



The State of Product Content 2024

Deciphering what consumers really want

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?

We developed **The State of Product Content** research report to resolve these questions and take the guesswork out of the wide and complex world of commerce for retailers and consumer brands. Our goal is to use this research to equip you with the hard evidence you need to shape your strategy and make the most of every sales opportunity.

For the second edition of this research report, we expanded our surveyed consumer base beyond the US to include key European markets: France, Germany, and the United Kingdom.

‘Product content’ for the purpose of this research and analysis is a broad term and can include any data, information, or media related to a product used to inform consumers or power business operations: everything from fundamental facts like weights and measurements to creative descriptions to images and videos.

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

The data is simultaneously refreshing and challenging, exciting and confounding. But most of all, we hope it’s tangibly useful to you in navigating a complicated, mercurial commerce ecosystem.











The Consumer has Spoken

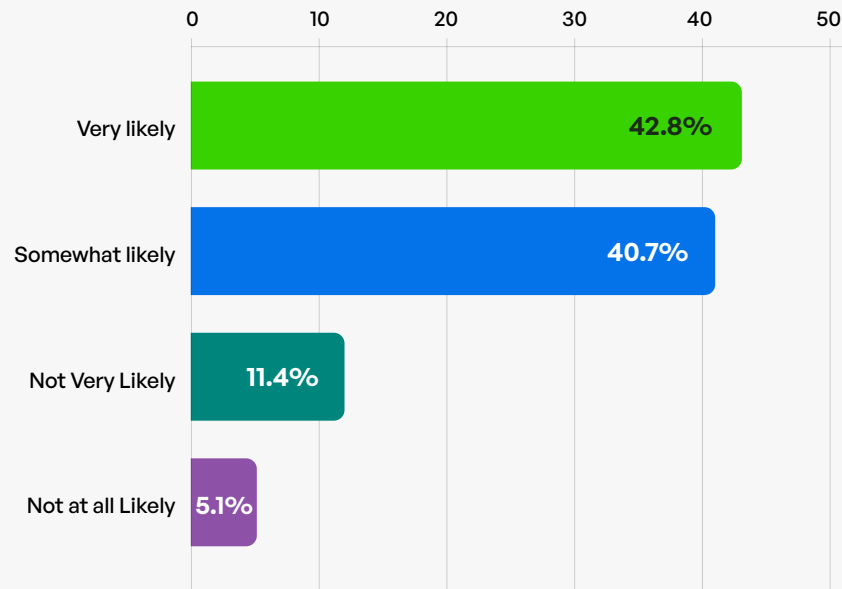
Are you listening?

Inside: What your customers think about product content

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Incomplete Product Information is an E-Commerce Killer

If a retail or e-commerce website does not provide enough information about the product it is selling, how likely are you to go to another site for your shopping?



The availability of product content continues to make an immediate, significant difference on the customer experience before and after purchase, both online and in-store.

More than 83% of global consumers express readiness to ditch one site for another if they can't find sufficient or satisfactory product information, which could include anything from basic weights and dimension or ingredients to comprehensive pictures and descriptions.



Incomplete Product Information is an E-Commerce Killer

Global Breakdown: Brits Less Patient

The response rates hold roughly flat across age and sex demographics, but there is some interesting variance across regions.

UK shoppers show a good deal less tolerance for a poor product content experience, with 89% expressing readiness to ditch one site for another, necessitating some introspection for brands competing in that market. On the other end of the data spectrum, German consumers indicated slightly more patience.

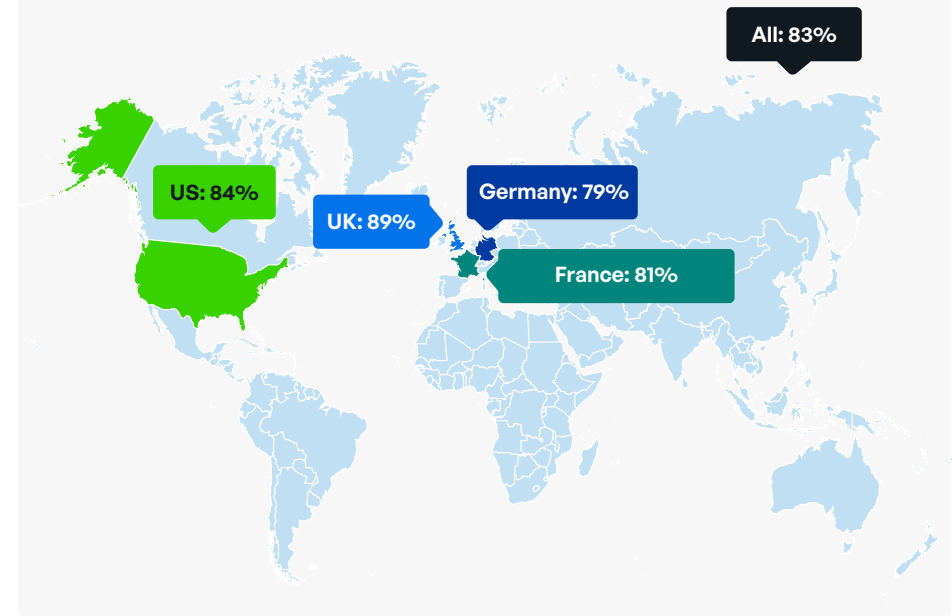
Takeaway

Brands and Retailers are on the Clock

Customers expect to get what they want, when and how they want it. When they can't find the information they expect, almost all will quickly abandon a purchase—or even a store or site entirely—in pursuit of an alternative.

The obvious solution: give them what they want. Comprehensive, quality information available across channels is essential to keep consumers coming to your products or store, and a reliable way steal them away from competitors who aren't keeping up.

If a retail or e-commerce website does not provide enough information about the product it is selling, how likely are you to go to another site for your shopping?



Beyond the Shelf: Brand Affinity and Loyalty

Much as the quality of a product suite or the customer service experience influences brand perception, consumers also factor the consistency and availability of product content into their regard for product manufacturer or the retailer. A clear majority (73%) think less of a brand if they find incomplete or inaccurate information about its products online.

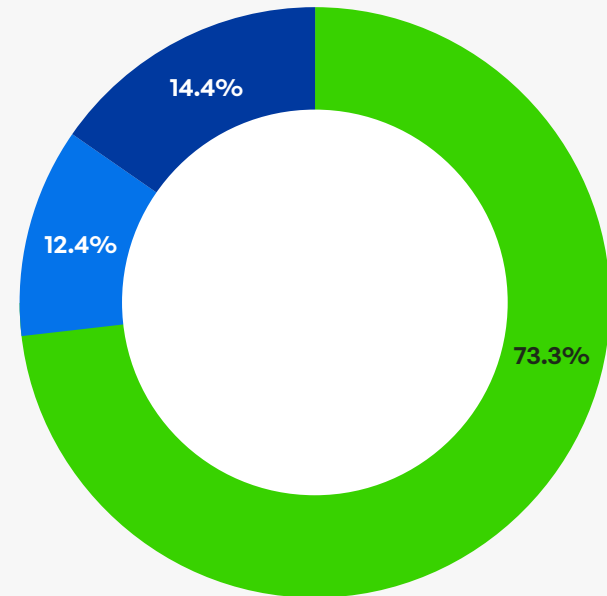
Importantly, this preference is revealed not just in e-commerce but across the board, including circumstances where in-store shoppers are looking for additional information online.



