2025

SHOPPER PREFERENCE REPORT

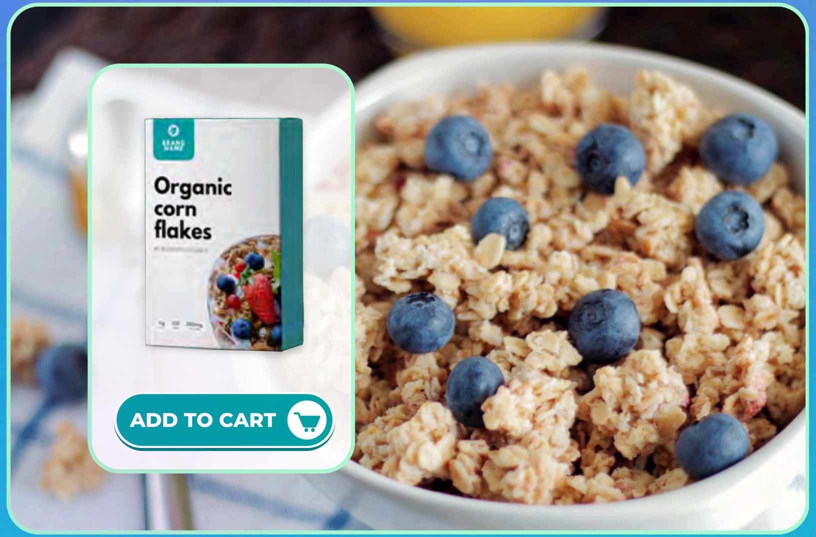

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TABLE OF CONTENTS

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Economic uncertainty is reshaping how shoppers buy. They are getting smarter, seeking value, trust, and real voices that matter. So, how do brands deliver what they're chasing?

Quality at store brands, minus the big price tag — that's what shoppers want

Shoppers are looking to save money, choosing store brands over pricier alternatives because they offer quality without the high cost. It's not just about low prices. Shoppers want products that are easy to find, with simple information and great deals. To win them over, make your product's quality and value shine, offer the deals they're hunting for, and ensure visibility everywhere they shop. When a product feels worth it, comes with a great offer, and is easy to find, it's more likely to land in their cart.

Trust isn't a bonus — it's the whole game

Shoppers won't move without trust. They're scrutinizing everything from start to finish. You need a strategy that builds confidence at every step, combining User-Generated Content (UGC) with testimonials and demos for credibility. You must move beyond one-off creator deals and invest in long-term partnerships that deliver honest, in-depth reviews — not just surface-level hype. Zoom in on social commerce, and it's clear: authenticity wins. Real testimonials and product demos sway more than polished brand ads, giving shoppers the raw truth they need to make a confident purchase.

Multi-path shopper journeys shaped by social commerce

Shoppers may explore products on social media, but their paths to purchase vary. Some buy directly from a brand's website, visit a physical store, shop within the platform, or click on a retailer's product page after seeing trusted content.

Consumers aged 18-34 turn to social media for research and shopping. Creators may drive their discovery, but they prefer checking brand sites or marketplaces for reviews. Boomers, however, remain skeptical, preferring traditional proof over digital hype. To win across generations, you must build trust with authentic creators, real UGC, and credibility at every step.

Short-form videos continue to engage, and testimonials build trust to drive purchase

Bite-sized videos capture shoppers' attention, but if a customer testimonial is included, shoppers are more likely to make a purchase. Consumers trust authentic experiences, making testimonials a powerful tool in the decision-making process. While Gen Z and millennials engage heavily with short-form content and are influenced by testimonials, win over your older shoppers by guiding them directly to trusted reviews and product demonstrations on brand websites.

The bottom line:
shoppers crave authenticity and this report is your roadmap to landing where it counts.

Zarina Stanford

CHIEF MARKETING OFFICER, BAZAARVOICE

IN THIS REPORT

What's driving shoppers these days? Or what do they prefer when planning to buy a product? This report got the scoop on how people are spending, what they trust, and where they're clicking or not.

Shoppers are laser-focused on savings, swapping big-name brands for store labels and storming discount stores. They're hunting deals online too, prioritizing value without skimping on quality. Here's what's shaping their journey:

- **Brand swap:** Why shoppers are ditching name brands for store options and discount haunts.
- **Trust chase:** How they lean on brand sites and peer reviews over glossy ads.
- **Creator clout:** What convinces them to buy or bolt after an influencer's pitch?
- **Social surge:** Where platforms turn into shopping hubs with deals and quick clips.
- **Tech edge:** Why Gen Z loves AR while most shrug at gimmicks.

Trust is the compass. Consumers scour brand websites but turn to authentic voices — friends, reviewers, and social proof — to validate their choices. Creators spark interest, but research seals the deal. Social commerce is no longer a side act. Platforms are thriving shopping hubs powered by discounts and fast, engaging content.

This **Shopper Preference Report** cracks it all open. From the rise of store brands to social media as a deal magnet, giving brands and retailers a roadmap to nail authenticity and hit the right spots.

ABOUT THE REPORT

The Bazaarvoice Shopper Preference Report 2025 explores shifting shopping behavior, highlighting shopping habits, trusted content, and channel choices, while exploring the role of creator content and shifting trust in social commerce.

Conducted in January 2025, the report compiles insights from more than 8000 consumer respondents in six markets: the USA, UK, France, Germany, Canada and Australia.

8,000+
consumer respondents

6 global markets

SAVINGS BOOM

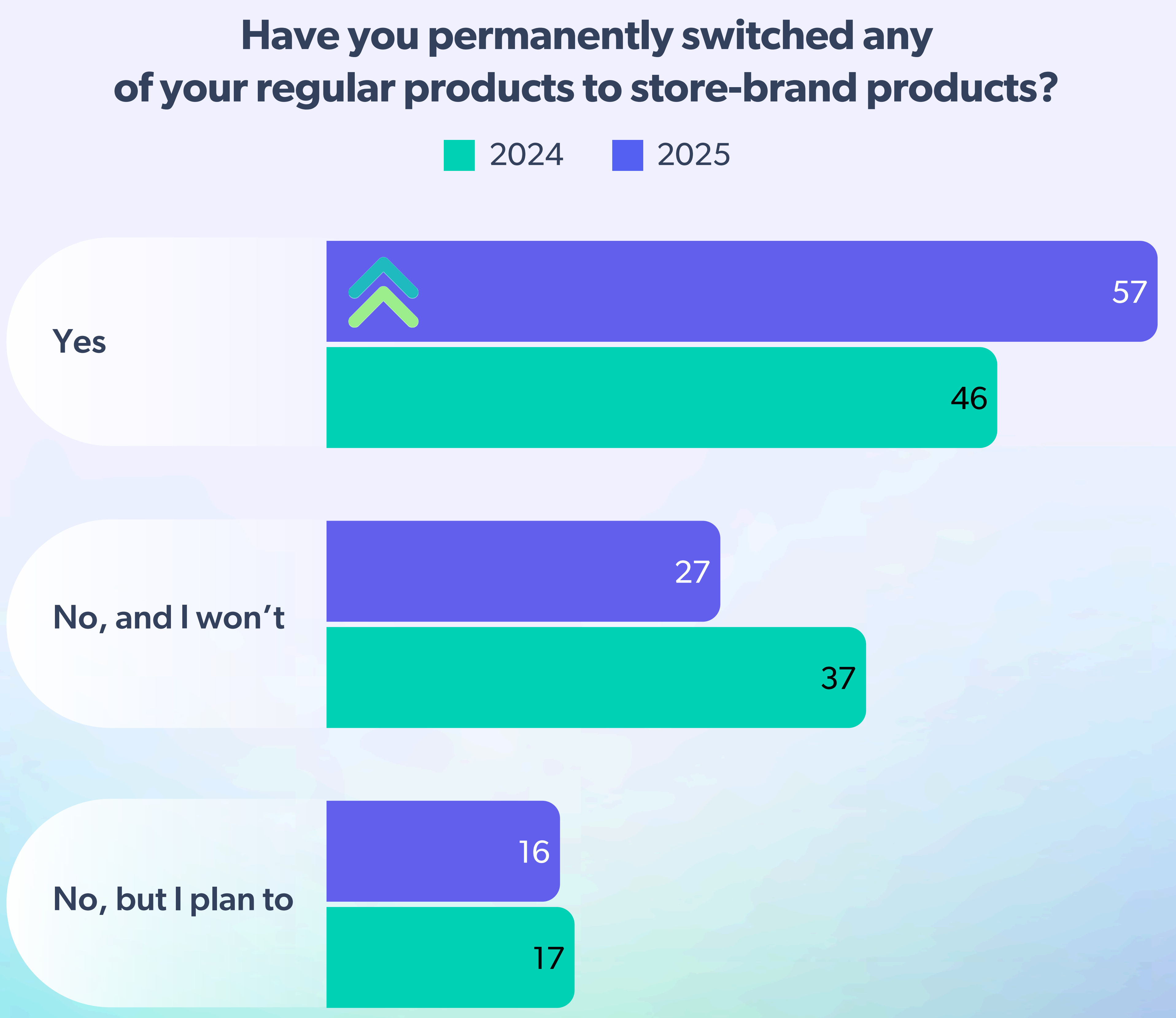
VALUE SHOPPERS SHIFT TO STORE BRANDS FOR SMARTER SPENDING

Shoppers are increasingly cutting costs by turning to store brands. Discount stores and online deals are popular choices, but quality remains a key factor, with customers looking for both affordability and reliability.

More so, retail habits are shifting across all generations. Younger shoppers are actively searching for digital bargains, while older adults tend to stick with familiar saving strategies.

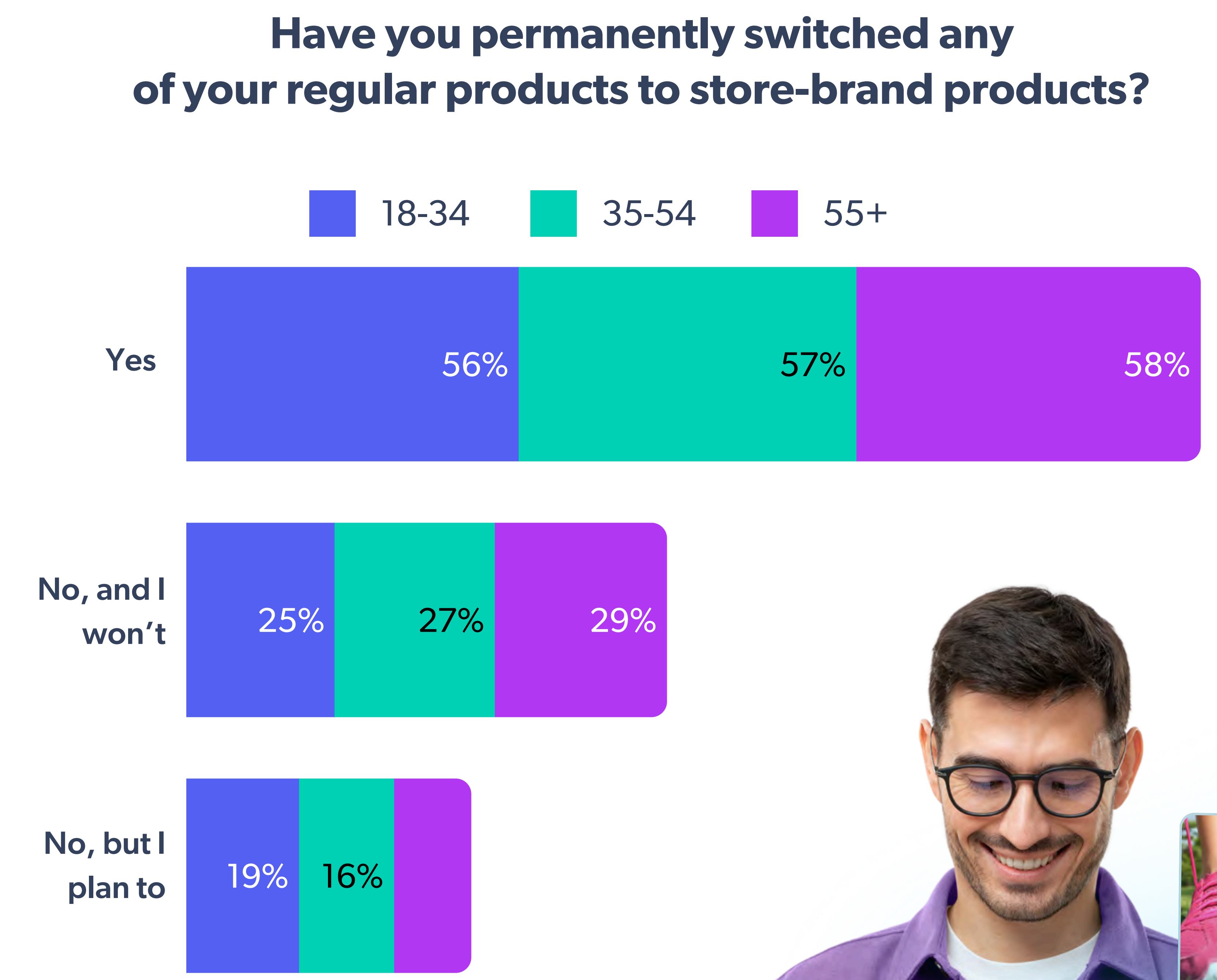
57% of shoppers swap to store brands, up 11 points in a year

Retail preferences are evolving rapidly, with 57% shoppers embracing store brands, a trend that's surged by nearly 11 percentage points since last year. This swift shift reflects a growing acceptance of store brands across the board, suggesting retailers should seize the opportunity to expand their private-label offerings and capitalize on this growing trend.



Store brands appeal to all ages

Shoppers across generations show a consistent preference for switching to store brands (56%-58%), though willingness to make the change declines with age. Younger shoppers are more open to adopting store brands down the line, while older ones tend to resist.



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Shoppers pick store brands for savings and standards

Store brands are hitting the sweet spot on value. The top two factors — lower prices (76%) and higher quality (49%) — suggest a dual expectation: consumers want savings but not at the expense of a subpar product.

The 27-point gap between them shows that price is still king, but quality is catching up as a differentiator. Marketers have to lead with price and back it up with quality.

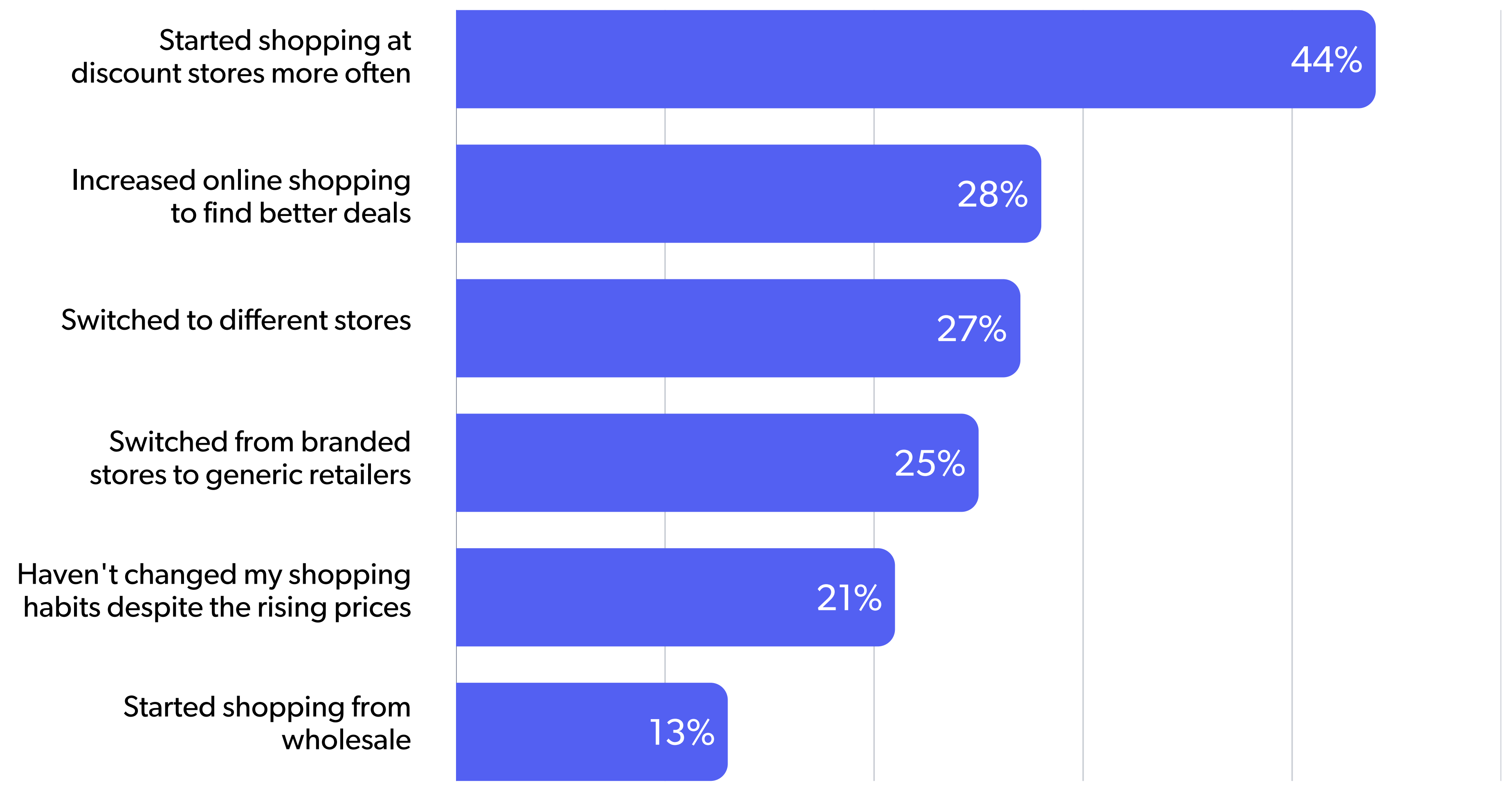
Roughly a third of shoppers are swayed by others' experiences if we combine positive reviews from other customers (35%) and recommendations from friends and family (32%). This indicates a significant role of trust and community engagement in decision-making, making it all the more crucial for marketers to leverage social proof by encouraging reviews and testimonials both online and in-store.

Overall shopping behavior shift: 44% flock to discount stores in a value-driven retail shift

Economic and market pressures have pushed shoppers of all ages to frequent discount stores more over the past year, signaling a broad shift toward cost-saving retail options.

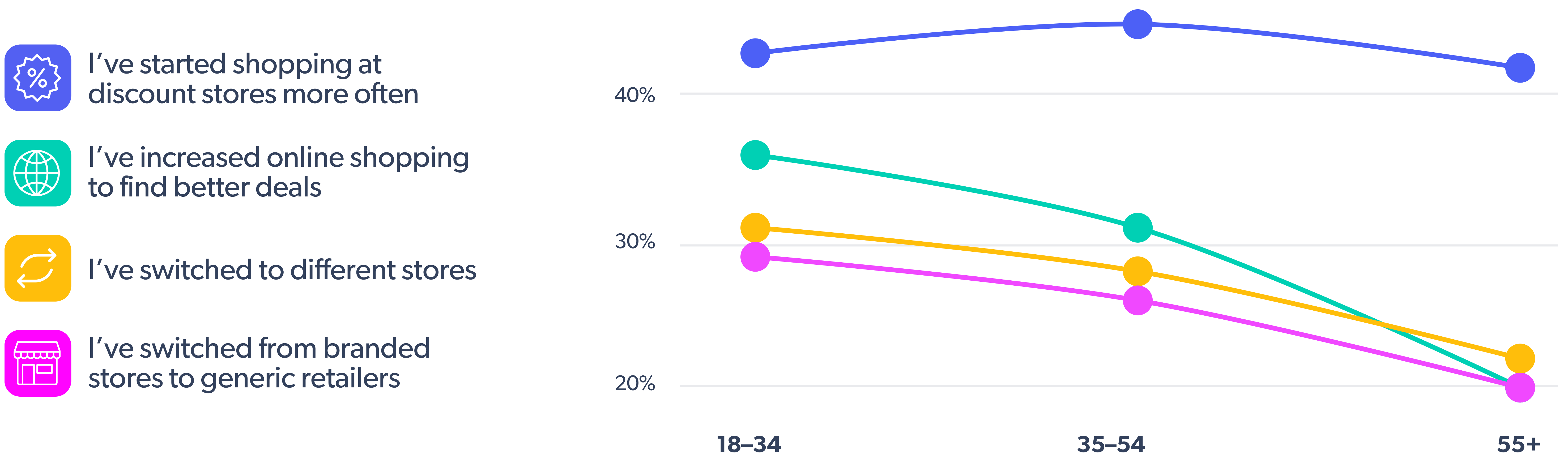
This value-driven behavior stems from necessity, but it’s not limited to brick-and-mortar changes. Online deal hunting has also increased, with shoppers actively seeking out various stores to make their dollars go further.

