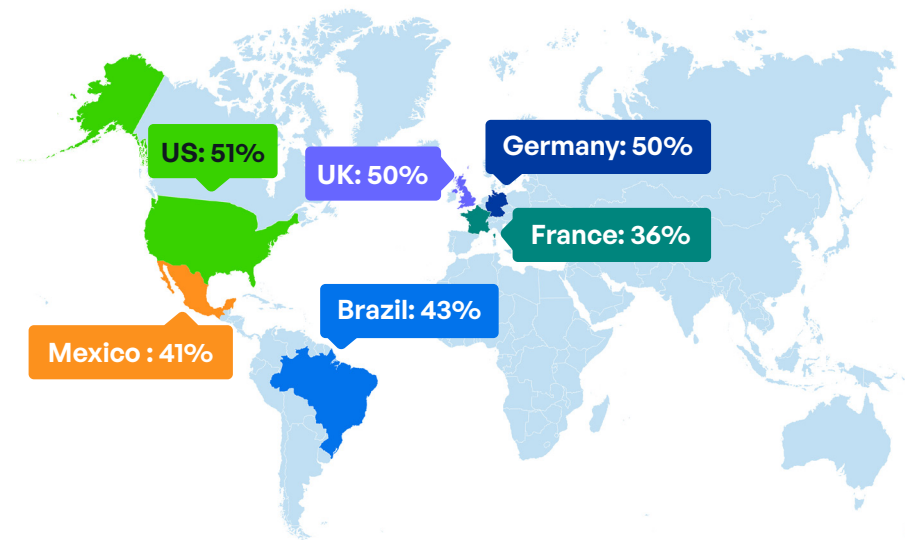
Data Overview: Breakdown By Gender

Response rates were nearly identical for surveyed male and female consumers for most questions asked. Though differences in results across genders were mostly negligible, there were a few interesting deviations in reported experience and preference.

For instance, men were somewhat more likely to say having downloadable documents like user guides or assembly manuals on a product page would make them more open to a purchase (30%) than women (22%). They also valued side-by-side comparison charts at a higher rate (34% vs 29%).

Women were slightly more likely to note they had been disappointed by a recent purchase based on expectations set by product content (36% vs 31%), and also more likely to have returned a product because of it (23% vs 19%).

Data Overview: Brazil

The Brazilian market appears to be among the most unique when it comes to product experiences, preferences and behaviors, with several significant deviations from the global average in their responses.

Brazilians are a large outlier in their most sought-after content on e-commerce product pages. 52% listed video content as making them more likely to make a purchase (vs a global average of 35%), more than any other type of product content. This is the only time in any edition of The State of Product Experience research that a content type other than basic information and images was at the top of the list of content likely to drive a purchase.

Brazilian consumers were also twice as likely to have loyalty to brands that supplied accessible, easy-to-find product information, and placed the highest premium on nation of origin information of any region surveyed.
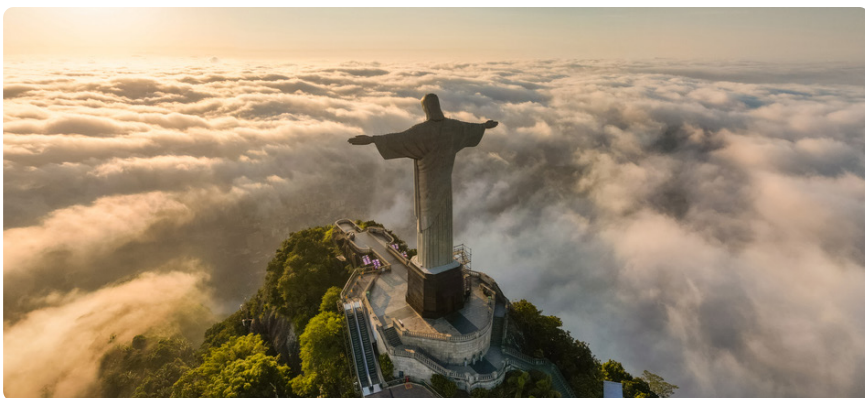
When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page?

Most selected choice:

Brazil	Global
Video	**Basic product description**

How much more likely are you to turn to a brand and/or store first in the future if you are able to quickly find all the information you want about a product when shopping?

Answer: Much more likely

Brazil	Global
59%	**28%**

How important, if at all, is it for you to be able to find information about a product's country or region of origin (e.g., made in, assembled in, ingredients from) when considering whether to purchase a product?

Answer: Net important

Brazil	Global
83%	**70%**

Data Overview: France

French consumers were the most unimpressed with inaccurate online product content, a full 10 points more likely to say that it diminished their perception of a brand.

Aside from basic product information, data and images, the rich content type most likely to support a purchase for French e-commerce shoppers was 360º views that let them examine the product from all angles.

Does it negatively impact your perception of a brand if their products are not accurately and completely represented online?

Answer: Yes, it does

France	Global
85%	**75%**

When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page?

Answer: 360º views

France

40%

Data Overview: Germany

Compared to consumers in other markets, Germans had significantly less loyalty to brands and stores that supply easily accessible product information.