Impact of Product Content on Brand Perception

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

Yes, it does No, it does not Don't know/not sure



Beyond the Shelf: Brand Affinity and Loyalty



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'



Rising Relevance of Product Content to the Broader Brand

This result is quite a bit higher than what consumers reported in the previous year. In 2023 only 62% strongly tied availability, completeness, and quality to brand perception.

This indicates consumers may be putting more stock in how well a brand presents its products when determining how much they like and trust that brand, with important long-term implications for first-choice purchases.

Beyond the Shelf: Brand Affinity and Loyalty

Overall, global consumers overwhelmingly report tying their consideration of brand image to the quality and availability of product content. Generally, European views appear to be slightly more influenced by product content online (or the lack thereof) when it comes to evaluating brands.

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

	USA	EUROPE
Yes	68%	74%
No	16%	12%
Don't Know	16%	14%

Takeaway

The Battle of Brands Extends to the Digital Shelf

Brand preference and customer loyalty is a constant battle that extends to the digital shelf. The product information, images and messaging there needs to match and reflect the rest of the brand in tone, style, and voice to establish a consistent, memorable experience.

Important Tools for a Bulletproof Brand Experience

Enhanced Content

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

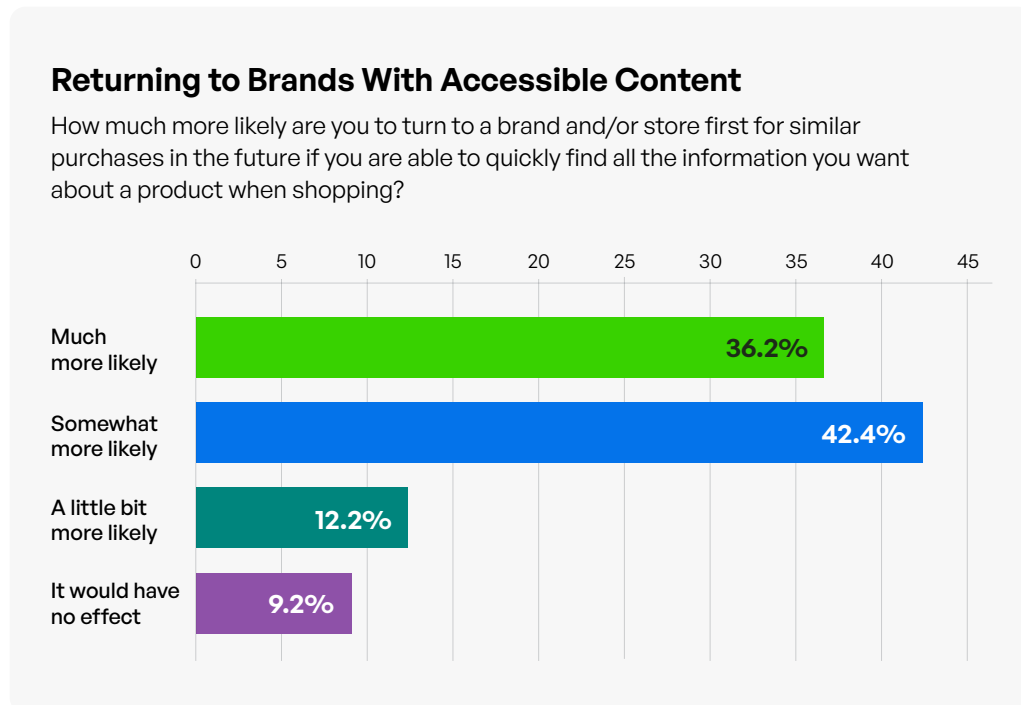
Compare-With-Live Analytics

Real-time monitoring of content published online to ensure everything submitted appears as intended and represents the brand appropriately.

Beyond the Shelf: Brand Affinity and Loyalty

Great customer experiences leave positive impressions that inspire shoppers to come back for more. This seems especially true for providing readily available product information: a whopping 91% of consumers are more likely to return to a brand and/or retailer if they can efficiently find what they need to know about the products they're browsing.

This net figure is roughly flat year over year and consistent across age groups and sexes. There is some interesting regional variance, however. For instance, UK consumers report being 'Much more likely' to return after a positive product content experience at twice the rate of German shoppers. One general trend emerging from the data is that UK consumers are especially likely to walk away from a poor experience, but are also more likely to show loyalty following a good one.



Response:

Much more likely to return

Country	Percentage
UK	48%
Germany	24%

Takeaway

Growing Lifetime Value

An abundance of product data and content available on demand is one of the most cost-effective ways to connect with consumers and build loyalty that translates to long-term.

Carefully evaluate your user experience across channels and monitor it with digital shelf analytics to ensure shoppers can always find what they want quickly.

Product Content Defines the Customer Experience

As the results from the following pages show, product information has an impact before, during and long after recent buying experiences for shoppers around the world, including a period that covered a critical holiday season.

Globally, the news is mixed for retailers and consumer brands.

Overall, both retailers and brands were fairly effective in making sure items were depicted consistently across channels; just one in five consumers reported noticing discrepancies in how products were presented on the physical shelf vs various media, and 28% encountered conflicting or contradictory product information from different sources.

These figures show there's still room for improvement and point to a need for more rigorous Product Information Management and delivery methods.



Results were less encouraging on other fronts. The shopper continues to be less forgiving when considering the information provided to them when making their purchases:

↑ 50%

of shoppers abandoned a purchase when they couldn't find sufficient information about it online (up 8% YoY)

↑ 43%

43% were disappointed by a purchase because it didn't meet expectations set by information online (up 2% YoY)