Importantly, one in four consumers are willing to abandon brand loyalty in search of savings, choosing generic brands over more expensive, branded alternatives. This shift demonstrates a growing emphasis on affordability across the retail landscape.



Gen Z and millennials chase online deals and switch retailers

The adoption of discount stores is uniform across all generations. Still, younger shoppers leverage tech for deals, show greater willingness to explore new retailers and indicate less brand loyalty for better deals.

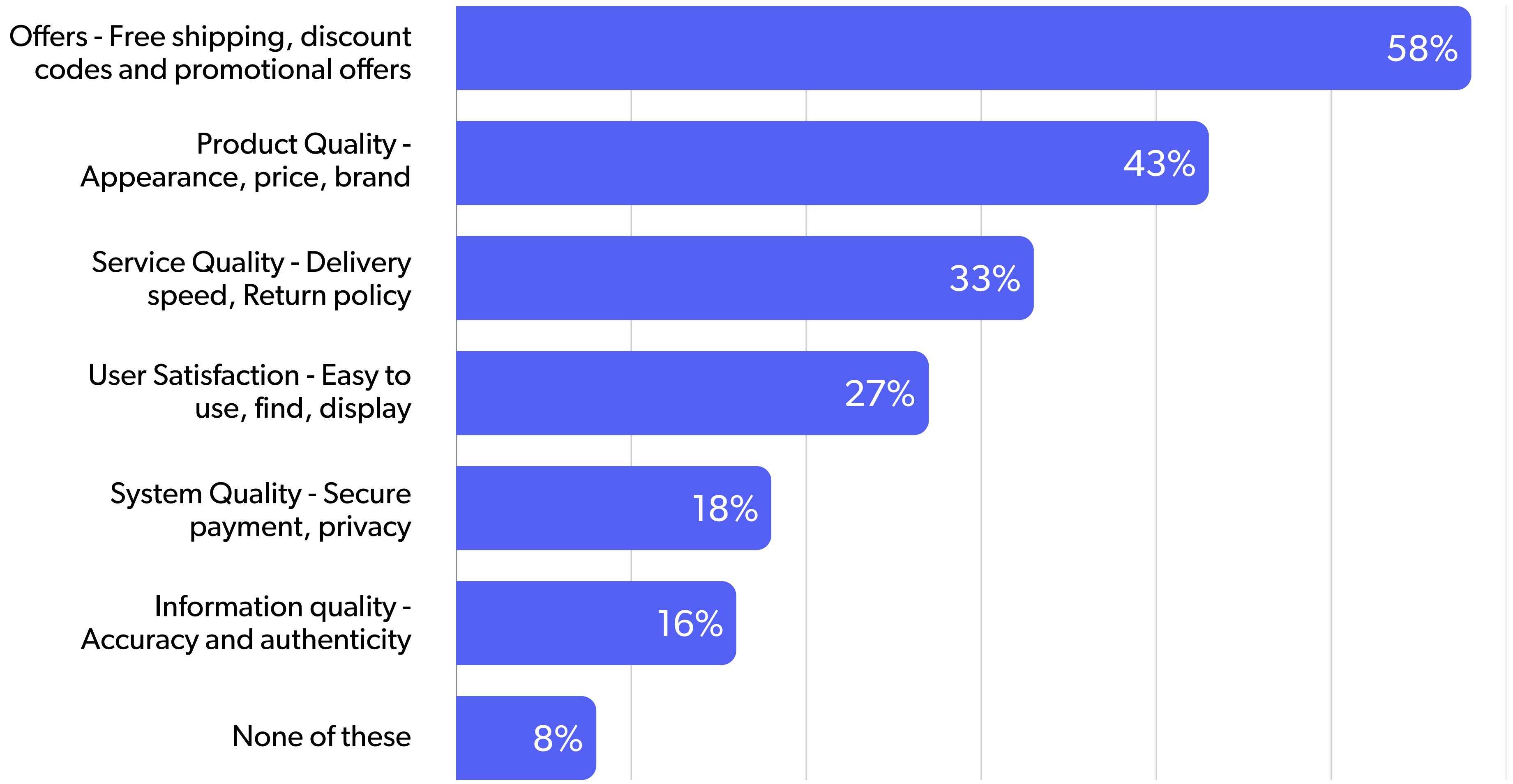


Incentives shape online buying choices, quality matters too

Cost savings and incentives have been the top drivers of shoppers' purchases over the past year. Brands should capitalize on this by sharpening promotional tactics — think steep discounts, free shipping, or robust loyalty programs — to keep customers hooked.

Alongside deals, product quality and service delivery hold steady importance, meaning savings alone won't cut it; the goods and experience must be delivered, too. Meanwhile, user satisfaction, system quality, and information quality (16%) rank lower, suggesting these either meet expectations or take a backseat to price and product priorities.

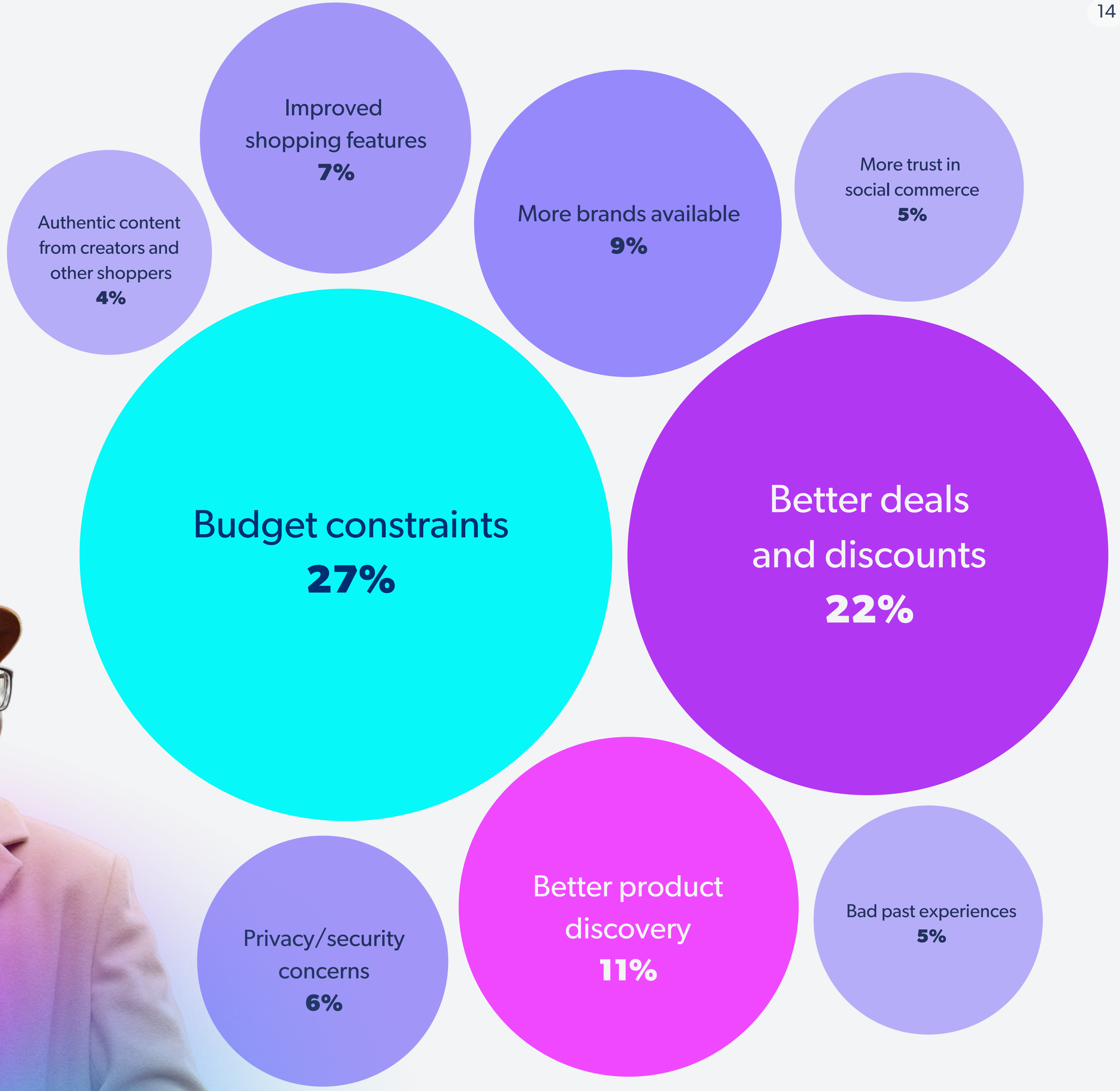
What were the key factors influencing your decision to make online purchases in the past 12 months?



Budget-friendly deals driving shopping on social media

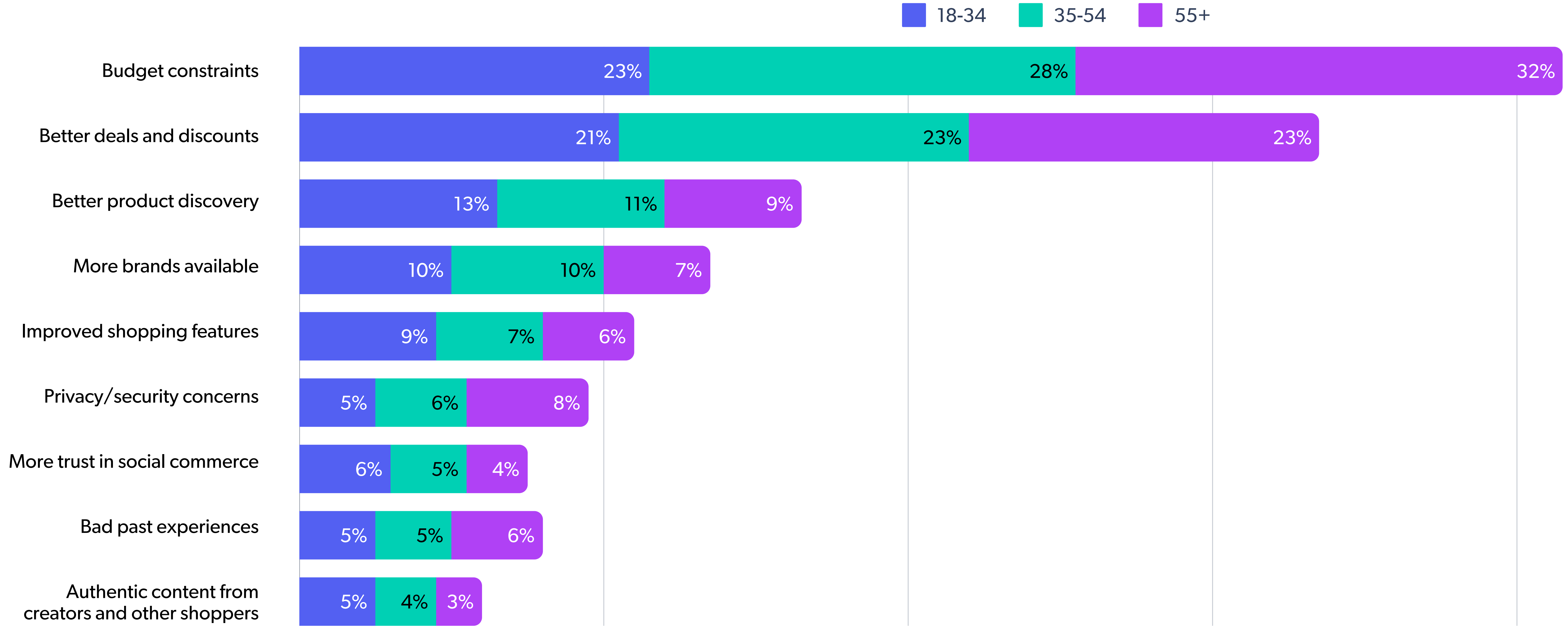
In line with the broader trend of deals and discounts attracting shoppers, social media shopping behavior follows suit. The top two reasons, budget constraints (27%) and better deals/discounts (22%), together account for 49% of responses, highlighting cost savings and financial pressures as the main drivers of shifting shopping habits on social media.

Better product discovery and more available brands show that while social media enhances product visibility and variety, these factors play a secondary role compared to cost considerations.



Consumers across generations prioritize budgets and deals for social media purchases

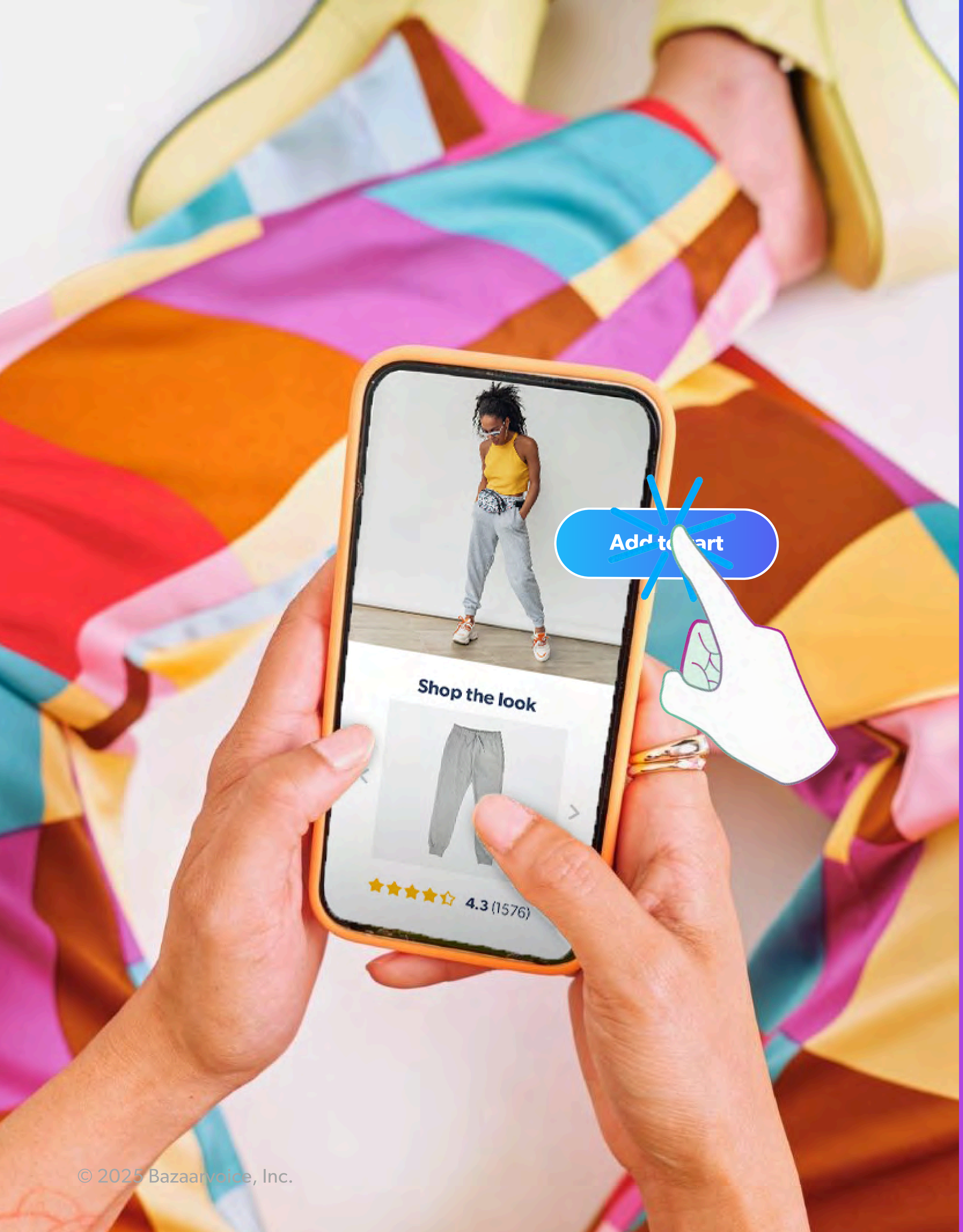
Budget constraints (23% - 32%) and better deals or discounts (21% - 23%) are key drivers behind a widespread shift toward value-driven shopping on social media, a trend that spans all age groups.



TRUST QUEST

CONTINUOUS PURSUIT OF TRUST SPANS MULTIPLE TOUCHPOINTS IN THE BUYING JOURNEY

Trust is everything, and shoppers seek it at every turn, from visiting brand sites first to relying on peer reviews over polished ads. From social proof to in-depth reviews to the buying journey after discovering a product through creator content, this section explores how credibility shapes every step.



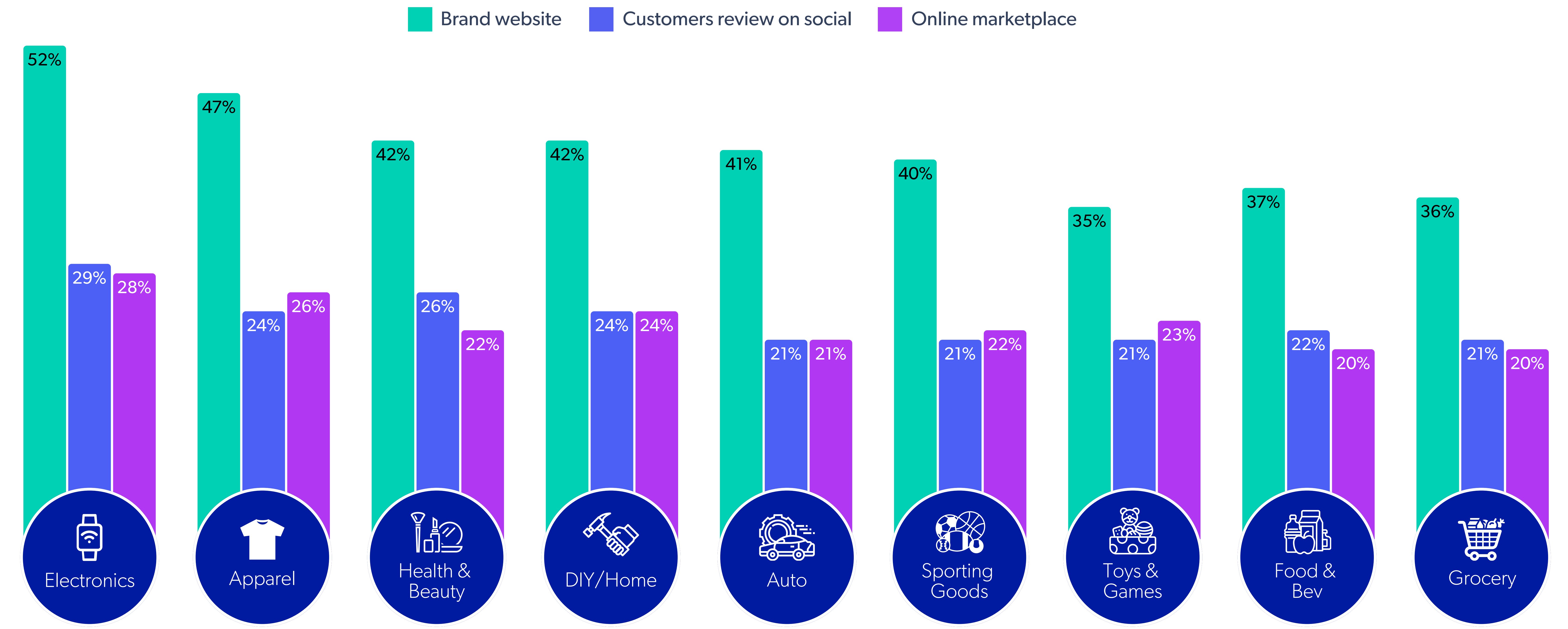
Consumers trust brand websites and reviews on social media in value-driven journey

Shoppers navigate multiple touchpoints in their buying journey, consistently looking for trustworthy content at each stage. Brand websites are the most important tool for pre-purchase research across all product categories, making it essential for brands to include customer testimonials to enhance credibility.