They were overall less likely to say that various kinds of content were more likely to incentivize e-commerce purchases than the global average, perhaps indicating that they are especially difficult to impress or look elsewhere when forming their brand and product opinions. Of the Enhanced Content options listed, they said side-by-side charts were most likely to make them open to a purchase online (32%).

Interestingly, German consumers consistently reported negative product experiences at a lower rate than the rest of the world.

How much more likely are you to turn to a brand and/or store first in the future if you are able to quickly find all the information you want about a product when shopping?

Answer: Net more likely

Germany	Global
55%	**74%**

In the past 6 months (i.e., since November 2024), which, if any, of the following have you done while shopping?

	Global	Germany
Noticed an item on a physical store shelf appearing differently (e.g., with a different model, packaging, size, etc.) than it did on a website, advertisement, catalog, or other representation	**26%**	**18%**
Abandoned a potential purchase (online or in-store) because you could not find sufficient information about a product	**44%**	**37%**
Encountered inconsistent or contradictory information about a product from different sources (i.e., through different eCommerce sites, stores, or promotional materials)	**19%**	**15%**
Been disappointed by a product you purchased that did not meet your expectations based on information you read about it online	**34%**	**29%**

Data Overview: Mexico

Mexican survey respondents were very likely to reward a brand or store with return visits if they were provided with easy-to-find product information, with 93% noting it made them much more, somewhat, or a little bit more likely to go back to that provider first.

Consumers in this market were by far the most likely to report inconsistent depictions of products across channels.

The Enhanced Content type most appealing to online shoppers in this demographic was "videos that highlight product features, tutorials, case studies, etc."

How much more likely are you to turn to a brand and/or store first in the future if you are able to quickly find all the information you want about a product when shopping?

Answer: Net more likely

Mexico	Global
93%	**74%**

In the past 6 months (i.e., since November 2024), which, if any, of the following have you done while shopping?

Answer: Noticed an item on a physical store shelf appearing differently (e.g., with a different model, packaging, size, etc.) than it did on a website, advertisement, catalog, or other representation

Mexico	Global
48%	**26%**

Data Overview: United Kingdom

Out of all the markets surveyed, UK consumers were generally close to the global average with few major outliers.

They were the least interested in country of origin data for products they were considering, though 62% still said it was somewhat or very important.

UK shoppers said they value basic product information and descriptions at especially high rates. For rich online media, side-by-side comparison charts made the biggest difference for driving sales, with 38% of respondents listing it as making them more open to a purchase.

How important, if at all, is it for you to be able to find information about a product's country or region of origin (e.g., made in, assembled in, ingredients from) when considering whether to purchase a product?

Answer: Net important

United Kingdom	Global
62%	**70%**
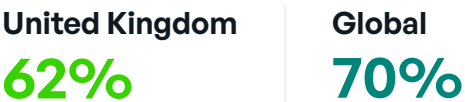
When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page? Please select all that apply.

	Global	United Kingdom
Basic information like weight, materials, quantity, volume, dimensions, and ingredients	**49%**	**58%**
Description of the product's basic features and capabilities	**54%**	**63%**

Data Overview: United States

American shoppers were also generally close to the mean with their survey responses.

Consumers in the U.S. were the most likely to return a product following a disappointing product experience by a significant margin, with 31% having recently brought or sent a product back.

By a narrow margin, Americans were most likely to say they've recently shifted their shopping behavior to avoid products with poor content.

360° views and comparison charts were tied for the content American e-commerce shoppers said most often would make them more interested in a product, at 39% each.

In the past 6 months (i.e., since November 2024), which, if any, of the following have you done while shopping?

Answer: Returned a product because it did not meet your expectations based on the information you had available about that product while shopping (online or in-store)

United States	Global
31%	**21%**

Compared to 6 months ago (i.e., since November 2024), are you more or less likely to purchase an item online if it has limited product information (e.g., minimal descriptions, few images, lack of detailed specifications, etc.)?

Answer: Net less likely

United States	Global
51%	**46%**

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Methodology

Analysis is based on responses to a representative general survey of 8,546 adults aged 18 or over from Brazil, France, Germany, Mexico, The United Kingdom, and The United States. Data collection was carried out using an online survey platform and administered by a reputable third party survey provider for accuracy and objectivity. Responses were collected over two weeks in April 2025.

Country	Respondents
Brazil	1,046
France	1,028
Germany	2,100
Mexico	1,051
UK	2,198
US	1,123

Syndigo is the global leader in product experience management (PXM), offering AI-native commerce data solutions that solve the hidden inefficiencies behind products in an end-to-end platform. Through a best-in-class fully integrated PXM solution comprising Master Data Management, Product Information Management, Core Syndication, Enhanced Content, and Digital Shelf Analytics, customers trust Syndigo to centralize product and business data, collaborate seamlessly with retailers, vendors, and partners, and optimize product experiences in real time, driving growth and customer loyalty. Our complete and composable solutions are flexible, extensible, and integrate easily into existing tech stacks.

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