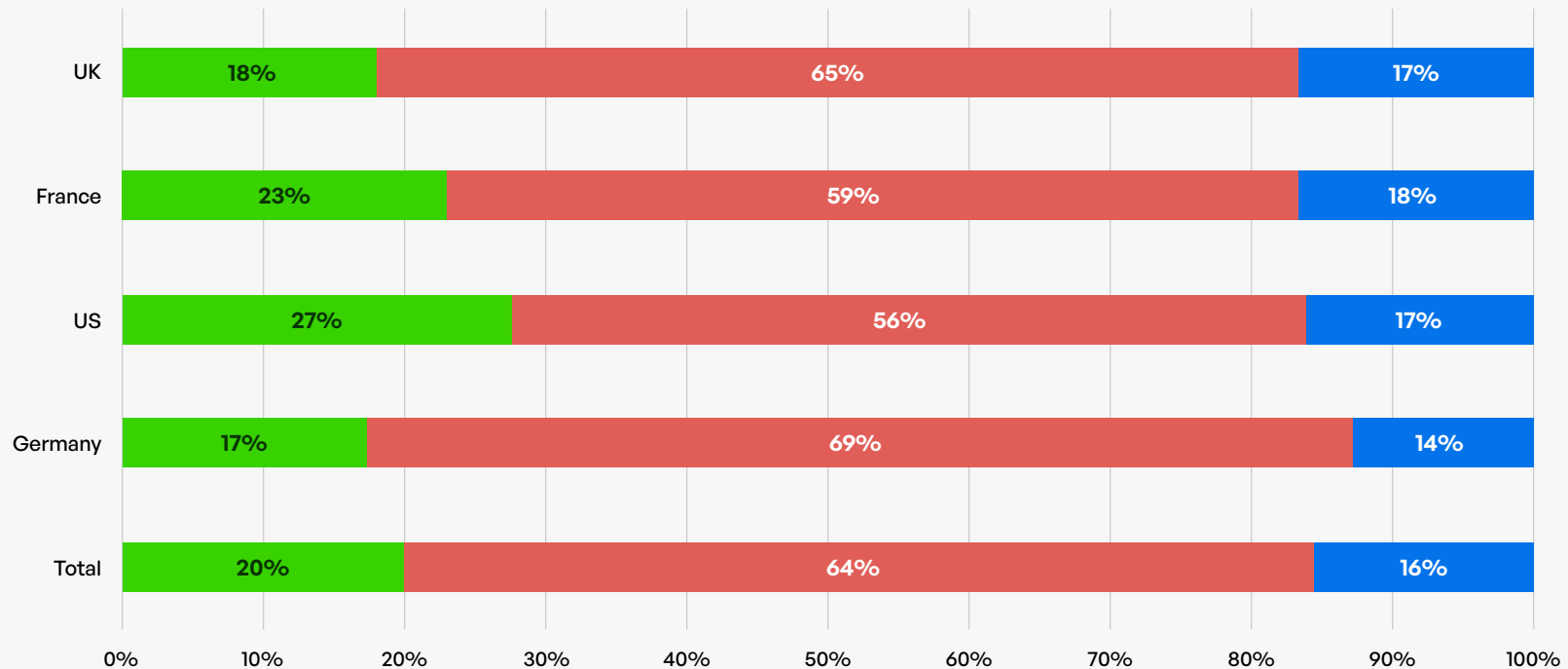
↑ 35%

returned a purchase because it didn't meet expectations based on information available when shopping (up 3% YoY)

Product Content Defines the Customer Experience

In the last 6 months (i.e., since October of 2023), have you done the following? Please select the option that best applies.

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



Yes, I have done this in the past 6 months

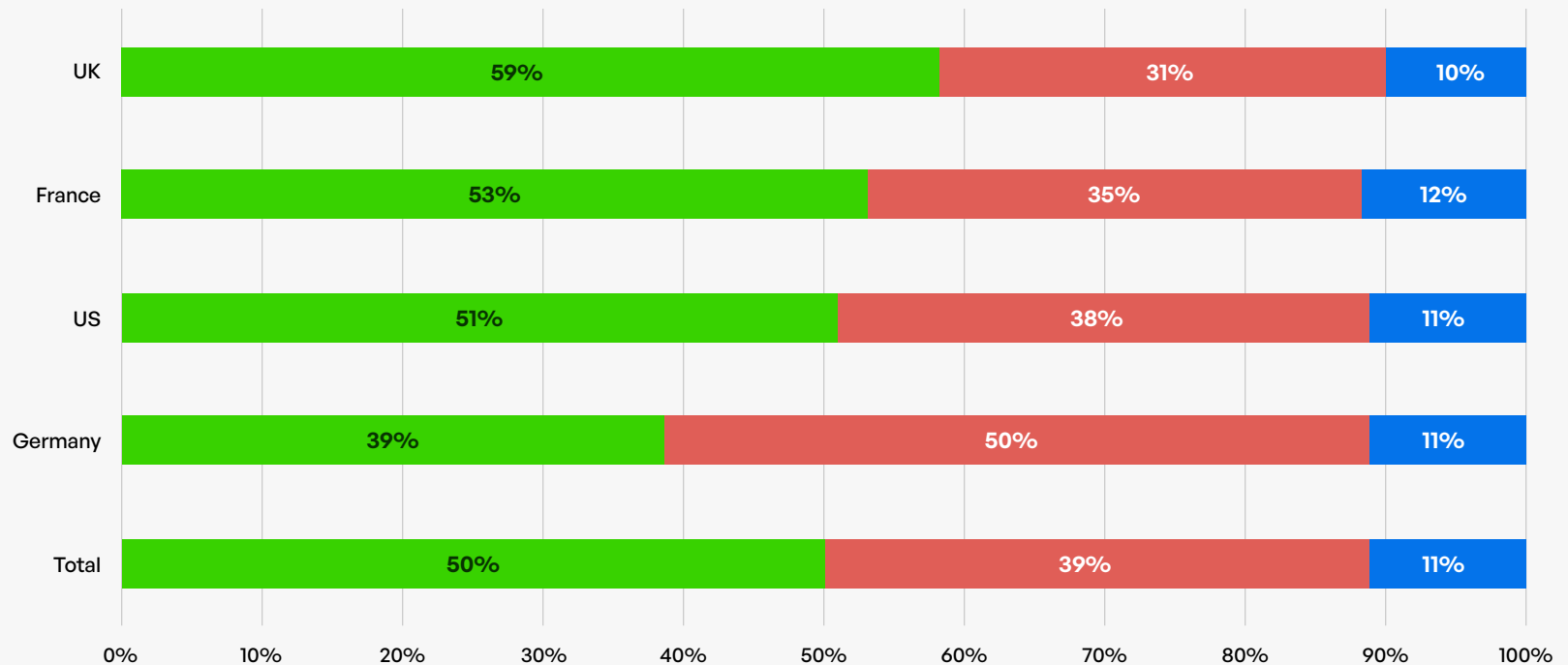
No, I have not done this in the past 6 months

Don't know/Not sure

Product Content Defines the Customer Experience

In the last 6 months (i.e., since October of 2023), have you done the following? Please select the option that best applies.

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



Yes, I have done this in the past 6 months

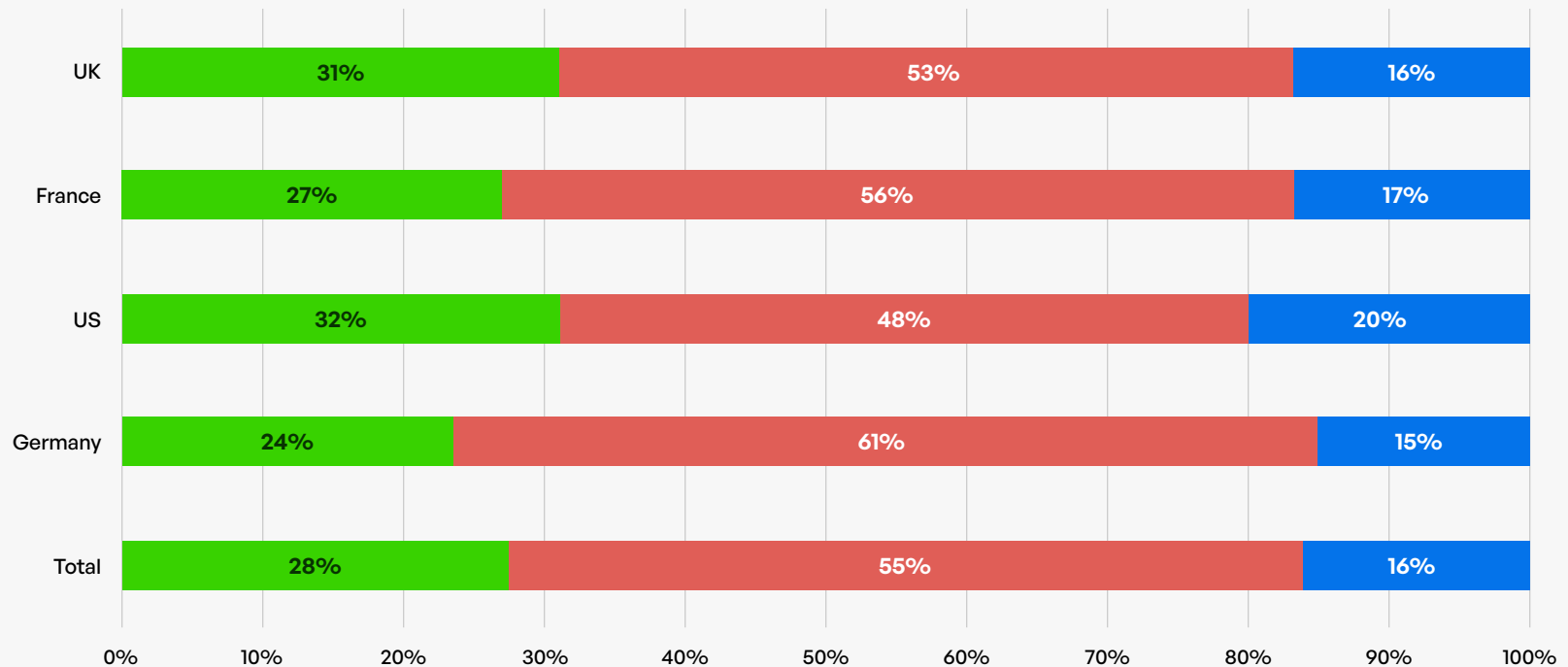
No, I have not done this in the past 6 months