Social media reviews and online marketplaces serve as vital secondary sources. Social reviews hold particular sway in categories like toys and games, grocery, and sporting goods, while expert reviews shine in automotive.

To capitalize on this, enhance social media strategies — think influencer partnerships, testimonials, and community engagement — especially in categories where social proof is king. For marketplace-heavy categories like grocery and DIY/home/hardware, prioritize strong product representation, competitive pricing, and accessible information backed by robust reviews.

Where shoppers turn for trusted info before buying across categories



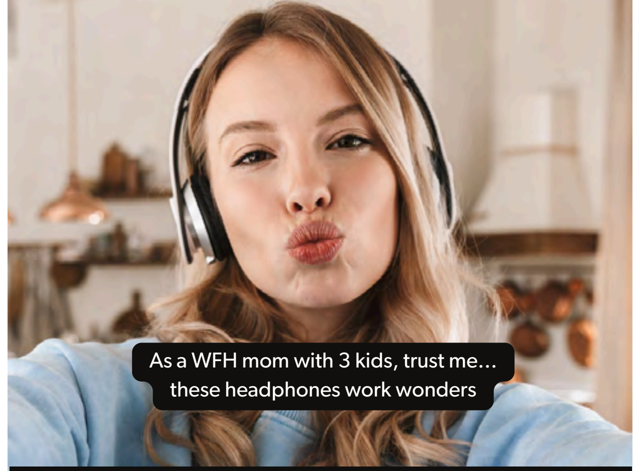
Nearly half trust organic and peer reviews over brand hype on social media

Shoppers overwhelmingly favor organic reviews and recommendations over branded content when researching purchases on social platforms.

Data highlights customer reviews and ratings (26%) and friend or family recommendations (21%) as top pre-purchase tools, together driving 47% of responses. This strong preference for peer opinions and user-generated feedback far outshines brand-driven efforts like official posts, social media ads, influencer content, and user-generated photos or videos, collectively adding to 40%.

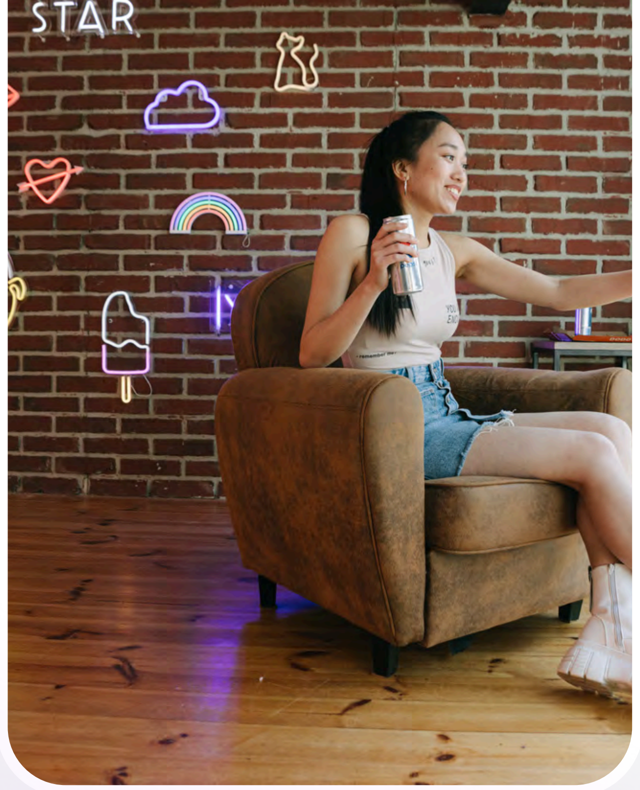
Most trusted sources on social media

26%
Customer reviews and ratings



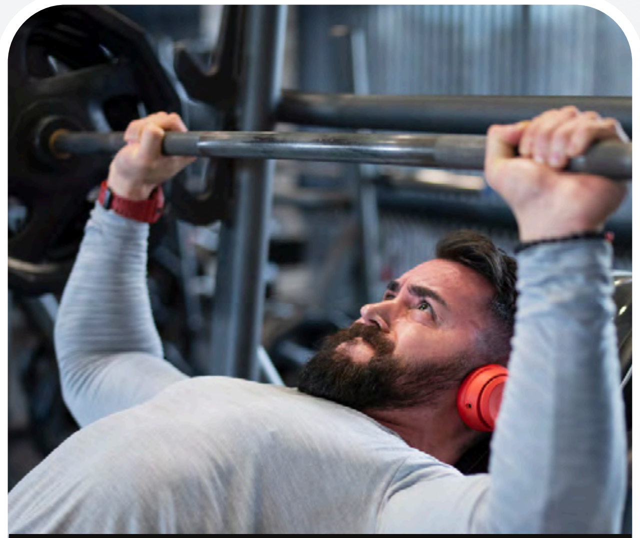
21%
Friend/family recommendations

13%
Professional product reviews



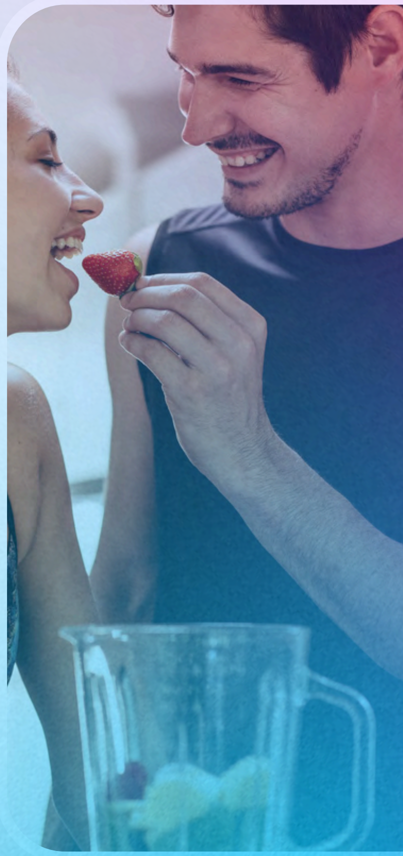
13%
Brand's official posts

11%
Social media ads



8%
Influencer content

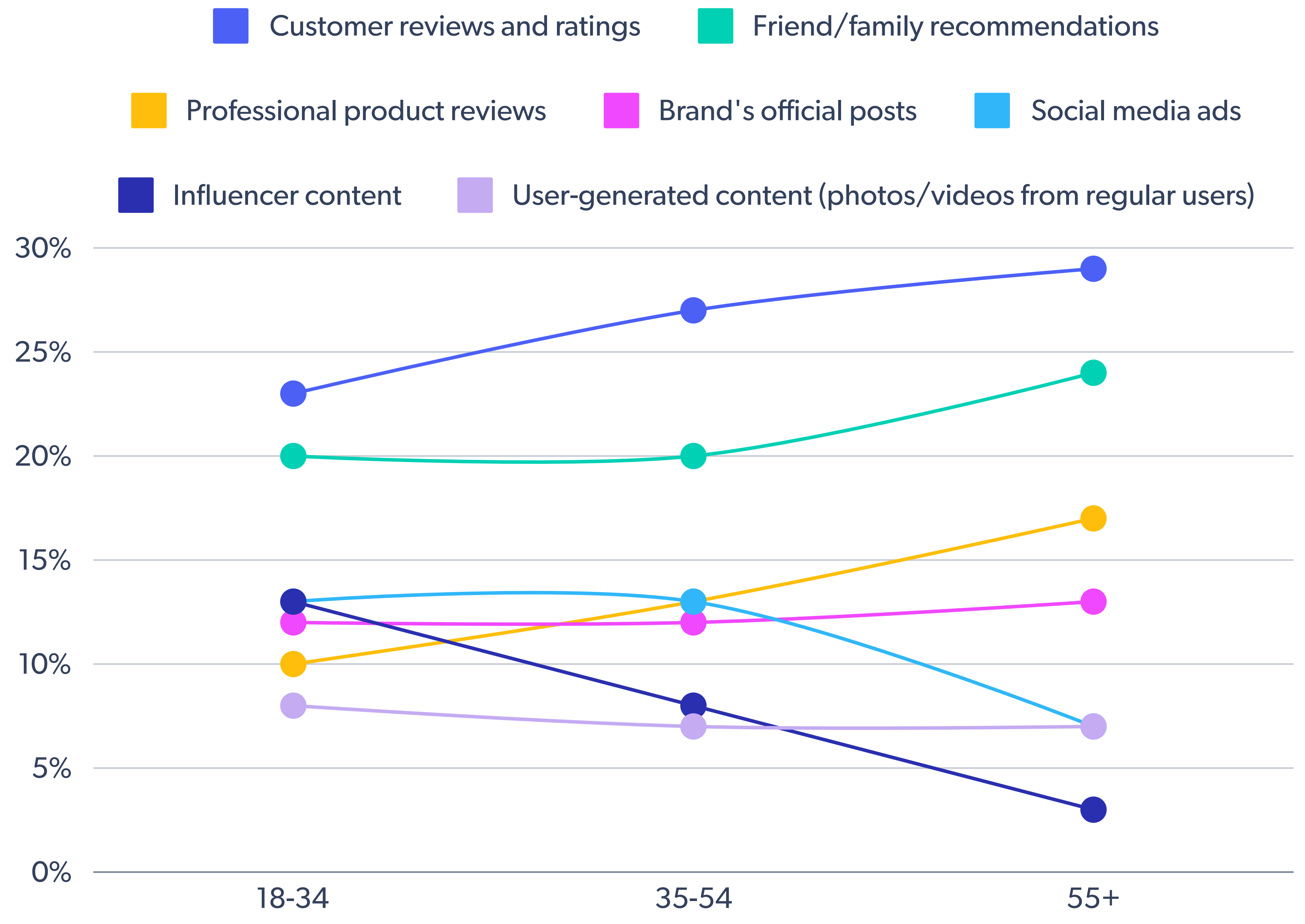
8%
User-generated content (photos/videos from regular users)



1 in 4 younger shoppers trusts reviews, but open to ads and creators

Customer reviews and ratings grow more trusted with age, peaking at 29% among those 55+. Trust in social media ads and influencer content, however, drops sharply as age rises, with the 18-34 group most receptive (13% each) and the 55+ group least (7% ads, 3% influencers).

> UGC is becoming increasingly important. It's no longer a 'nice to have.' It's a necessity. We see our site as a research tool, so even if people come into the store, they still use their phones to see ratings and reviews and make a final decision. UGC is important for the health of the whole business, not just e-commerce.
>
> Ben Anderson, Head of e-commerce, Rebel



Getting more reviews is one way brands can improve where their products show up, giving them more clicks to their products.

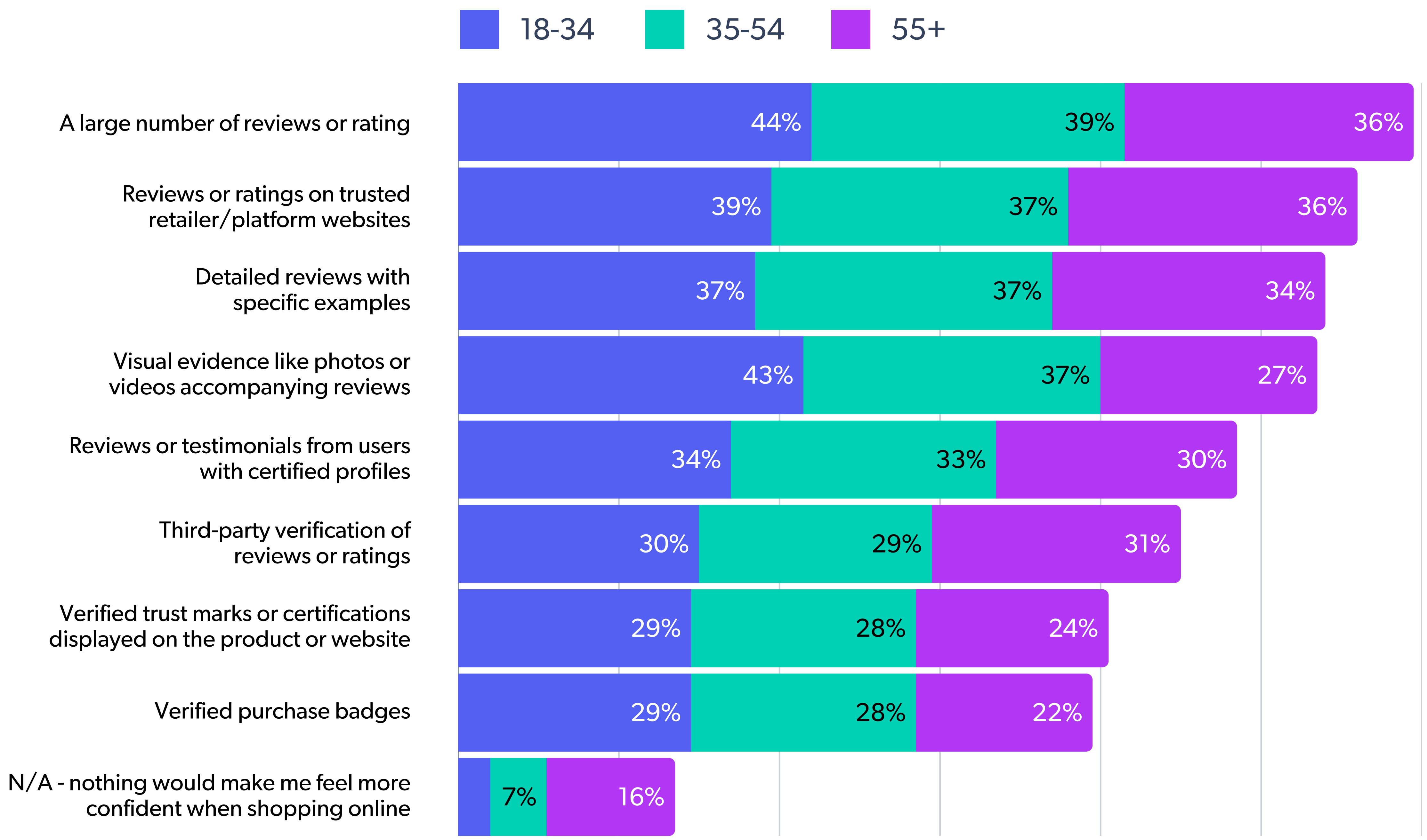
Shariq Hasan, Associate Manager, E-commerce Merchandising Operations at Walmart Canada

Nearly half of young shoppers trust reviews, most prefer visuals

Trust in a high volume of reviews or ratings, the top confidence factor across all ages, dips as age increases, showing its universal appeal but lesser weight for older adults.

Younger shoppers (18-34) lean heavily on visual evidence, like photos or videos, compared to other age groups. In contrast, the 55+ group prefers detailed reviews and third-party verification, highlighting a clear generational divide.

Which of the following would make you feel more confident when shopping online?



Social shoppers crave detailed reviews with real usage insights

Social media shoppers of all ages find written reviews combined with usage experiences the most helpful. They prefer detailed text that is supported by visuals. These comprehensive reviews are the most valued, indicating that shoppers appreciate in-depth content enhanced with images over other formats.

Additionally, there is a strong demand for practical, real-world feedback on product performance, highlighting the importance of insights in influencing purchasing decisions. It suggests prioritizing rich and authentic review content that effectively combines detail and usability on social platforms.

Written reviews with photos top social media at 20% across ages

Written reviews with photos (19% - 20%) are the most helpful for social media shoppers of all ages, underscoring trust in detailed, visual-supported text. Video reviews lose appeal with age, favoring younger adults over older ones who prefer written formats.

Usage experiences and detailed pros and cons gain importance as age rises, showing that older adults prioritize practical, in-depth information. Star ratings with comments hold steady appeal (14% - 18%), with middle-aged (18%) and older adults (17%) valuing them slightly more than younger ones (14%).

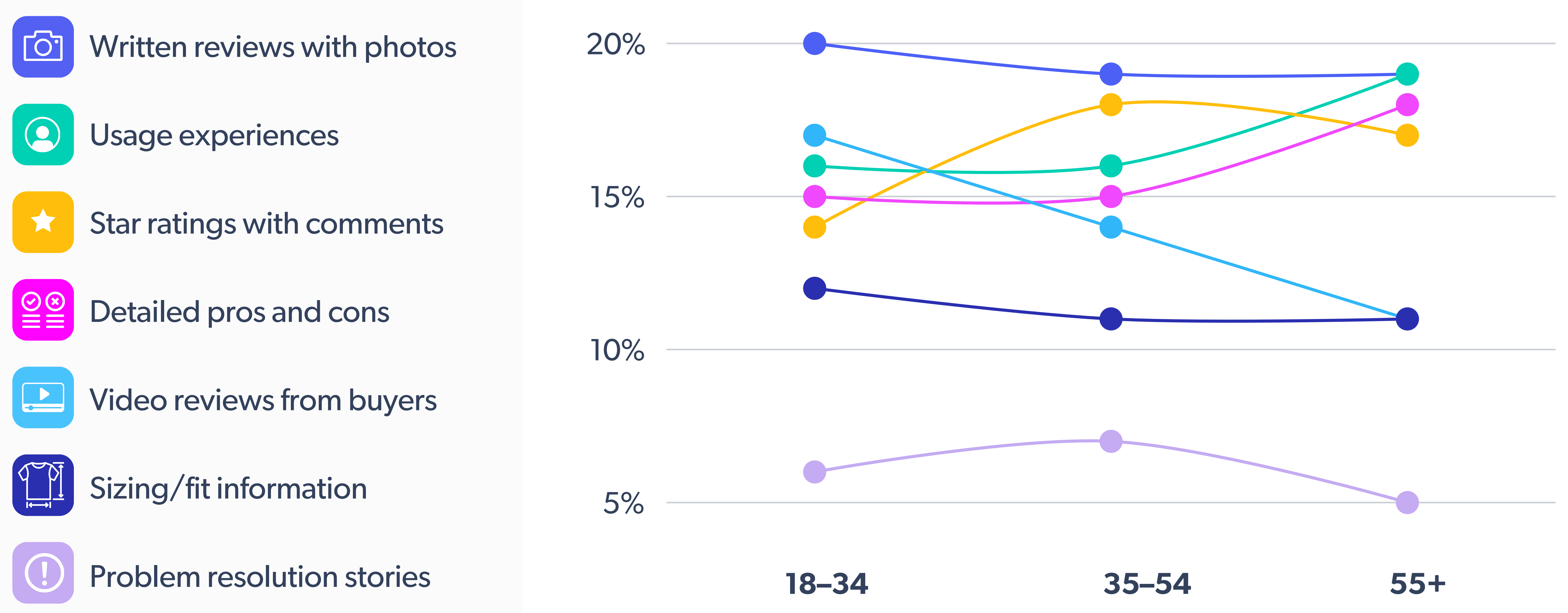
★★★★★
I took this bike down a lot of rocky terrain. Not once did I feel uncomfortable!

★★★★☆
The shock technology on this bike is incredible. However, this bike is heavy, especially for an everyday trail bike.

★★★★☆
A well-balanced, aggressive trail bike wi fantastic combination uphill and downhill performance.

★★★★★
I loved this bike so I bought one for my partner. They have learned to enjoy biking with me!