Don't know/Not sure

Product Content Defines the Customer Experience

In the last 6 months (i.e., since October of 2023), have you done the following? Please select the option that best applies.

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



Yes, I have done this in the past 6 months

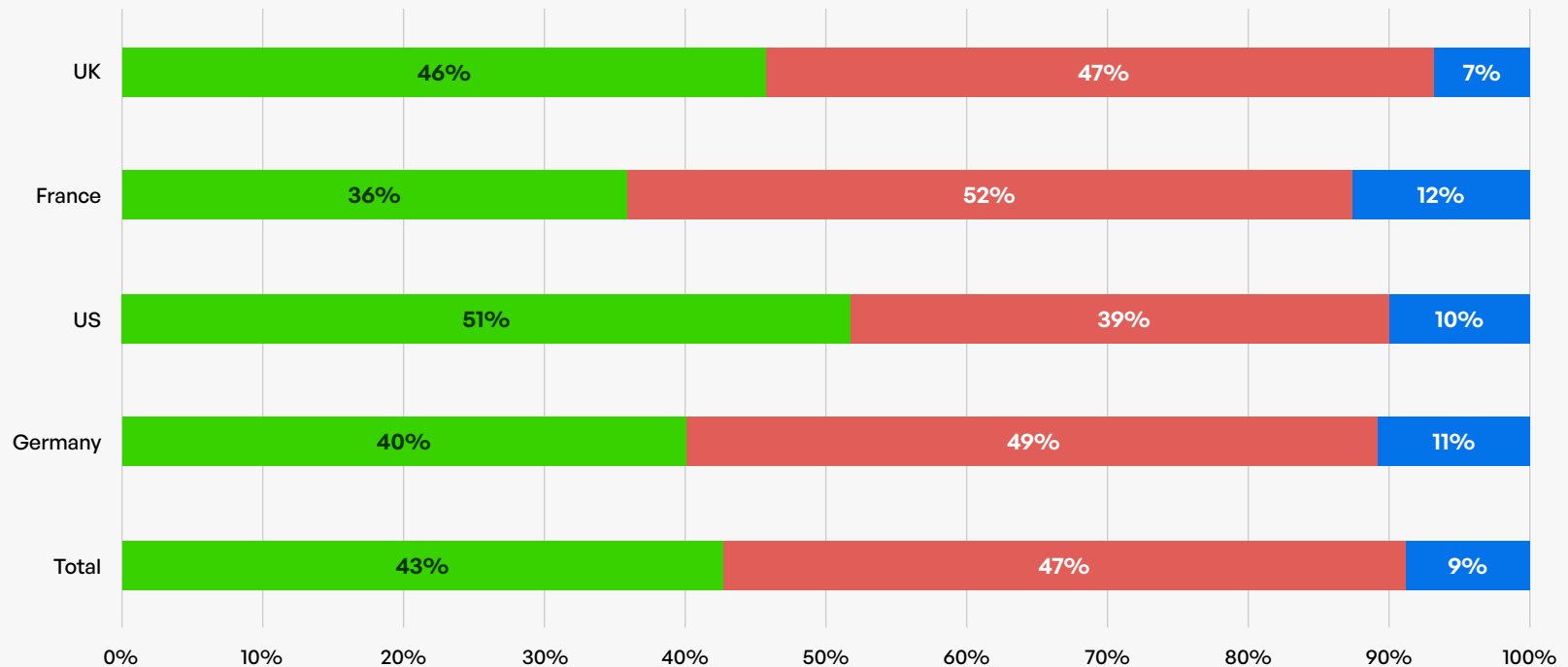
No, I have not done this in the past 6 months

Don't know/Not sure

Product Content Defines the Customer Experience

In the last 6 months (i.e., since October of 2023), have you done the following? Please select the option that best applies.

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



Yes, I have done this in the past 6 months

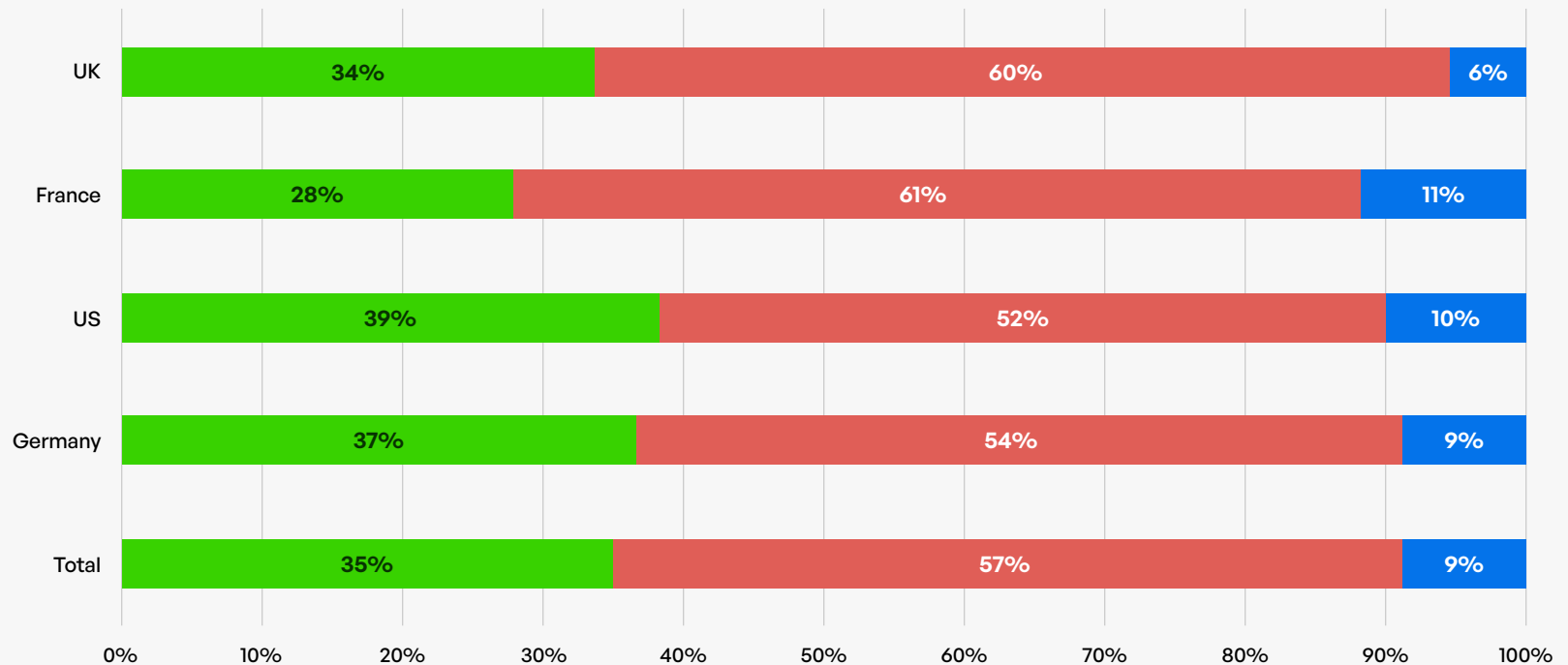
No, I have not done this in the past 6 months

Don't know/Not sure

Product Content Defines the Customer Experience

In the last 6 months (i.e., since October of 2023), have you done the following? Please select the option that best applies.