Social media shoppers find written reviews and usage experiences the most helpful

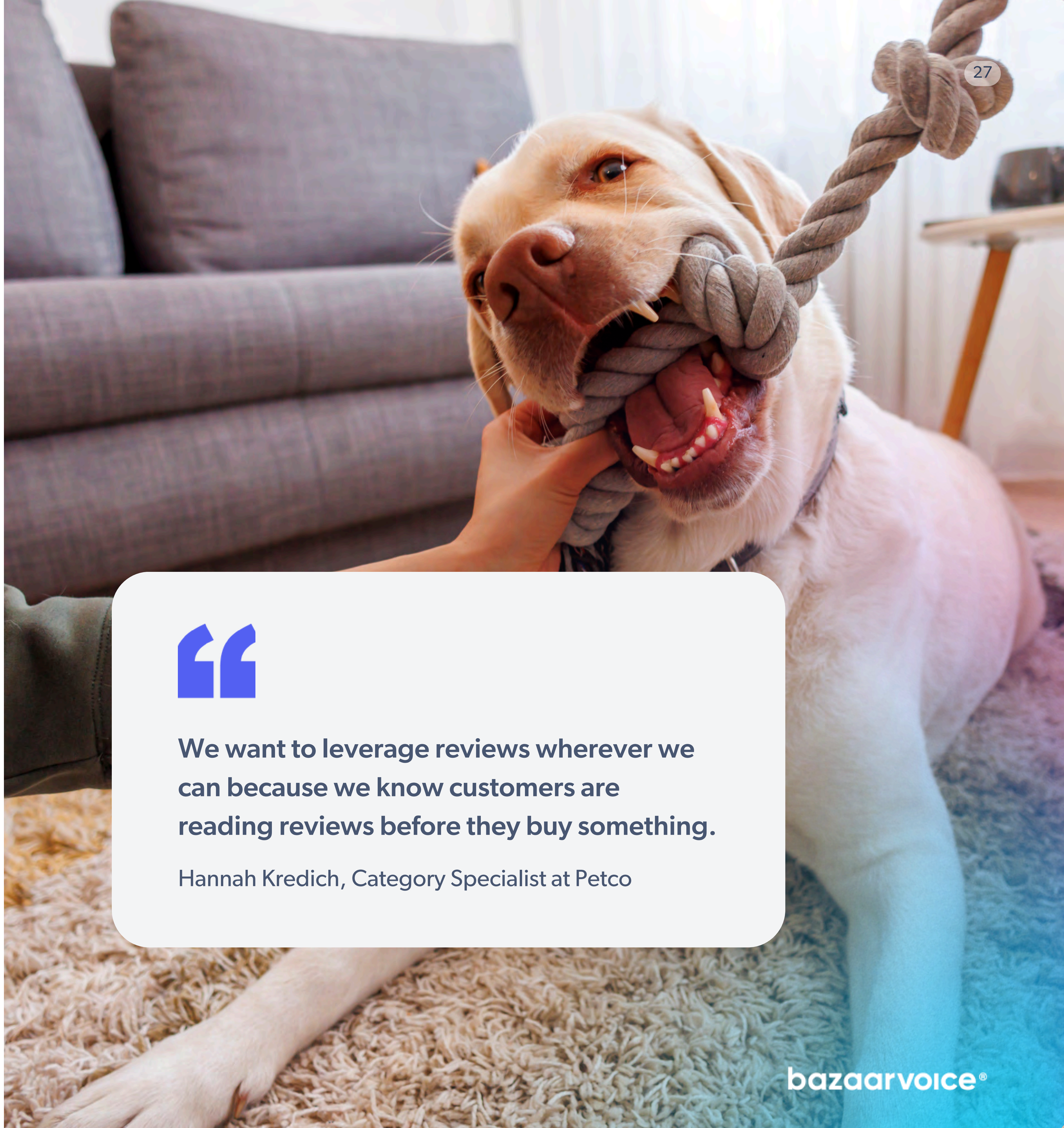


Shoppers dig deeper, not done at a bad review

Social media shoppers don't ditch their journey over a negative comment. They dig deeper. The top responses — keep researching until confident, seek different reviewers, and visit the brand's website — reveal a persistent drive to gather more information and reassurance rather than give up.

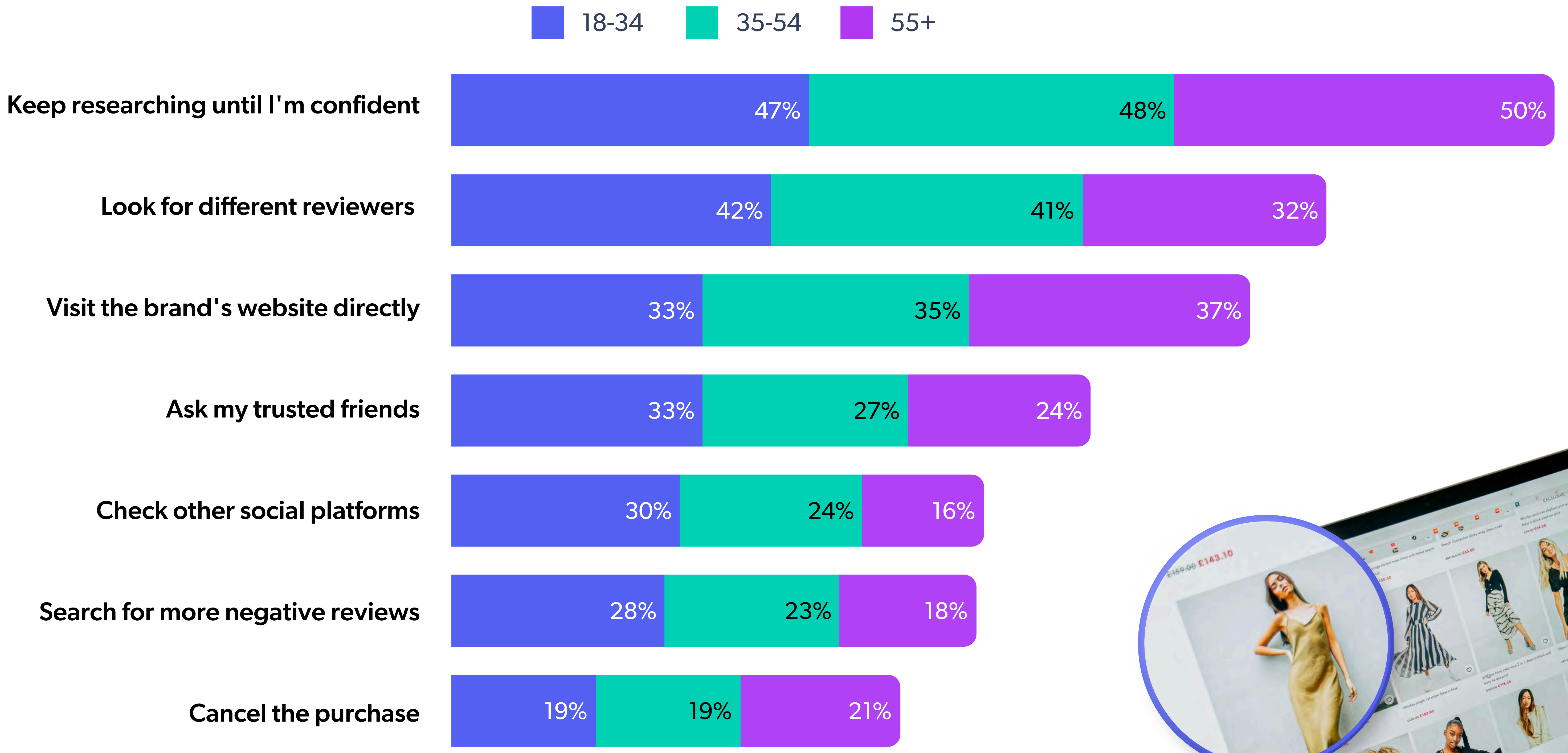
With "keep researching" leading across all ages, offer rich, accessible content like reviews, FAQs, and comparison tools on social platforms and websites to seal the deal with organic, trust-building info.

Beyond that, shoppers lean on trusted friends and brand websites to bolster confidence when doubts creep in from social media. This highlights the importance of personal networks and brand official information as essential touchpoints. To keep shoppers engaged, ensure testimonials and detailed insights are presented across all channels, meeting customers wherever they seek clarity.



> **We want to leverage reviews wherever we can because we know customers are reading reviews before they buy something.**
>
> Hannah Kredich, Category Specialist at Petco

When considering a purchase and encountering negative content or something unrelatable, how do you typically respond?



TRUST TRUMPS HYPE

CREATOR CONTENT MATTERS, AND CREDIBILITY CONVERTS

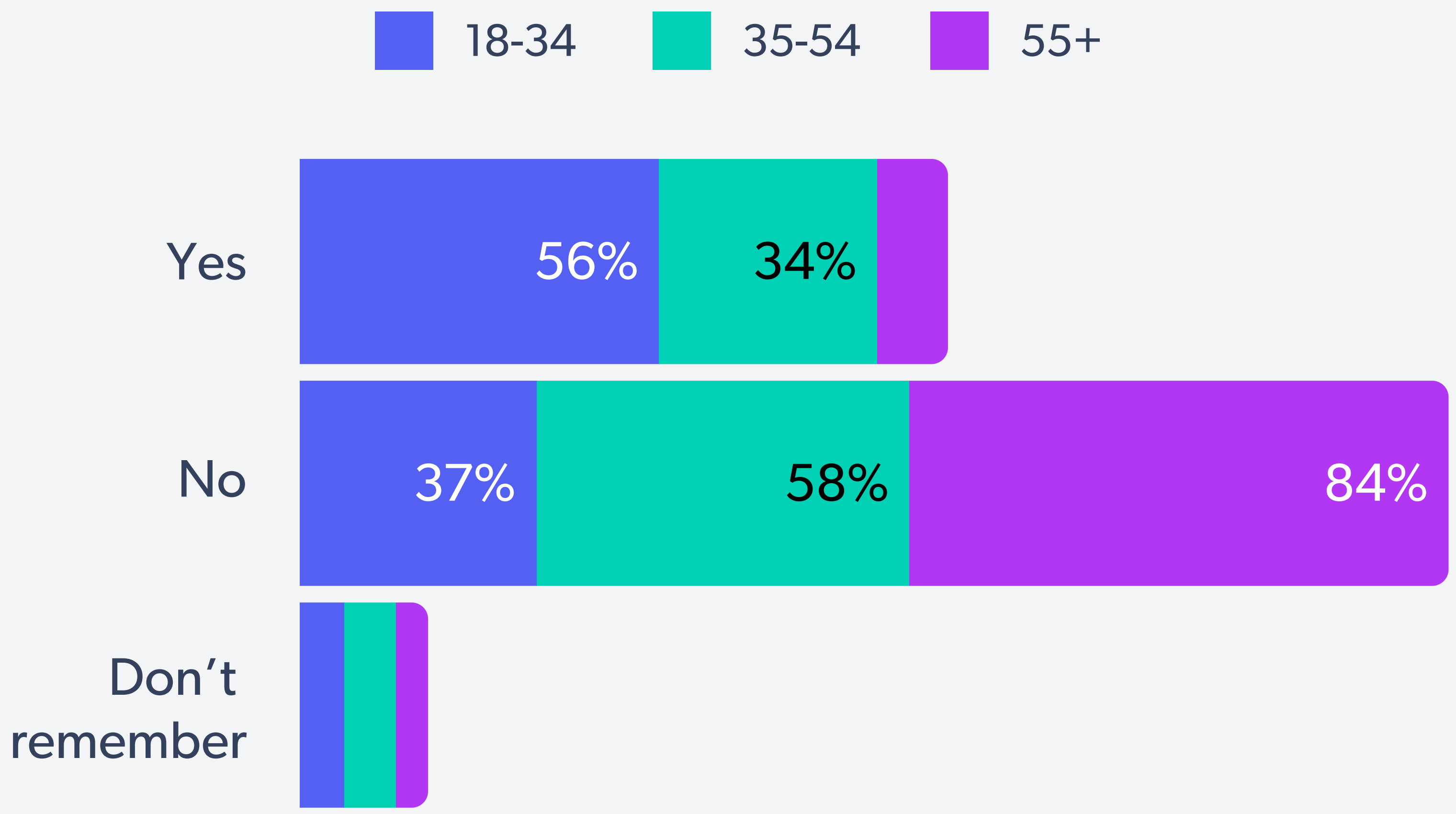
Creators sway 1 in 3 shoppers, young shoppers lead the charge

Over the past year, one in three shoppers bought something based on a creator's nudge, cementing it as a key stop in the consumer journey. Yet many remain unmoved, hinting at skepticism, limited exposure, or lean toward other information sources.

Creators' sway fades fast with age, with younger folks (18-34) far more likely to bite than the 55+ crowd, a split tied to social media habits and trust in digital voices. For the young, platforms like TikTok, Instagram, and YouTube amplify influencers' pull, driving purchases with authentic, punchy content.

Creators drive 56% of young shoppers, but trust declines with age

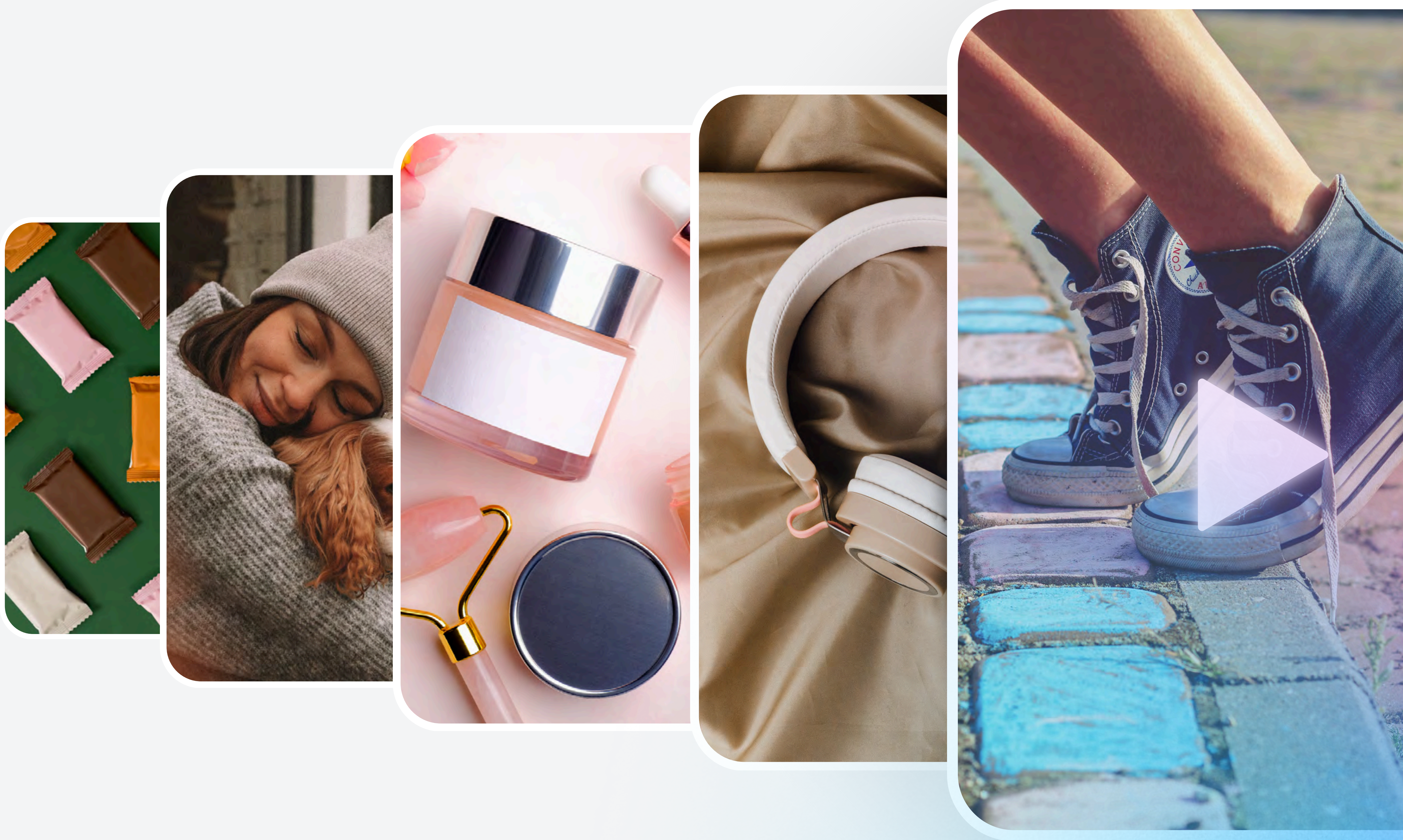
Have you ever purchased a product primarily because it was recommended by an influencer/creator?



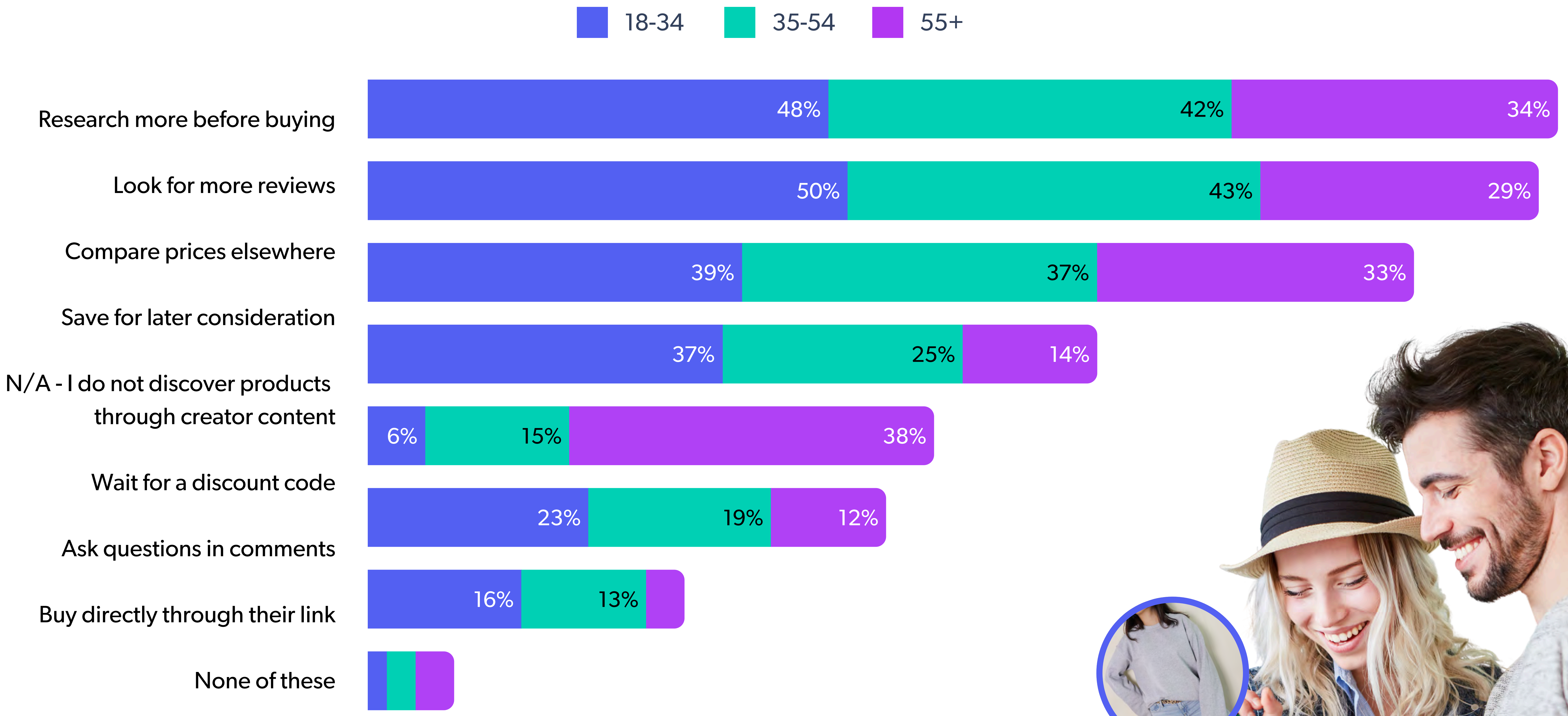
Seeing isn't buying — how shoppers validate creator-driven finds

When shoppers discover products through creator content, many don't buy immediately. Two in five take the extra step of researching further. Top actions include conducting more research before purchasing, seeking additional reviews, and comparing prices elsewhere.

This research-driven behavior aligns with broader shopping habits, where shoppers keep researching until they feel confident and look for different reviewers when in doubt — highlighting the importance of credible content in the purchase journey.



Young shoppers double-check creator picks before purchasing



One in two validate creator recommendations with customer reviews

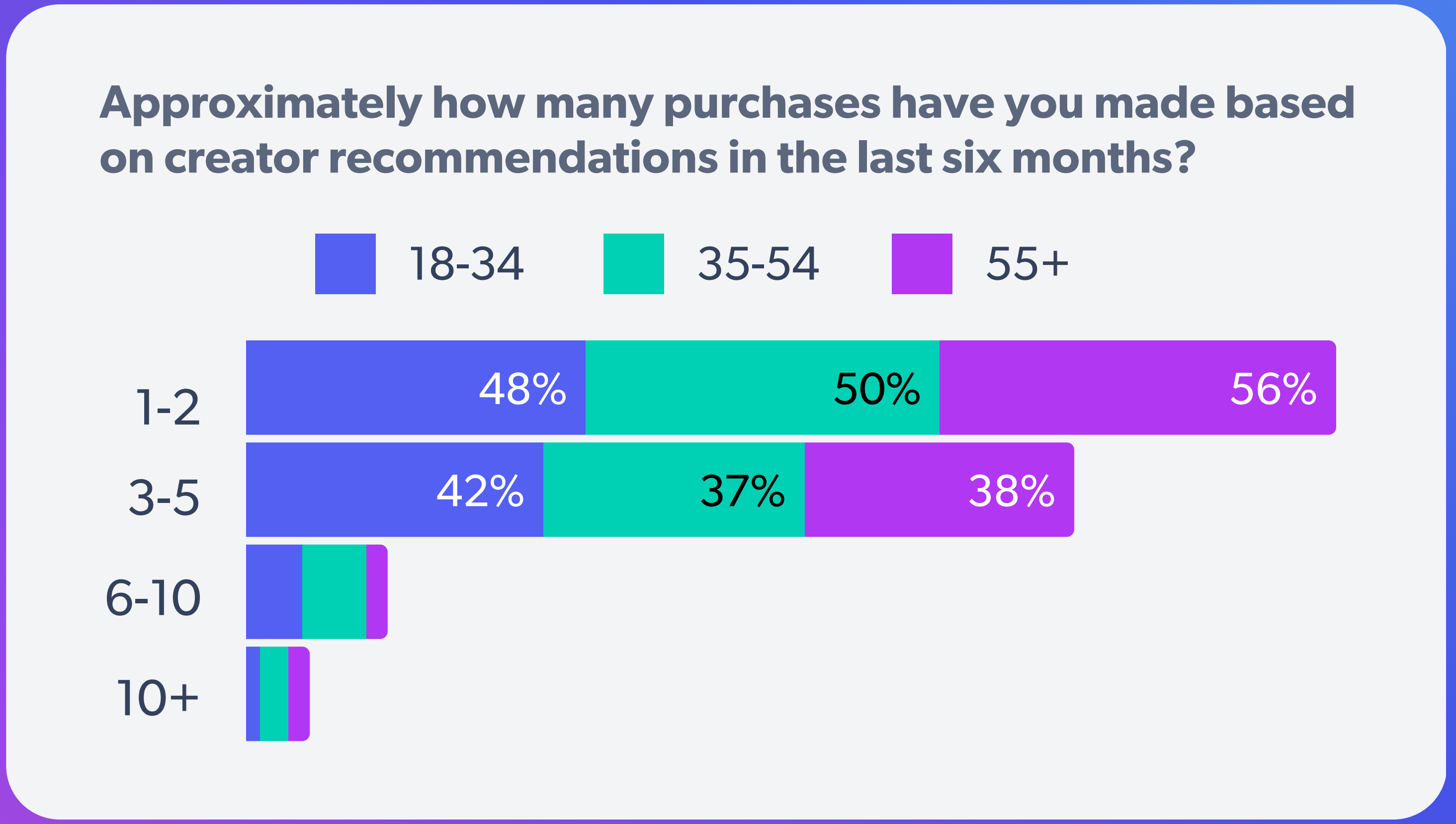
After a creator's recommendation, half of shoppers turn to customer reviews elsewhere to double-check endorsements, while some prefer to hit the brand's website. This punch of external validation and research dominates, mirroring those digging deeper post-discovery and researching until they're sold.

Creators led to 1–2 purchases for nearly half of shoppers in six months

Nearly half of respondents made 1-2 purchases based on creator recommendations in the last six months, suggesting creator-driven purchases are relatively infrequent for most but still impactful. A significant portion made 3-5 purchases, indicating a moderate level of engagement with creator recommendations among this group.

Creators spark 42% of young to 3-5 purchases, older stick to 1-2

Across all ages, 1-2 purchases from creator recommendations dominate, especially among older adults, but the 18-34 group stands out with 42% making 3-5 buys, tied to their 56% trust in influencers and social media savvy — perfect for brands to push repeat sales via TikTok and Instagram with promotions or exclusives.



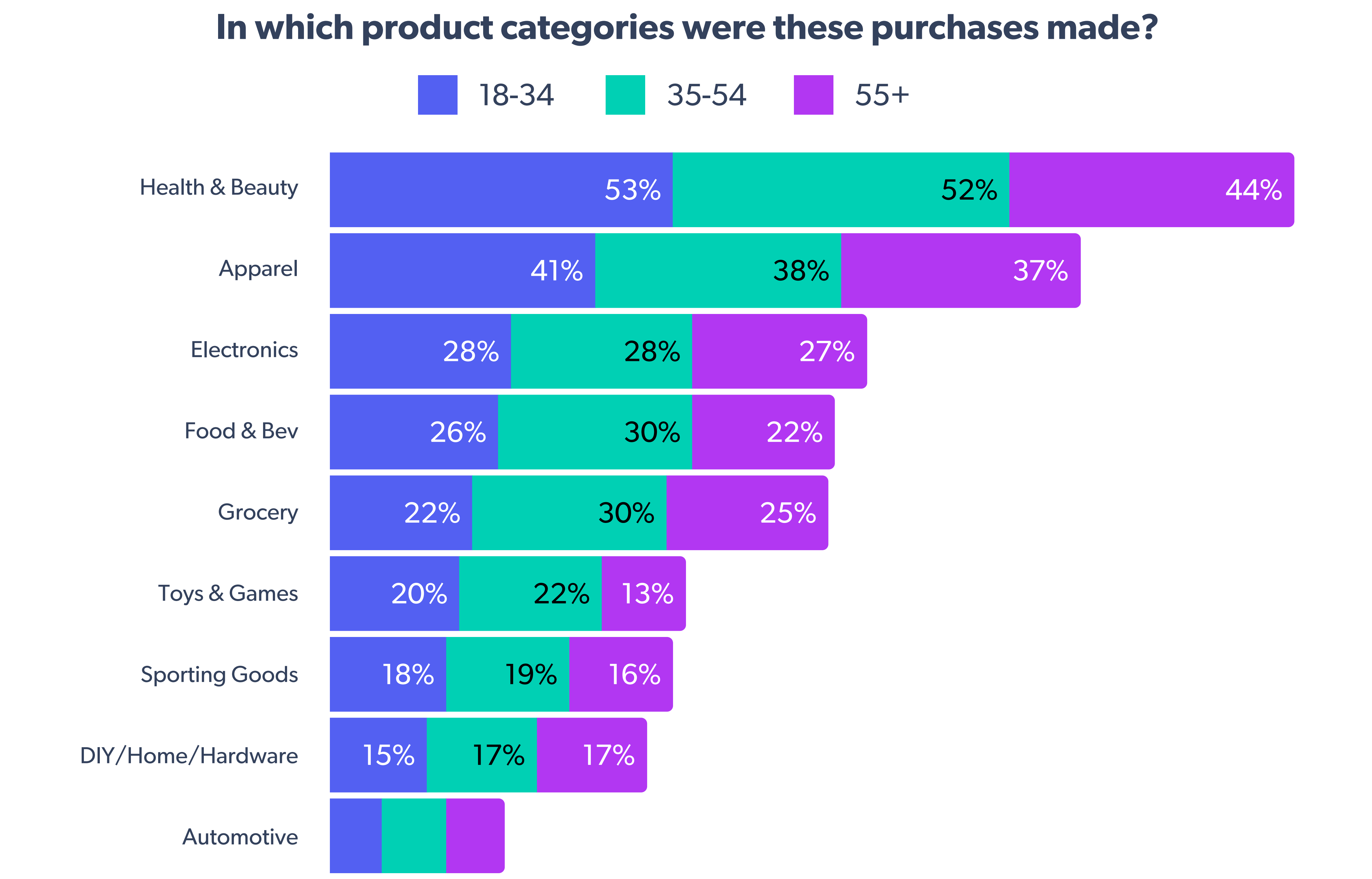
Creators drive purchases in beauty, fashion and electronics

Creator recommendations strongly impact visually appealing, trend-driven categories like health & beauty, apparel, and electronics. These products benefit from the aspirational, engaging content creators produce, such as tutorials, reviews, and unboxing.

Food & beverages, grocery, toys & games, and sporting goods see moderate influence, likely fueled by niche lifestyle and hobby-focused creators on platforms like YouTube and Instagram. Categories like DIY/home/hardware and automotive show the least impact, as shoppers often rely on expert reviews, brand websites, and personal experience over creator content.

Half of Gen Z, millennials pick beauty products based on creators' recommendations

Creators fuel purchases, with the 18-34 group leading in health and beauty and apparel. The 35-54 group nears them in health and beauty while excelling in food/beverages, grocery, and toys/games, reflecting practical, family-focused creator appeal. The 55+ group shows less sway across categories due to lower influencer trust and social media use yet retains moderate pull in grocery and DIY/home/hardware.



43% trust creators who spill pros and cons

Reflecting the strong dominance of transparency and naturalness, data shows that creators highlighting a product's pros and cons topped the list as the key trust driver for shoppers, outshining other factors like natural, unscripted content and valuable info. Together, these factors signal a demand for honest, unpolished, and useful content amid skepticism toward paid hype.

Transparency about sponsorships matters but trails behind, hinting that shoppers expect it as a given yet still prize authenticity over mere disclosure. Brands should push creators for balanced, candid reviews and conversational styles — ditching overly slick promos — while weaving in tutorials or tips to hit that sweet spot for value.

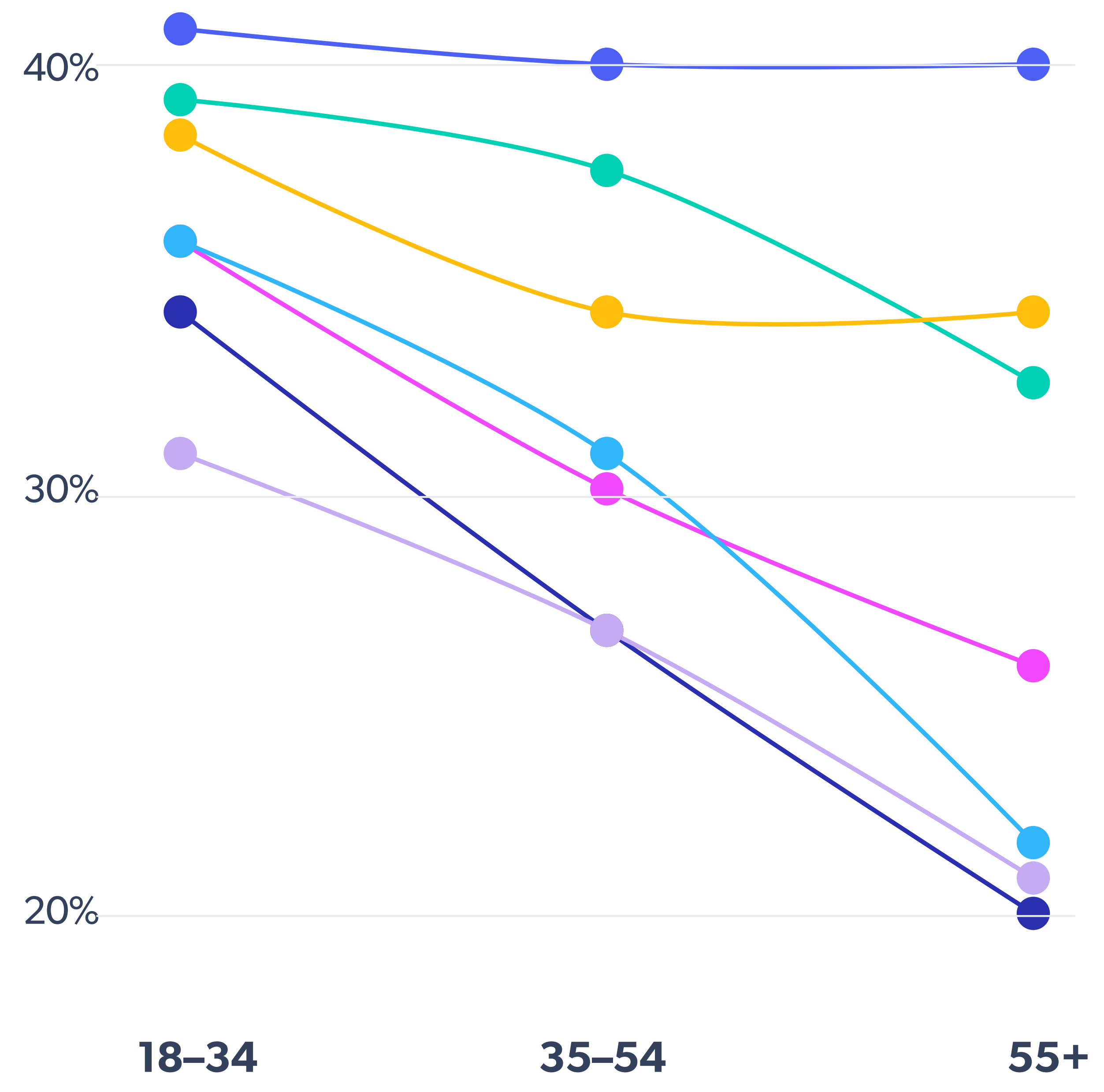
★★★★☆

This suitcase wheels seamlessly around the airport. My only problem with this suitcase is that it does not fit into every airplane's overhead bin.

43% shoppers of all ages crave honest pros-and-cons content from creators

Across all ages, 43% prioritize pros-and-cons content for trust, a steady preference that doesn't grow with age. Trust in unscripted content, personal stories, and genuine interaction dips as people get older, with younger adults favoring authenticity and older adults leaning toward facts. Transparency about sponsorships and consistency with past work also decline with age. Younger folks care more about both, while older adults focus on current content or are less familiar with creators.

- The creator acknowledges both the pros and cons of a product
- The content feels natural and unscripted
- Provides valuable information rather than just promoting products
- Transparent about sponsorships and affiliations
- Shares personal experiences and stories
- Interacts genuinely with their audience
- Content is consistent with their past work



NAVIGATING SUCCESSFUL CREATOR PARTNERSHIPS

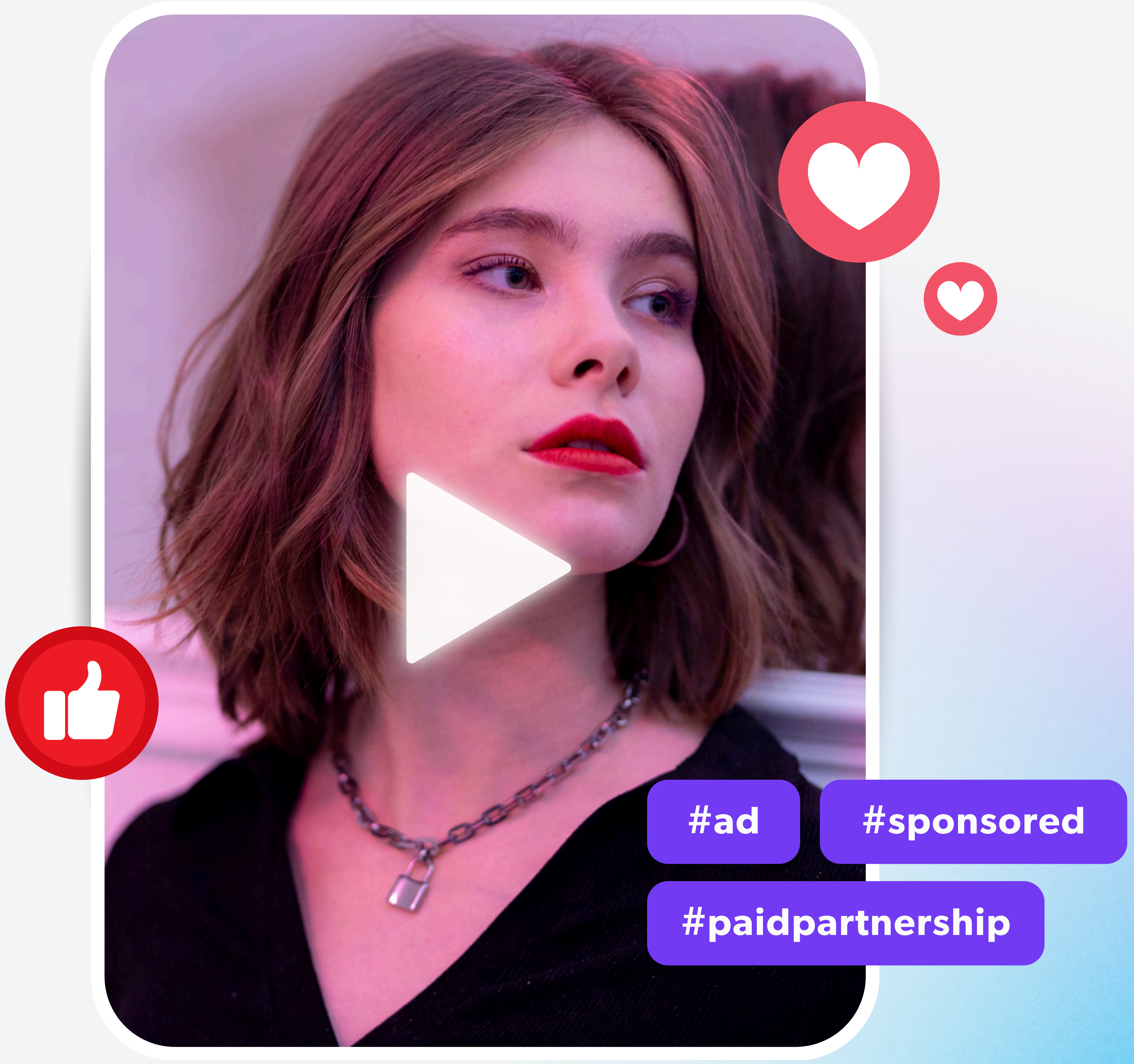
DO'S

Every other consumer expects clear creator collabs

Half of shoppers want creators to disclose brand partnerships right away, with 51% prioritizing clear mentions at the start and 49% valuing transparency about gifted items. Together, these reflect a strong push for immediate, honest disclosure, signalling the importance of authenticity and trust in influencer content.

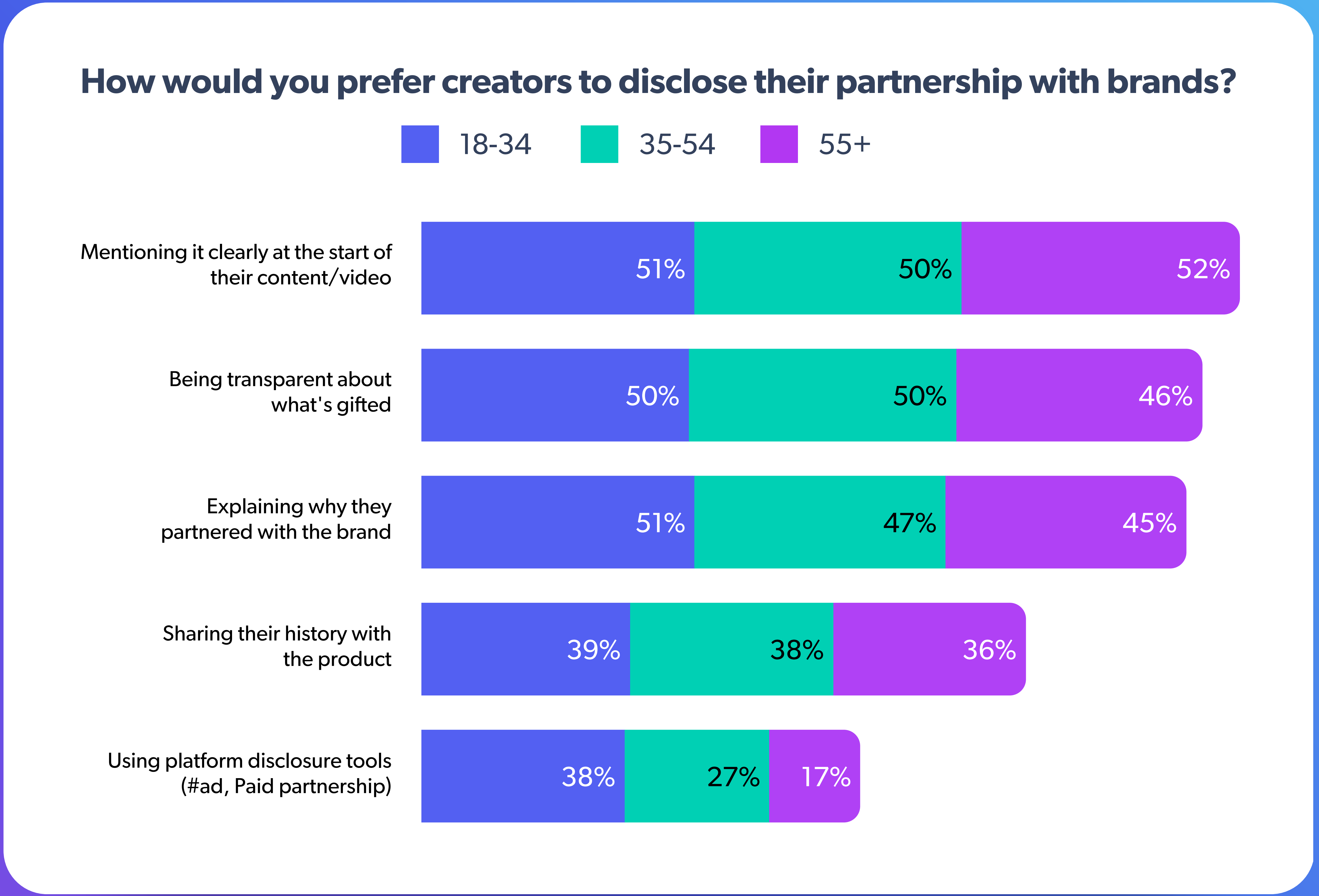
Beyond basic disclosure, 47% appreciate explanations of partnership rationales, while 37% value a creator's history with a product. These factors, though secondary, show shoppers crave context and genuineness.