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



Yes, I have done this in the past 6 months

No, I have not done this in the past 6 months

Don't know/Not sure

Product Content Defines the Customer Experience

Overall, American shoppers generally recounted poor experiences at a greater rate than their European counterparts. They were also more likely to respond negatively when they felt misled or disappointed by expectations set by product content, with 39% going so far as to return at least one product.

Reflecting other trends of their impatience while shopping, UK consumers reported significantly greater rates of purchase abandonment due to a lack of available information than other nationalities, with over 59% having abandoned one or more purchases.

Of the markets surveyed, Germany shoppers were generally the most satisfied with product content experiences.

Takeaway

Poor Content Experiences are Eroding Bottom Lines

A concerning number of consumers report dissonance in what they learn, see and hear about a product in one place vs what they experience in other channels, at the digital or physical shelf, or once they've made a purchase.

Conflicting, incorrect, outdated data and assets erodes brand trust and can be directly tied to missed sales opportunities, negative experiences, and costly return processes.

Perhaps most frustrating for brands and retailers is the avoidability of these negative experiences. It's one thing to lose a sale to a competitor, and another to lose it because a product image is unavailable or a description is out of date.

Rigorous data governance empowered by Product Information Management (PIM) technology and precise content monitoring through analytics can turn costly returners and unhappy shoppers into loyal, repeat buyers.

The Right Formula for Irresistible Product Pages

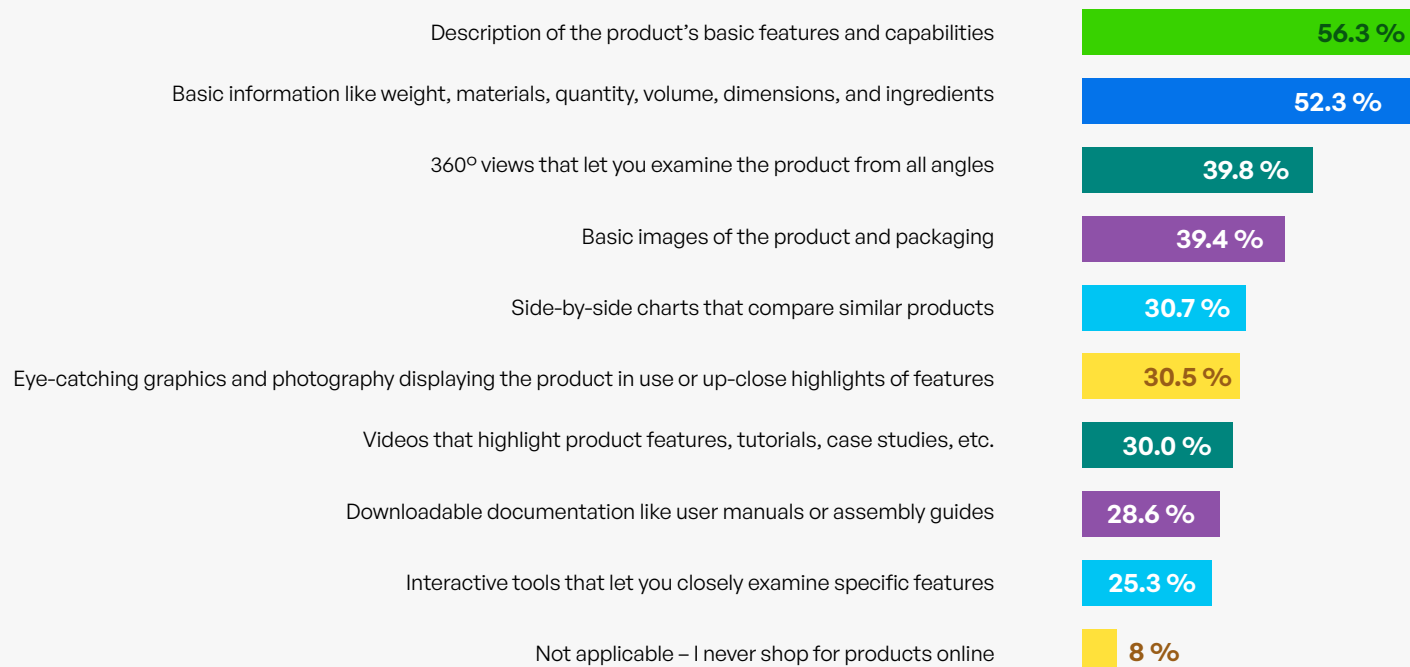
The Product Detail Page—where a shopper learns about a product and makes a purchase decision online—remains a key battleground for shopper attention and sales.

E-commerce pages can host a variety of digital content and web experiences, from basic descriptive product data to advanced interactive media.

What content do today’s shoppers look for most when shopping online? Unfortunately, there’s no one category brands can target to ‘solve’ the ideal PDP formula: consumers want a little bit (or a lot) of everything.

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.



The Right Formula for Irresistible Product Pages

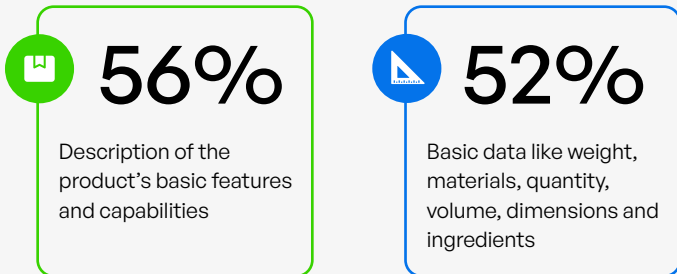
Perhaps unsurprisingly, consumers say more basic product content is sought out first when browsing a PDP. Basic descriptions, facts, and images were at or near the top of the list of content that would increase openness to a purchase.

Notably, all three of these factors were listed at a much higher rate than previously, especially ‘Basic images of the product and packaging’ which is up 9% YoY.

This makes intuitive sense; it is the quickest way for a browsing shopper to confirm they’re looking at the right make, model, quantity size, functionality, etc. for their needs.

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.



30% Basic images of the product and packaging

Takeaway

The Basics Still Matter

As a brand—or retailer—it might be tempting to take the fundamentals of product content for granted.