For those who notice platform tools, consistently using #ad or "Paid Partnership" labels alongside upfront disclosure is key. This approach to transparency satisfies both consumer expectations and regulatory needs.



Shoppers of all ages push hard for the partnership transparency

Mentioning partnerships upfront is the top demand across all ages, slightly more so with older shoppers. This reflects a need for clear, immediate honesty amplified by age-driven caution. Explaining the "why" behind partnerships matters more to younger consumers, as they chase context while older folks focus on basics. Product history follows suit, with youth valuing personal anecdotes and older adults sticking to straightforward disclosure.



DO'S

Over a third of shoppers sniff out fake vibes in creator content

Shoppers rely on key signals to determine whether creator content is organic or sponsored. The top red flags — unnatural enthusiasm, exclusively positive reviews, and overly polished production — highlight the importance of both behavioral and visual authenticity.

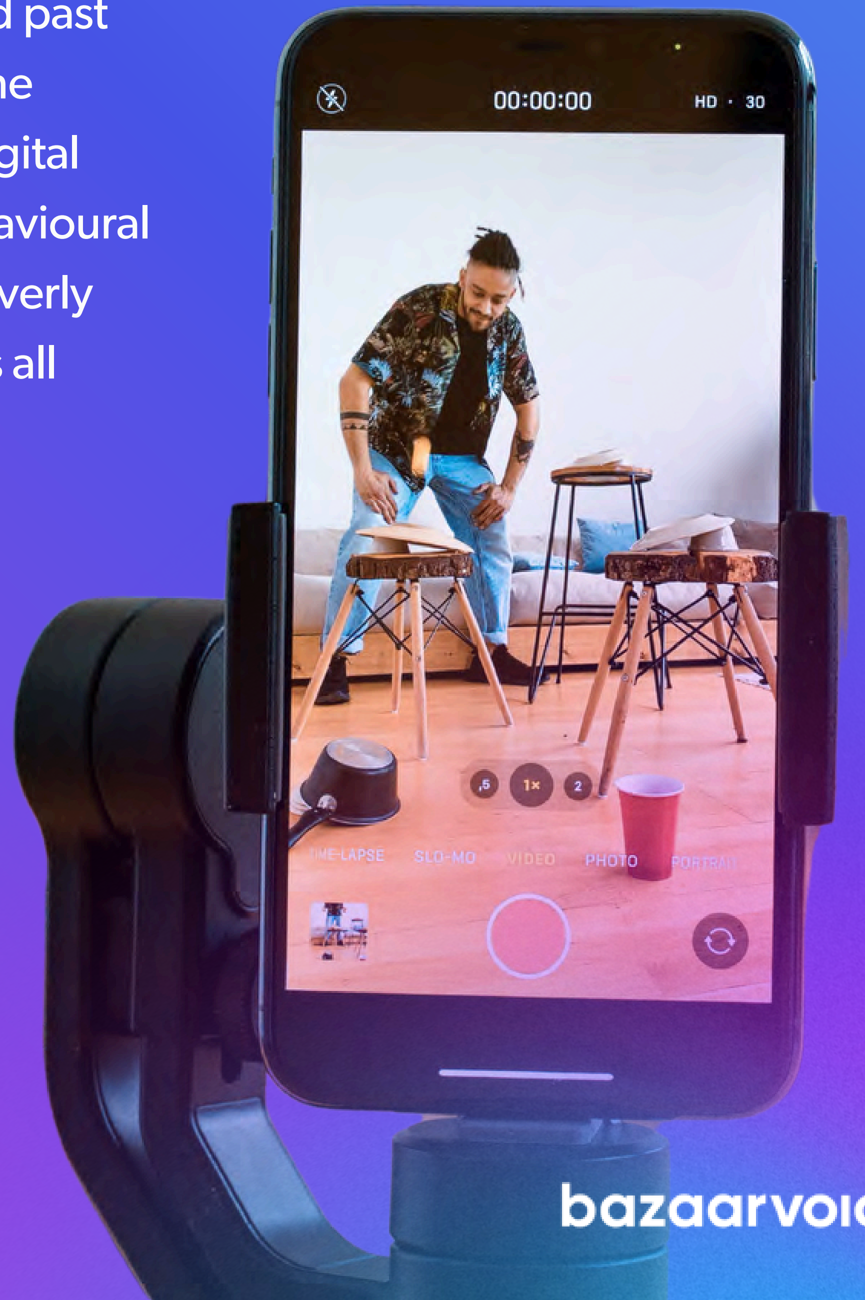
These concerns align with broader inauthenticity markers, such as overly salesy content and one-sided positivity. Other promotional cues, such as repeated brand mentions and special discount codes, further reinforce suspicions.

While factors like multiple creators posting similar content and a creator's past sponsorship history play a role, they are less critical. This suggests that while shoppers recognize coordinated campaigns, they emphasise immediate content cues when assessing authenticity.

Younger shoppers scrutinize sponsored content more than older generations

Shoppers aged 18-34 are the most critical of sponsored content, with 42% flagging unnatural enthusiasm, 37% noting overly positive reviews, and 34% identifying repeated content or discount codes. Adults 35-54 show slightly less concern but still prioritize key authenticity cues.

Reliance on discount codes, hashtags, and past sponsorships as authenticity signals decline with age, reflecting younger shoppers' digital fluency and older shoppers' focus on behavioural and visual cues. Whereas concerns over overly polished production remain steady across all ages, reinforcing a universal preference for natural, unfiltered content.



What factors do you consider when trying to determine if a creator's content is organic (unsponsored) or sponsored?

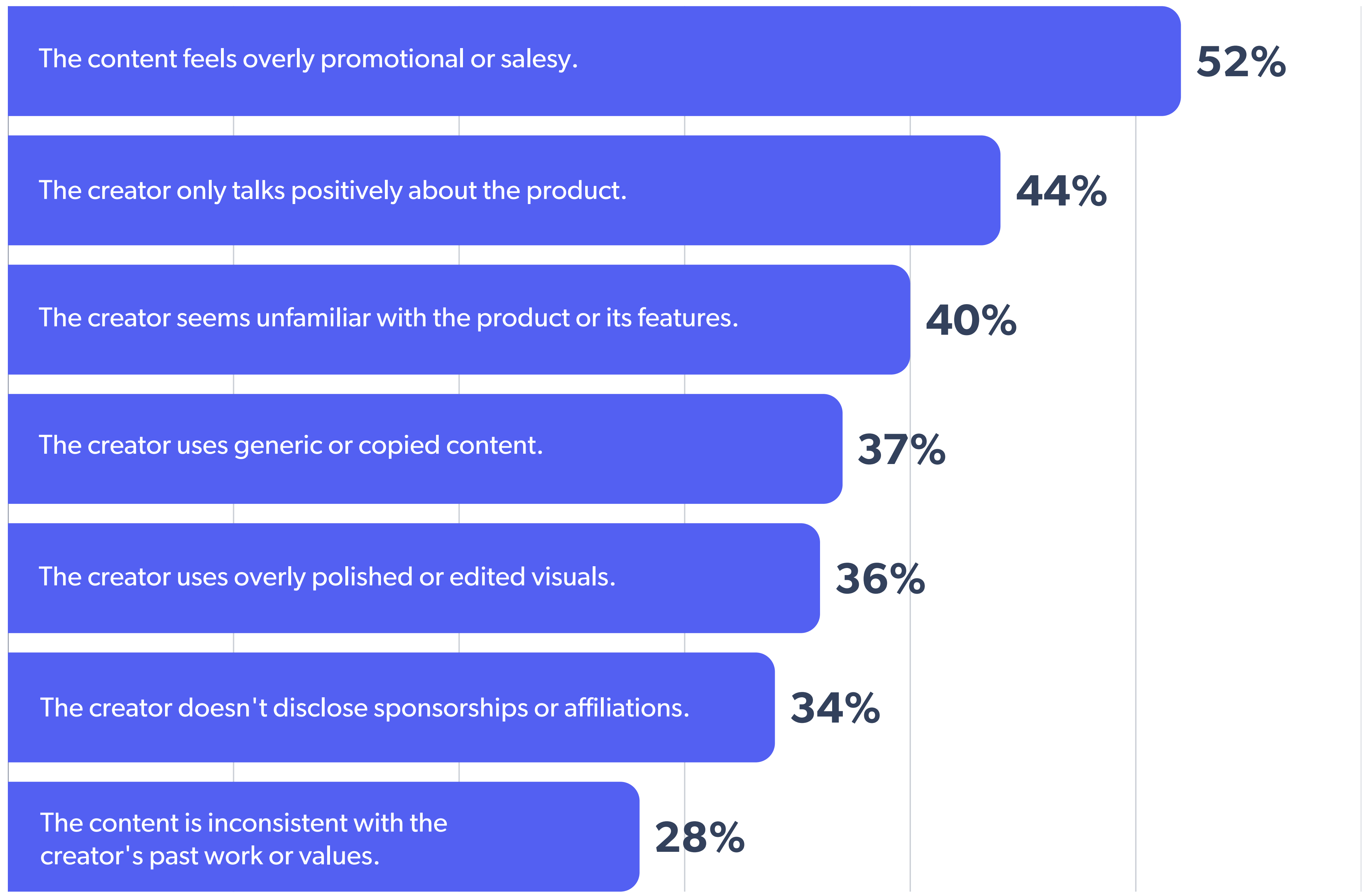
DONT'S

What makes creator content feel fake? Overpromotion and excessive positivity

The biggest turn-offs for shoppers are creators who sound too salesy or only rave about the good stuff. They also hate when creators don't know the product or recycle generic content, which shows that people want real expertise and fresh ideas.

Overdone visuals and hidden sponsorships bug them, too, but not as much. They're mostly fed up with pushy, fake-positive vibes, which fits their craving for honest content.

What are some signs that a creator's content might not be authentic?



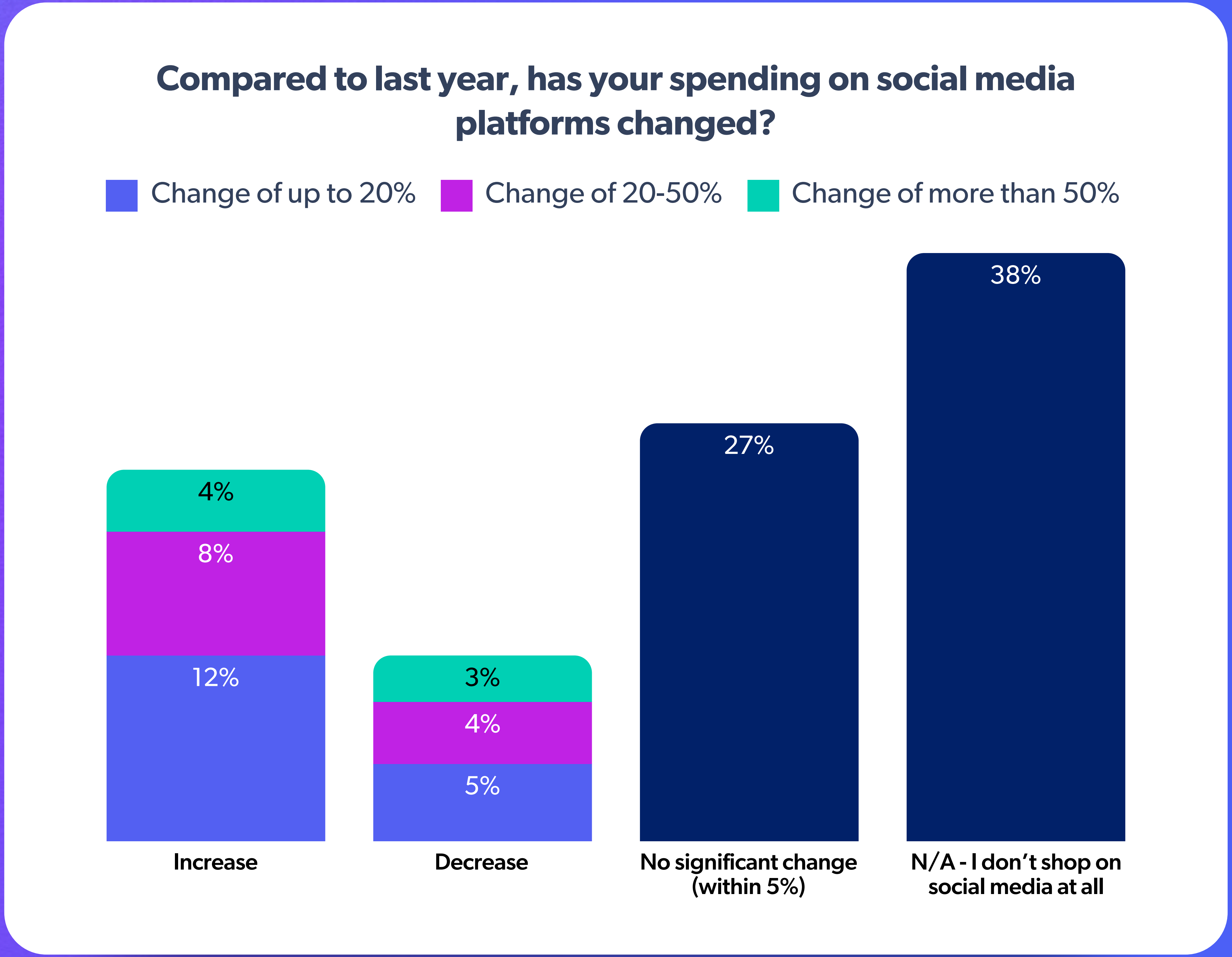
SOCIAL SHIFT

SOCIAL COMMERCE IS MAINSTREAM, DRIVEN BY INFORMED AND ENGAGED SHOPPERS

Social media is a shopping hub, with spending on the rise. Facebook draws the masses, while TikTok thrives with younger shoppers. Deals, creators, and research drive engagement, though many remain on the sidelines.

24%

of shoppers increased their spending on social media platforms in 2024



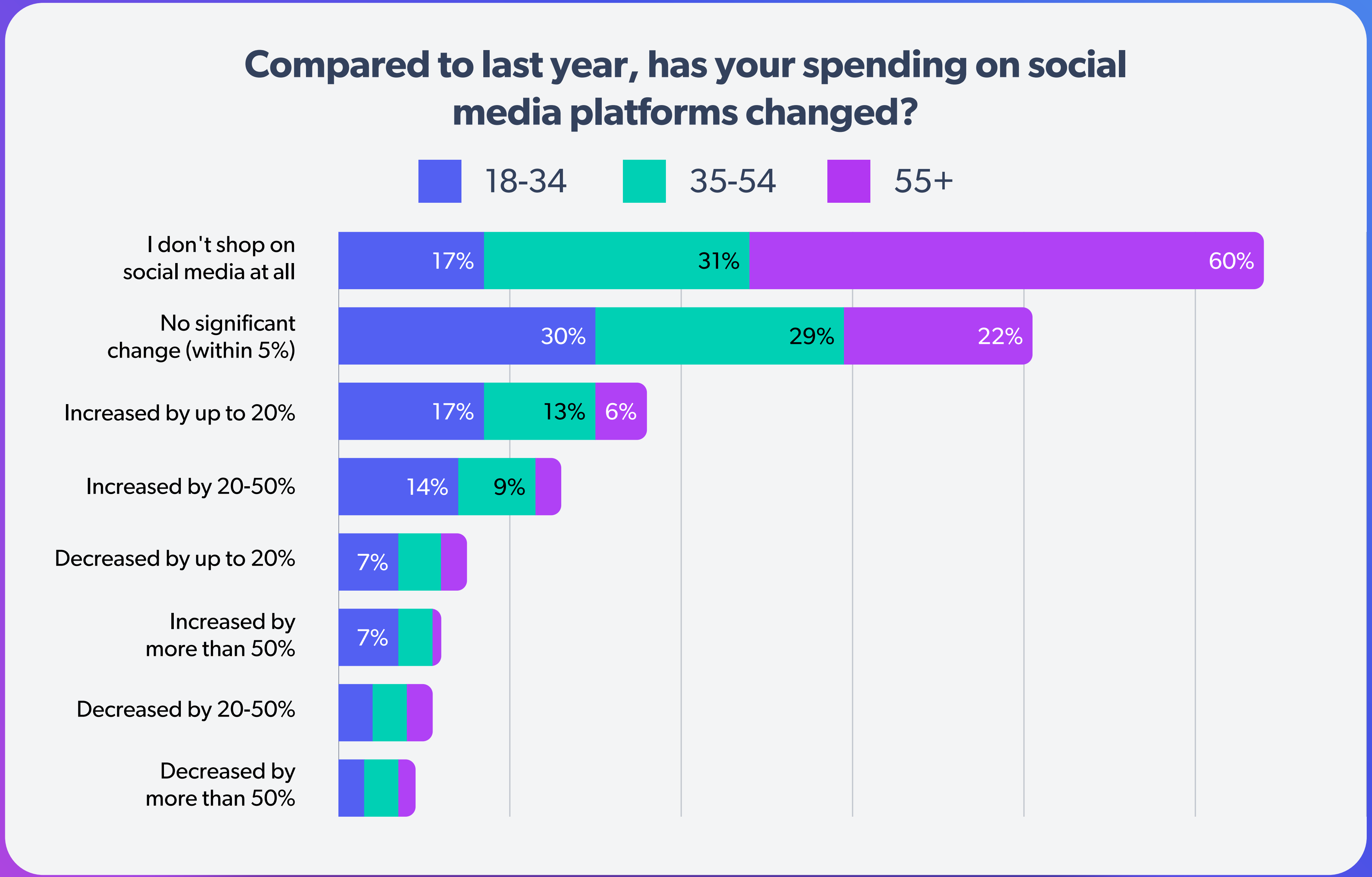
A quarter of shoppers spend more on social media, but most still skip it

There has been a net positive shift in spending among those who shop on social media. Large spending jumps are relatively uncommon. Though overall non-shoppers dominate, suggesting that a substantial portion of the population don't engage with social commerce, a quarter of them maintained stable spending showcasing consistency.

The 12% (up to 20%) and 8% (20-50%) increases indicate growing adoption, likely driven by creator marketing, short-form videos, and offers. Some are cutting back (12%) maybe because of hidden ads, privacy worries, or tight wallets.

18-34s outpace other ages in social media spending

The 18-34 age group has significantly increased spending more than other demographics, with 38% increasing by 20% or more — far surpassing 26% of 35-54s and just 10% of 55+. This reflects their comfort with digital shopping, making influencers, short-form videos, and discounts key drivers for further growth.