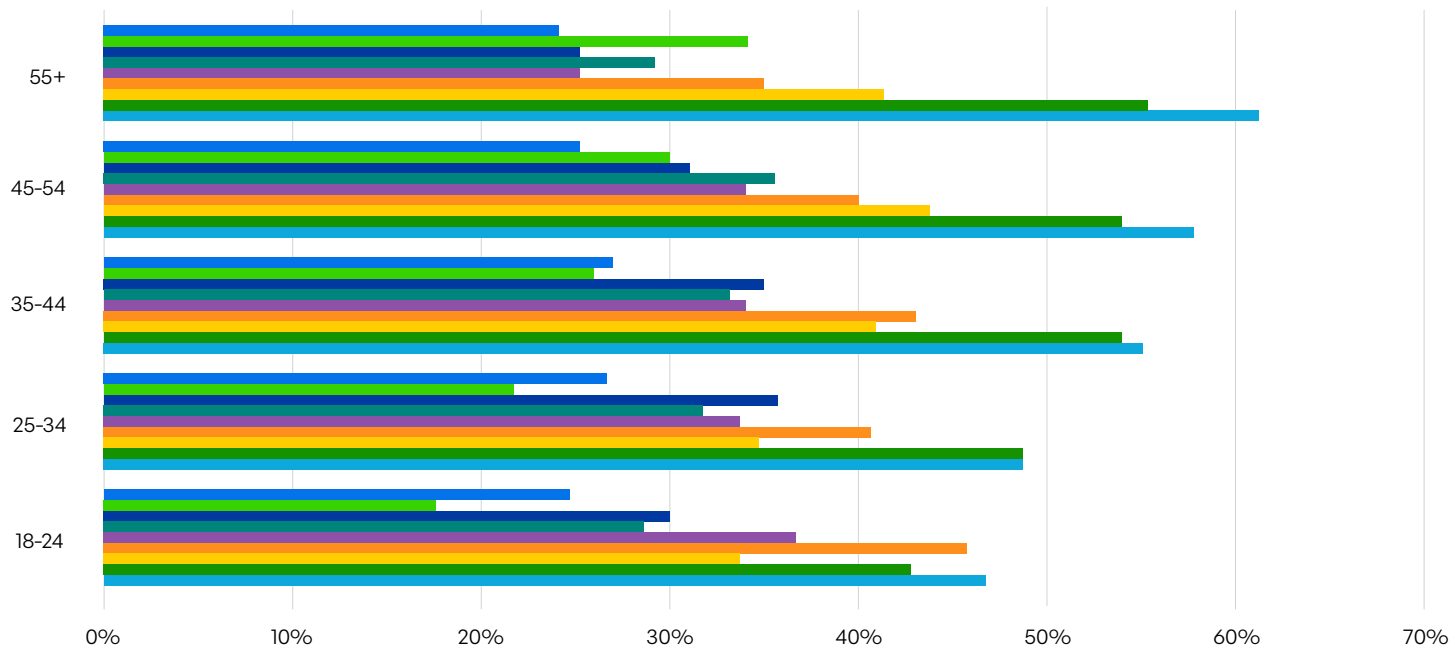
But from a customer experience perspective, this data is second to none when it comes to making a quick and confident decision.

Take great care to ensure you’re generating, delivering, and updating quality core product content across all channels and have the right syndication network to send or receive the needed data.

If you’re not well equipped to generate and validate Core product details and images, it might be worth investing in a partner that specializes in creating this content.

The Right Formula for Irresistible Product Pages

Content Preferences By Age



- Interactive tools that let you closely examine specific features
- Downloadable documentation like user manuals or assembly guides
- Videos that highlight product features, tutorials, case studies, etc.
- Side-by-side charts that compare similar products
- Eye-catching graphics and photography displaying the product in use or up-close highlights of features
- Basic images of the product and packaging
- 360° views that let you examine the product from all angles
- Basic information like weight, materials, quantity, volume, dimensions, and ingredients
- Description of the product's basic features and capabilities

The rate that different types of content was looked for on e-commerce PDPs was relatively flat across age brackets, with some interesting exceptions.

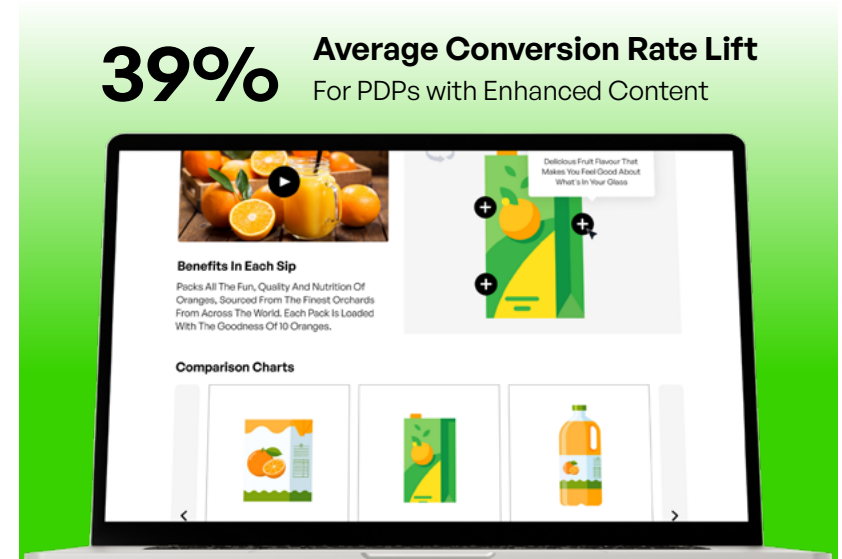
Notably, consumers in older demographics showed a **significant upward trend** in interest in basic information, basic descriptions, and availability of downloadable assets.

The Right Formula for Irresistible Product Pages

Getting an Edge With Enhanced Content

Consumers report that a wide variety of other more complex and advanced data, information, and experiences can also motivate a purchase decision on the PDP.

Implementing 'Enhanced Content' like this presents a tremendous opportunity for retailers and e-commerce sites to differentiate their experience, and manufacturers chance to stand out on the digital shelf and captivate the fleeting attention of e-commerce shoppers. It's so potent, Syndigo research shows product pages with Enhanced Content experience an average 39% lift in conversion rates!



The Right Formula for Irresistible Product Pages

One kind of Enhanced Content that stood significantly above the rest was the 360° product view experience which lets browsers inspect a digital representation of a product from all angles. With nearly 40% of consumers noting this would make them more open to a purchase, it came in about 10% higher than the next highest-ranking types of Enhanced Content: vivid lifestyle imagery and side-by-side comparison charts. For brands and retailers just beginning their Enhanced Content journey, these might be wise starting points.

But even components with lower reported interest like interactive product tours or downloadable documentation still have the potential to influence about one in four online shoppers each. When combined, all this content together creates an irresistible formula for online shoppers.



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.

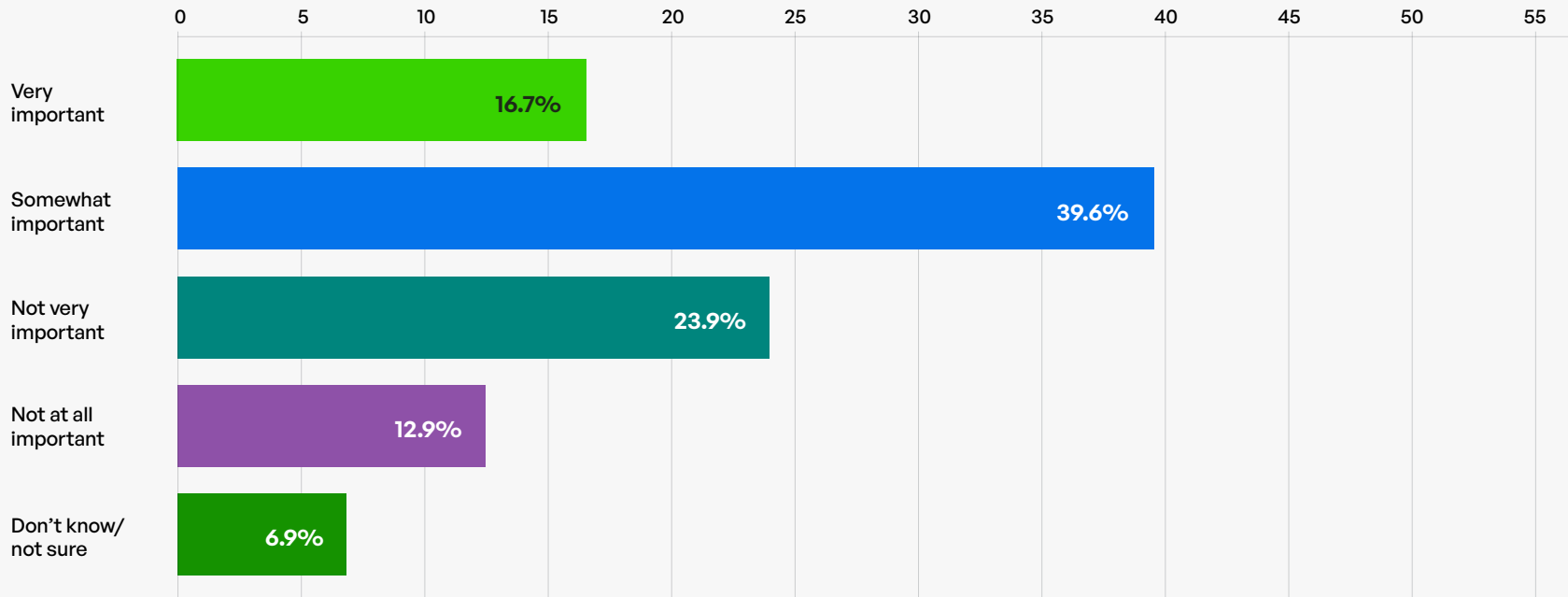


40%

360° views that let you examine the product from all angles

An Eye on Environmentalism, Social Responsibility, and Governance

How important, if at all, is it that you be able to find information about a product's environmental impact, sustainability claims, ethical sourcing, and supply chain accountability when considering whether to purchase a product?



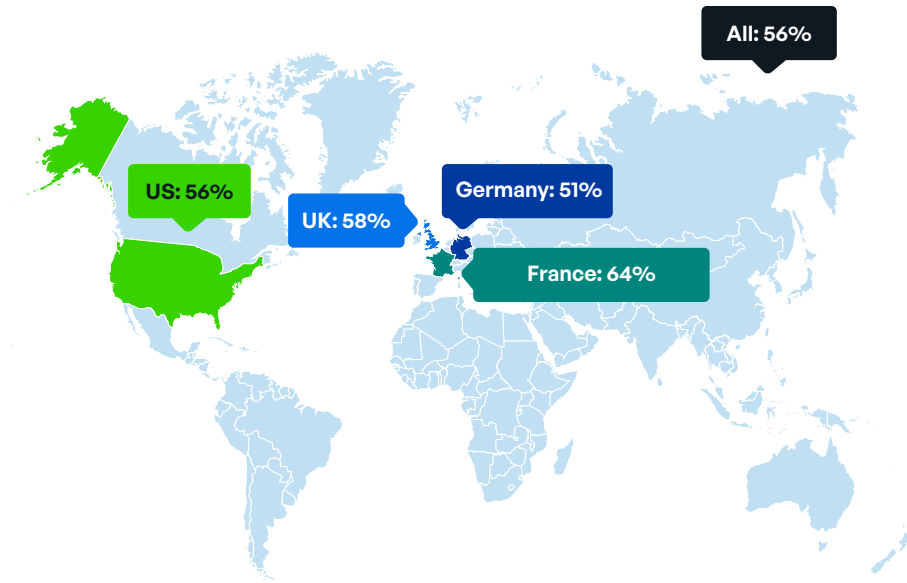
Reflecting their rising importance in social discourse consumers also express substantial, if not overwhelming, desire to have access to Environmental, Social, and Governance (ESG) related information about the products they buy.

56% consider easy access to information like environmental impact and supply chain sourcing somewhat or very important. As public and regulatory scrutiny of business rise, it's likely this figure will increase over time.

An Eye on Environmentalism, Social Responsibility, and Governance

Overall, European and American consumers reported similar priority on access to ESG data on net, through French shoppers expressed particularly high demand. Younger consumers also valued it at a slightly higher rate.

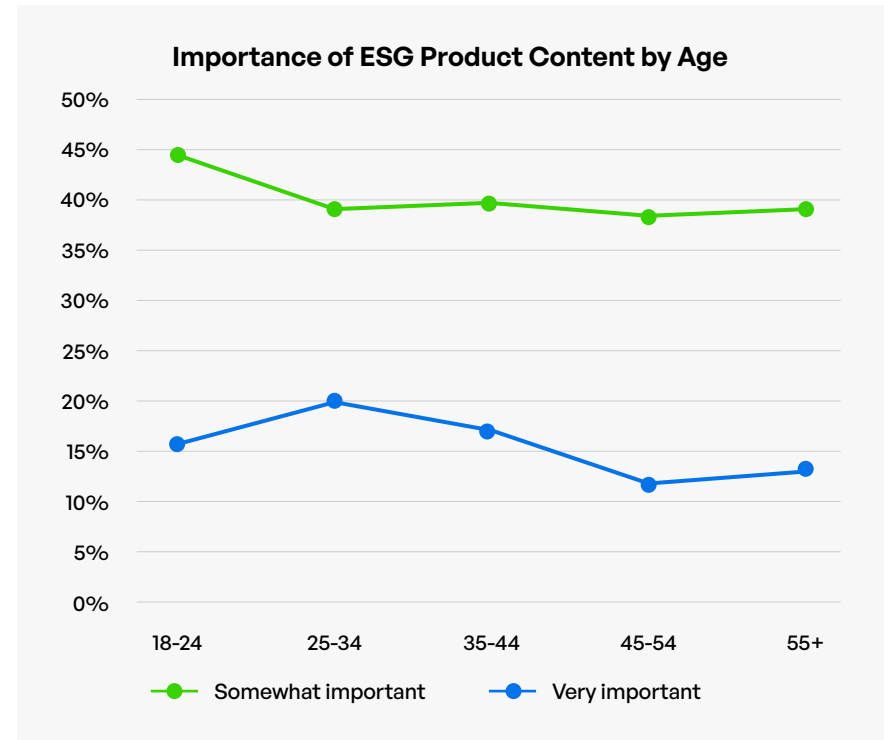
How important, if at all, is it that you be able to find information about a product’s environmental Impact, sustainability claims, ethical sourcing, and supply chain accountability when considering whether to purchase a product?



Takeaway

Build the Infrastructure Now For A Future of Accountability

A significant number of consumers want to know not only what they’re purchasing, but where it came from and what impact it’s having on the world around them. Regulatory bodies around the world are also introducing new expectations on companies to be able to report on the carbon footprint of a product or track its progress through the supply chain, like the EU’s Digital Product Passport program.



Creating, providing and maintaining this data is extremely difficult and complex for organizations to manage. Investment into Product Information Management and Master Data Management technology now will equip enterprises with the infrastructure needed to support these rising expectations.