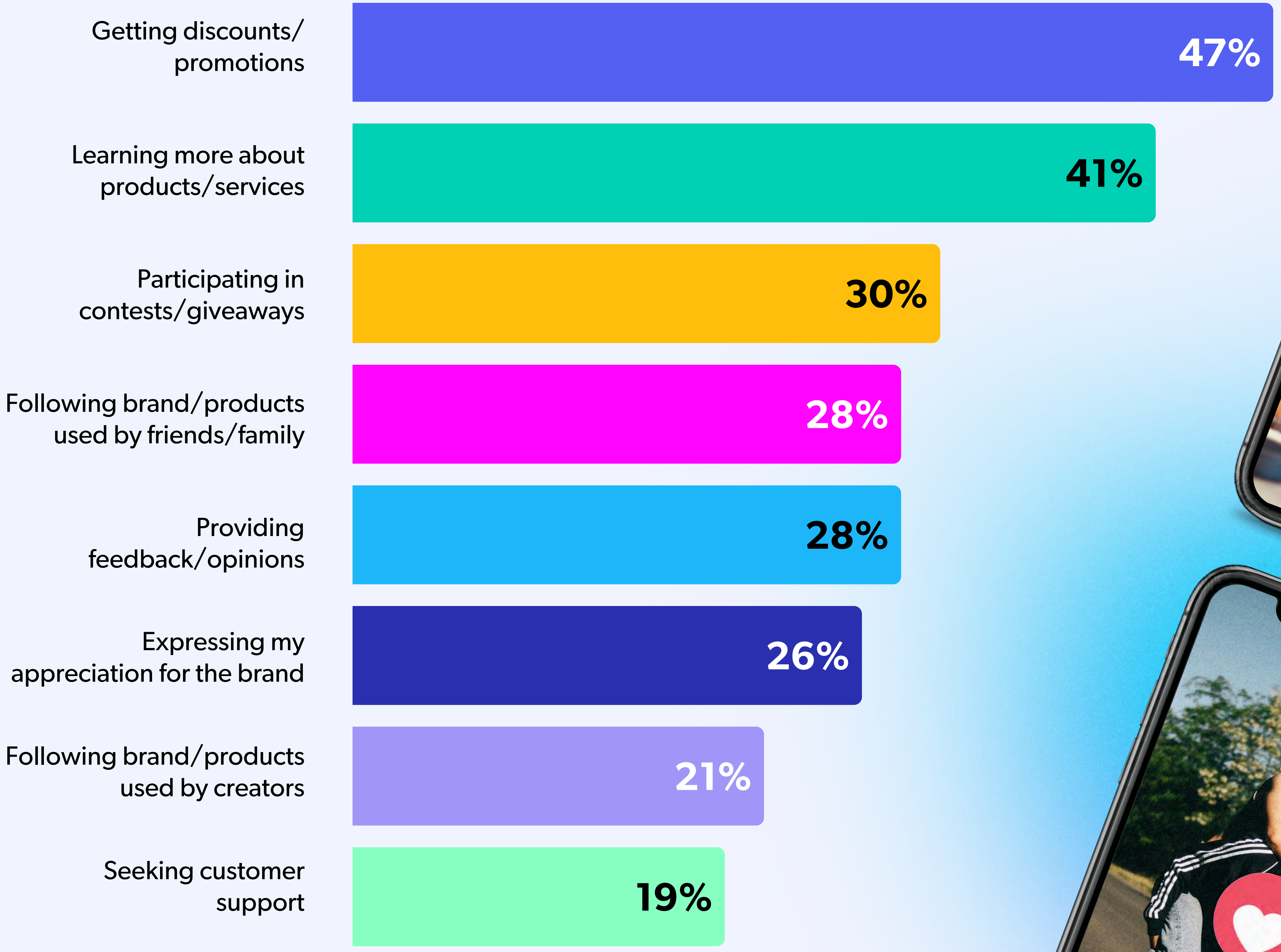


Shoppers engage most with brands on social for deals, not just content

Discounts and promotions are the top reasons shoppers engage with brands on social media, with 47% motivated by exclusive offers, coupon codes, and promotions. Brands should prioritize deals on Instagram, TikTok, and Facebook to attract price-sensitive shoppers, especially those influenced by creator recommendations.

Community-driven engagement, such as contests, giveaways, and interactions with friends and family, also plays a key role.

Top drivers of interaction on social media



Mapping engagement in social commerce

Social media is big for shopping. 56% of people use it somehow, though 44% skip it or stick to other methods. For those who do, the usual move is spotting stuff on social media and buying it on brand websites, mixing social finds with online trust.

Many folks still want to touch things before buying, so you need a solid plan that covers stores and screens. Buying straight from social platforms is picking up as the tech gets better, and ads there keep grabbing attention.

Finding products on social media edges out buying them, but it’s still a powerhouse for getting ideas and nudging people toward the checkout.

Gen Z and millennials lead the charge in social-first shopping

The 18-34 crew is all over social commerce. About 21% spot stuff online but buy it in stores. With 17% of 18-34s and 14% of 35-54s clicking social ads, brands need sharp Instagram, TikTok, and Facebook campaigns. Plus, 18% of 18-34s buy straight from TikTok Shop or Instagram Shop, so easy in-app purchases, special offers, and creator posts are a must.

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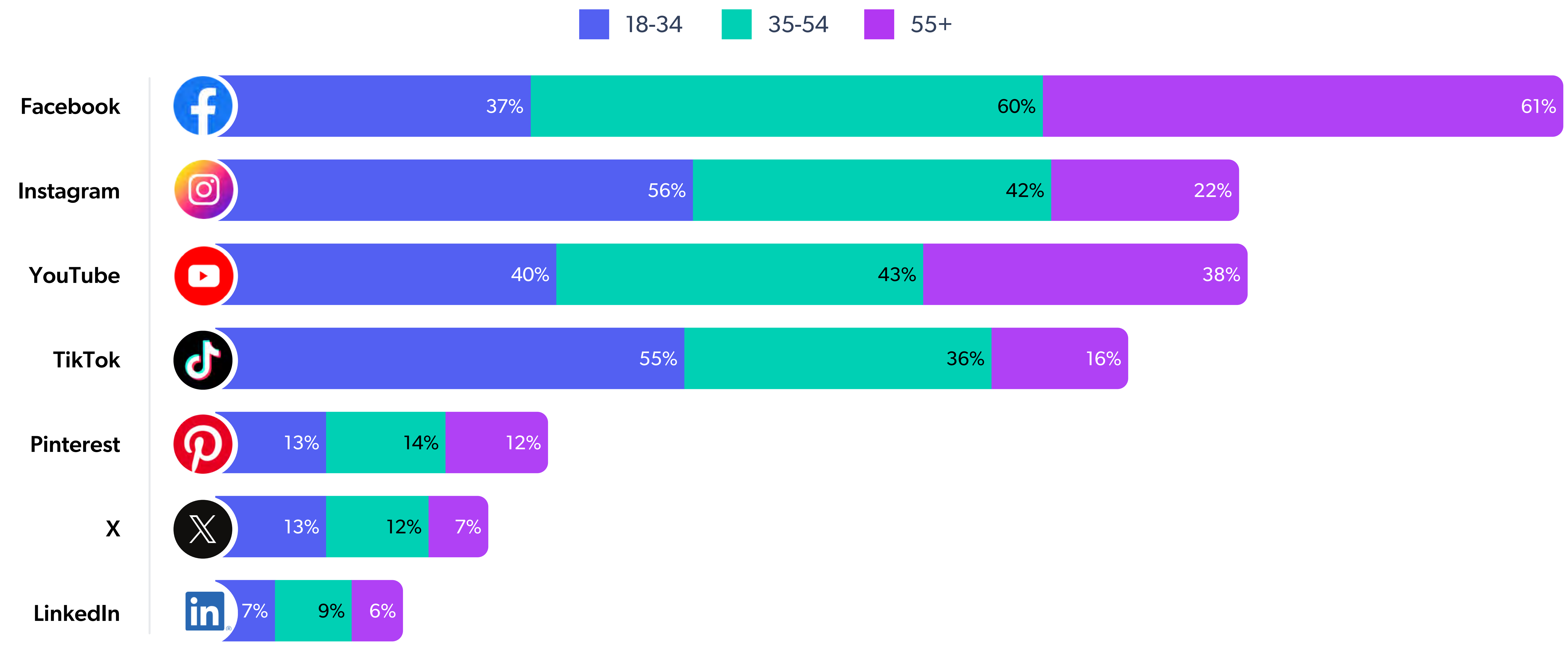
Facebook leads in social commerce

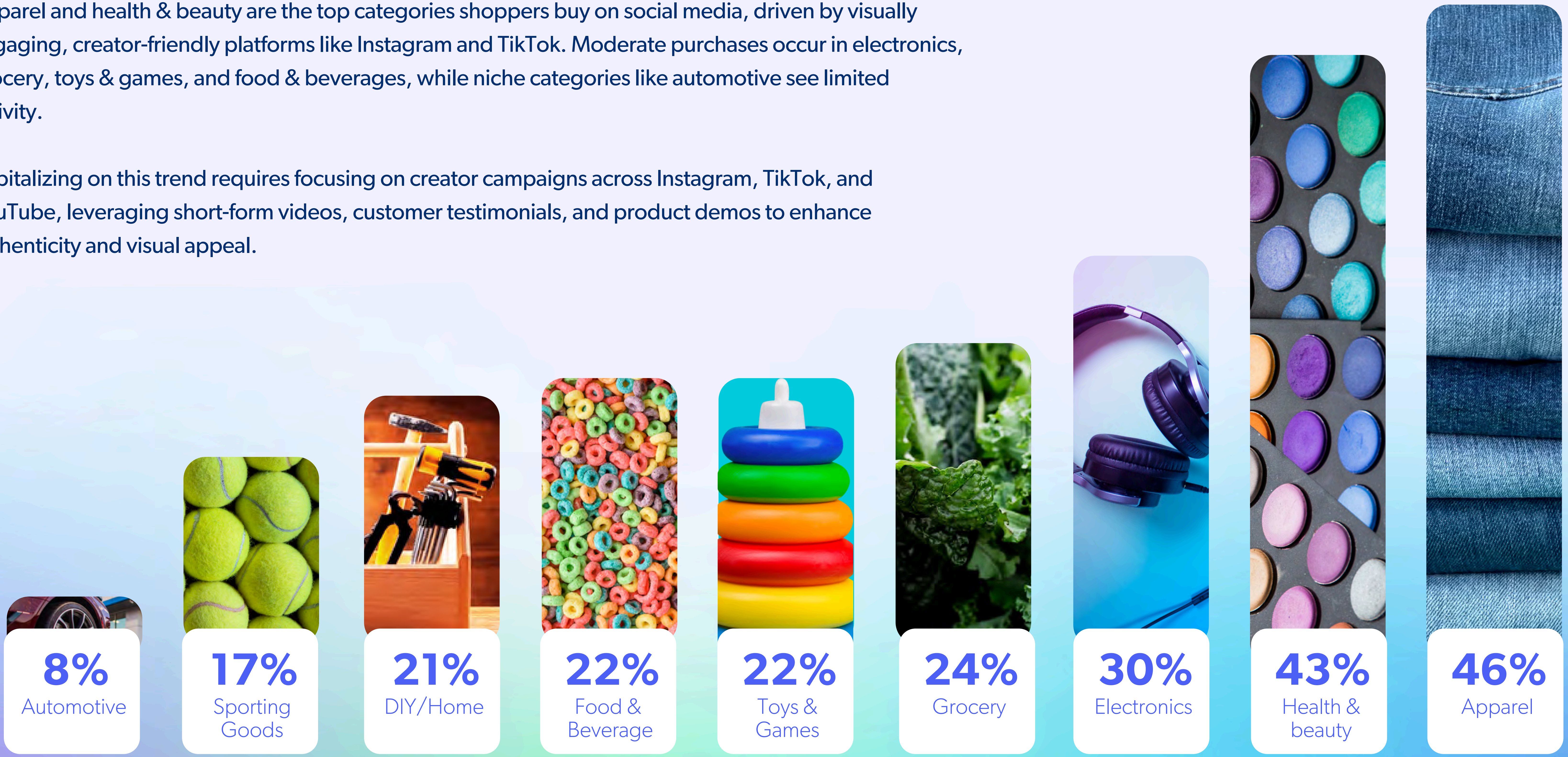
Over half of shoppers pick Facebook for direct buys, with Instagram and YouTube close behind.



Apparel and beauty dominate social commerce purchases

Apparel and health & beauty are the top categories shoppers buy on social media, driven by visually engaging, creator-friendly platforms like Instagram and TikTok. Moderate purchases occur in electronics, grocery, toys & games, and food & beverages, while niche categories like automotive see limited activity.

Capitalizing on this trend requires focusing on creator campaigns across Instagram, TikTok, and YouTube, leveraging short-form videos, customer testimonials, and product demos to enhance authenticity and visual appeal.

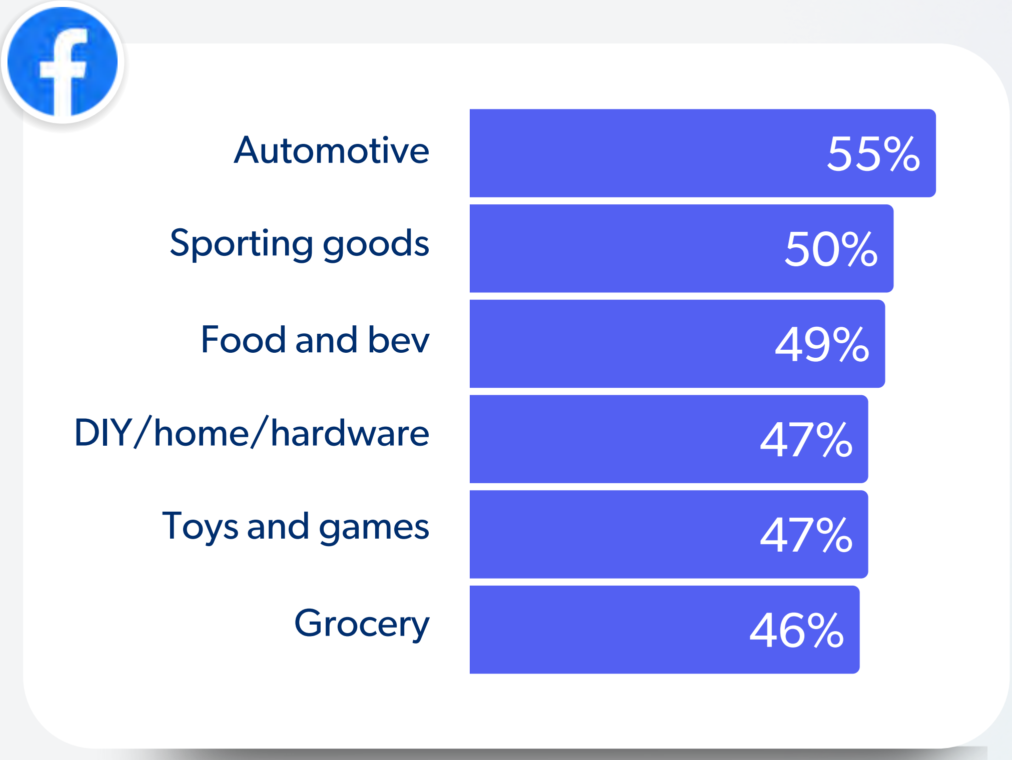


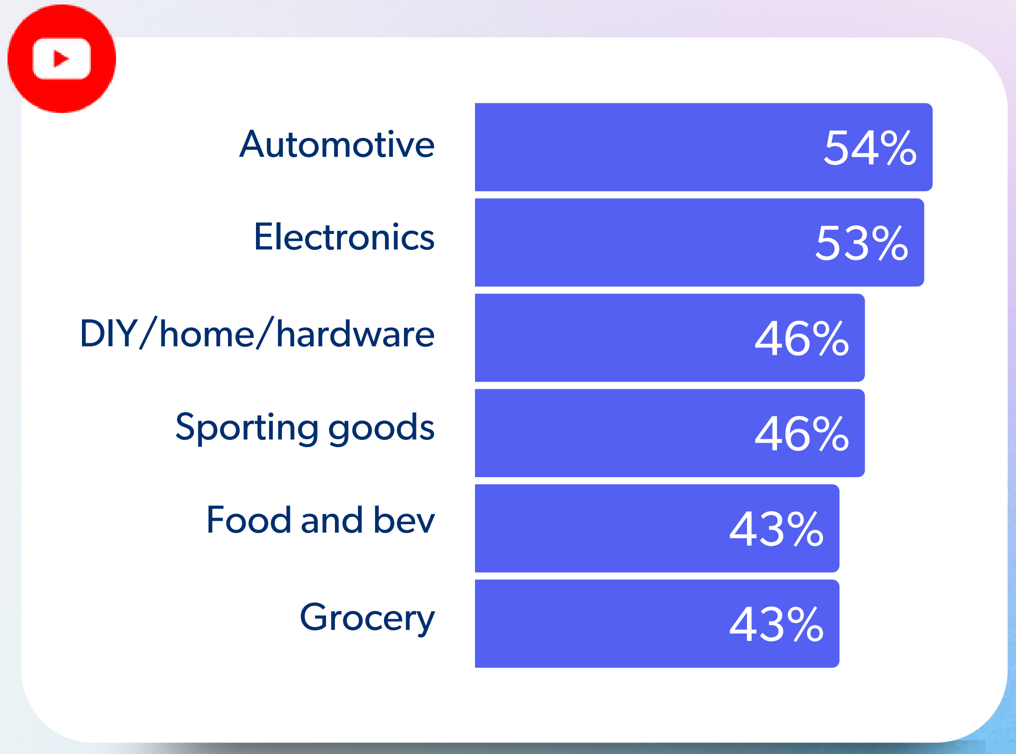
Shoppers choose Instagram & TikTok for fashion, Facebook for essentials, and YouTube for tech

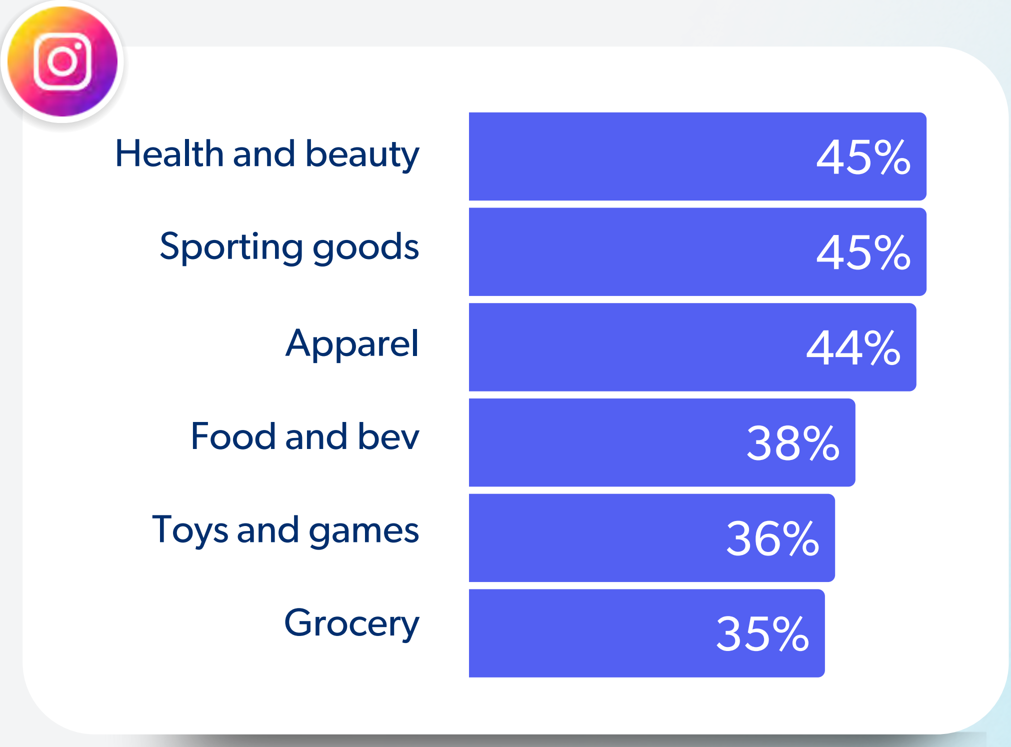
Shoppers gravitated toward Instagram and TikTok for apparel and health & beauty, likely drawn by creator content, short-form videos, and shoppable features on the platforms.