Wary Openness to AI-Powered Product Content

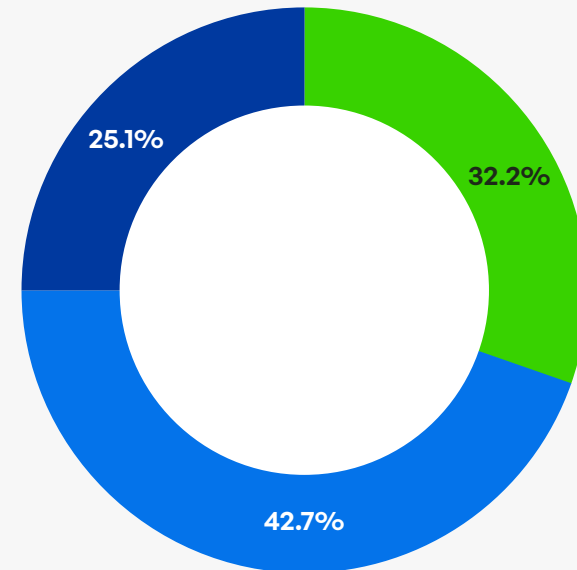
The rapid ascent of generative AI (Artificial Intelligence) into a widely effective and accessible tool has prompted businesses to consider implementing it in a variety of creative ways across the organization. Product Content is a natural place for them to consider applying this emerging technology, and some are actively utilizing it in this manner already.

Consumers, for their part, are mixed on the prospect.

Some are open to the idea, as long as it means they will receive value in the form of more information to make purchase decisions. Others expressed skepticism or unsurety about the idea of being served information or media not generated by a human.

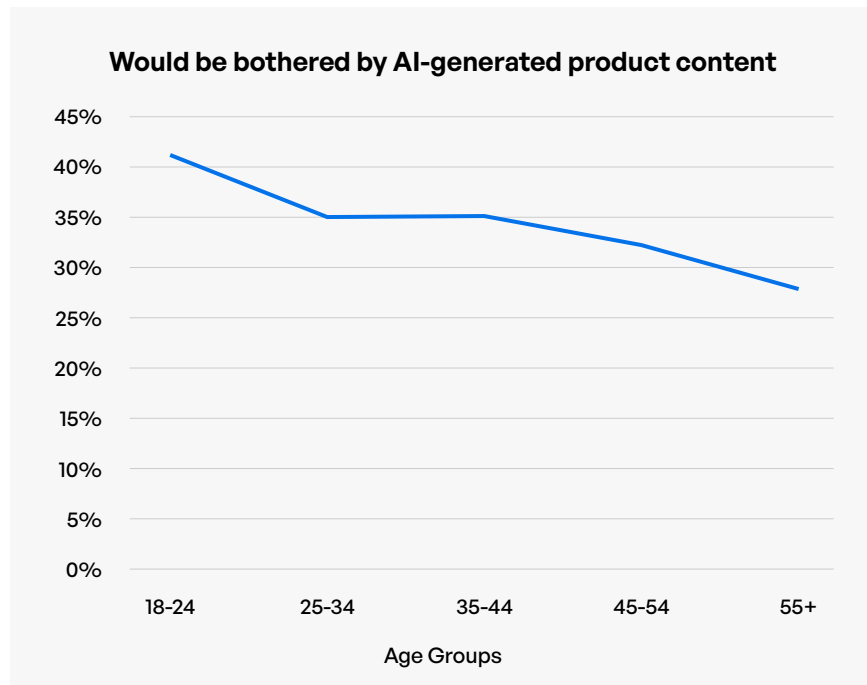
Thinking about a product you were considering purchasing... How would you feel if AI (Artificial Intelligence) generated any of the product's depictions, descriptions, videos, or other media if it meant you would get a greater amount of information to make a purchase decision?

I would be bothered by it **I would not be bothered by it** **Don't know/not sure**

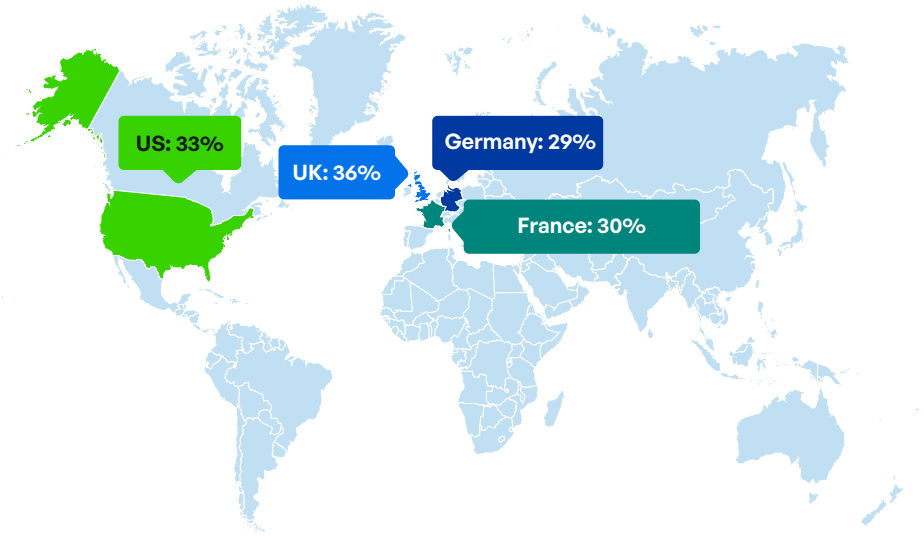


Wary Openness to AI-Powered Product Content

German consumers reported the highest receptiveness to AI-generated product content, with UK consumers being the most hesitant. Perhaps surprisingly, the percentage of consumers that said they would be bothered by it trends down with age, suggesting younger demographics are more suspicious of AI. Businesses that cater heavily to younger audiences should be ready to assuage these customers that AI is only used in a responsible and ethical fashion.



Would be Bothered by AI-generated Product Content



Takeaway

Proceed, With Caution

The growing inclusion of AI in the production and augmentation of product content is likely inevitable.

But consumer sentiment on the idea remains mixed, and recent ‘horror stories’ of brands using inappropriate chat bots, disconcerting images, and clearly inorganic messages generated by AI should give some pause.

When it goes wrong, generative AI can erode brand trust and drive away customers that are already uncertain about its use. When it’s done right, shoppers don’t even realize AI was involved at all. Take time to select appropriate technology and vendor support with solutions that are purpose-built for the need and have a proven track record in the unique world of product content.

Take Control of Your Product Content

Improve the quantity, quality and consistency of your product information and give consumers what they want with Syndigo's unmatched capabilities.

14,000+

Enterprises
Globally

1,750+

Global Recipient
Connections

1M

Daily Data Quality
Checks

330M+

Assets
Published

[Take a Tour of the Syndigo Solution Suite →](#)

Methodology

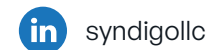
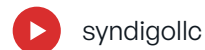
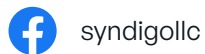
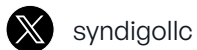
Analysis is based on responses to a representative general survey of 6,480 adults aged 18 or over from the France, Germany, The United Kingdom, and The United States. Data collection was carried out using an online survey platform and administered by a reputable third party survey provider for accuracy and objectivity. Responses were collected over two weeks in April 2024.





Syndigo is the leading provider of MDM, PIM, and PXM, delivering data mastery and exceptional customer experiences across departments, organizations, and commerce platforms. With the largest integrated network for content distribution, Syndigo is the end-to-end solution on the journey to data confidence and success. Whether an enterprise needs to achieve a “single source of data truth” inside the organization or distribute it to an external network in pursuit of faster, more efficient commerce, Syndigo makes it happen.

Syndigo serves more than 14,000 leading enterprises worldwide across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, energy, and healthcare. For more information, [syndigo.com](https://www.syndigo.com) or [join us on LinkedIn](#).



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