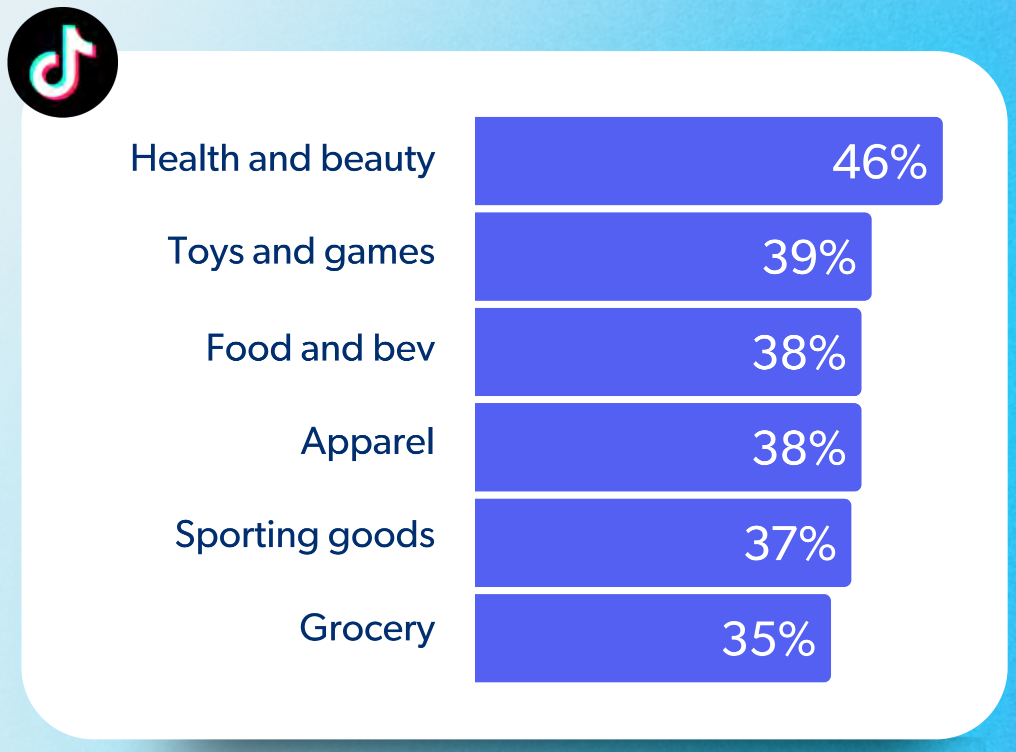
Meanwhile, Facebook was the top choice for community-driven categories like grocery, toys & games, food & beverages, DIY, and sporting goods.

YouTube stood out for electronics and automotive, with shoppers relying on long-form tutorials, unboxing videos, and in-depth reviews to make informed decisions.









VIDEO DOMINATES

SHORT-FORM VIDEOS AND REVIEWS SHAPE SOCIAL COMMERCE DECISIONS

Short-form videos reign supreme, with shoppers preferring quick clips and trusting testimonials to cut through the noise. From product demos to before-and-after shots, authentic content fuels social commerce, especially among younger shoppers.

Short videos on social media influential in buying decision

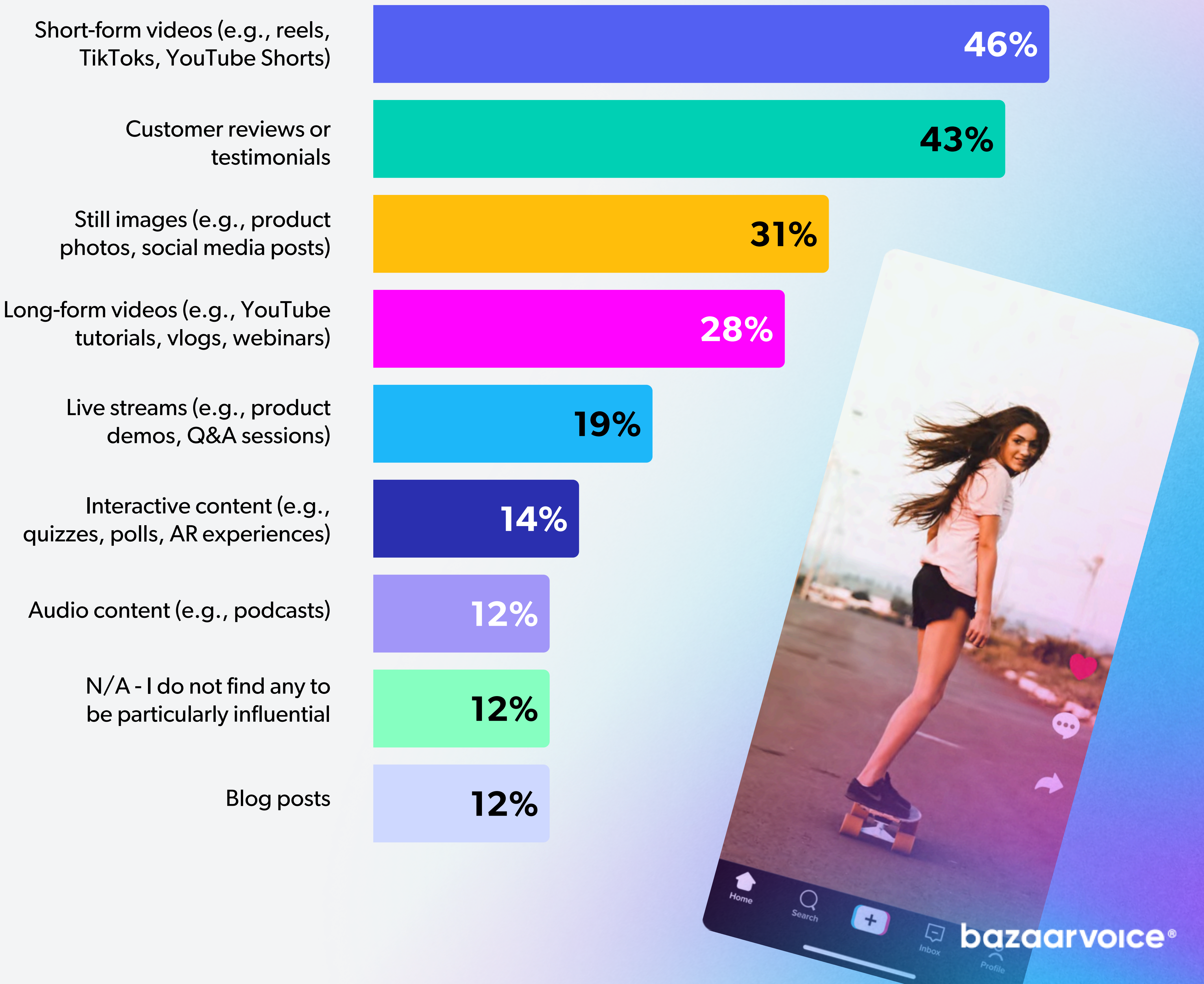
Short-form videos and customer reviews are the most influential content for shoppers making purchase decisions through social media.

Given that 46% find short-form videos influential, invest in Reels, TikToks, and YouTube Shorts, leveraging quick, visually appealing content with creators to engage shoppers, especially younger audiences.

For the 43% who find customer reviews and testimonials influential, encourage creators to feature or link to peer feedback. This aligns with shoppers who read reviews elsewhere and trust customer reviews before purchasing, reinforcing trust through social proof.

Live streams, interactive content, audio content, and blog posts are less influential, though they remain relevant for specific audiences.

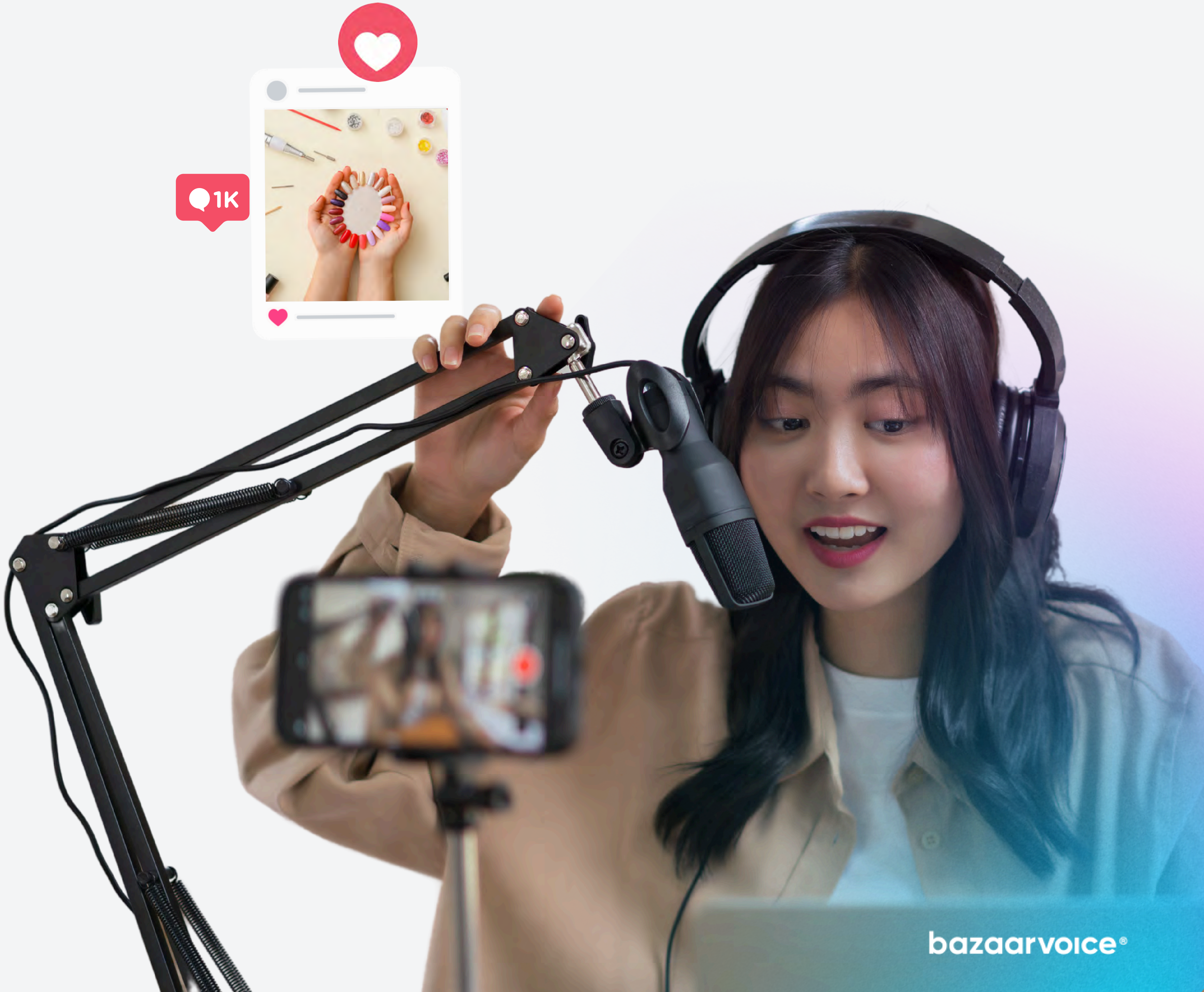
Effective social media content format



Peer testimonials and demo videos drive social media purchases

The top three content types — customer testimonials, product demonstration videos, and before-and-after results — dominate shopper preferences, highlighting a demand for authentic, practical, and visually compelling proof.

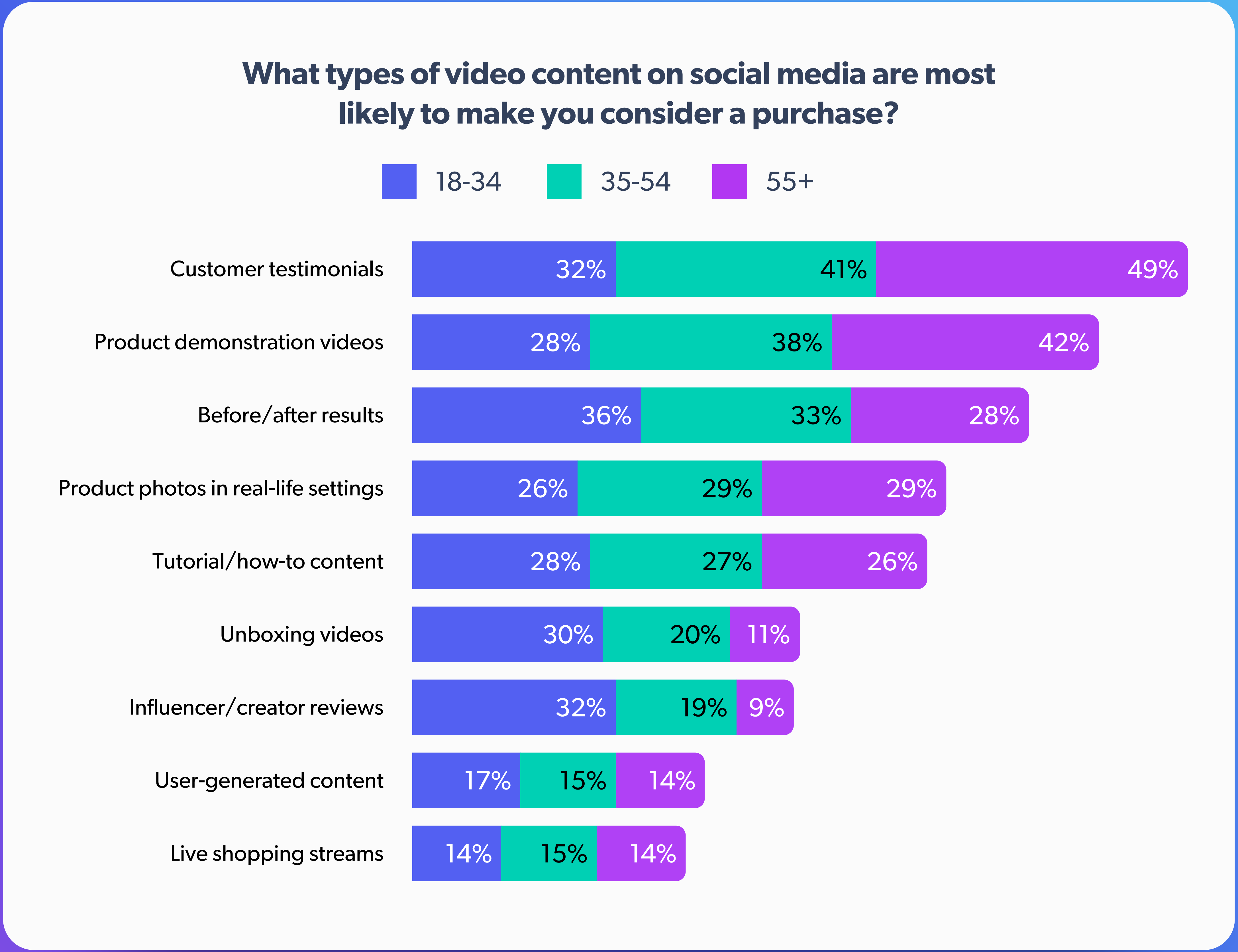
With testimonials leading at 39%, promote peer video reviews in creator content. Real-life product photos and how-to tutorials play solid backup, blending visual punch with helpful know-how. Shoppers want the full picture but lean harder on proof than polish.



Testimonials resonate with 55+, unboxing engages 18+

Older adults (55+) lean heavily on customer testimonials (49%) and product demos (42%), reflecting their cautious streak and low creator trust.

Younger adults balance testimonials and creator reviews, but before-and-after results (36%) and unboxing videos (30%) steal the show. They're hooked on bold, peer-fueled visuals.



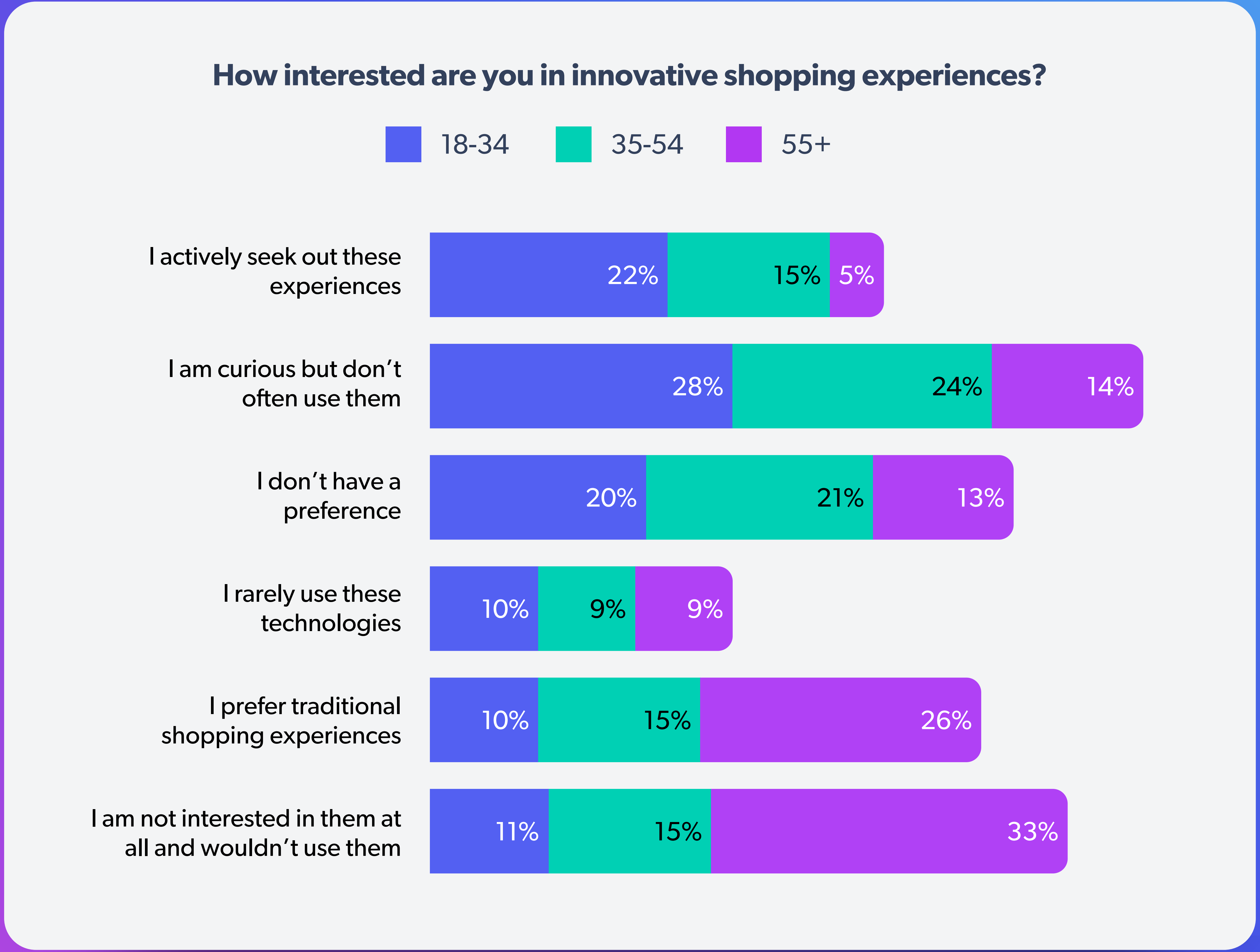
NEXT WAVE

INTERACTIVE SHOPPING EXPERIENCES GAIN TRACTION WITH GEN Z AND MILLENNIALS

The future's knocking, and Gen Z and millennials are answering by showing interest in AR, VR, and contactless shopping. Even as most consumers stick to the basics, the young push boundaries. This is where retail's next wave starts.

50% 18-34 actively seek out or curious about experiential shopping

The 18-34 group shows the highest interest in AR/VR (22% actively seek, 28% curious), reflecting their digital comfort. Middle-aged adults show moderate interest and older adults (55+) exhibit strong disinterest. Target AR/VR for younger demographics on trendy platforms, introduce it cautiously for middle-aged shoppers, and minimize focus on older ones.



Younger shoppers embrace interactive shopping

The 18-34 group leads in innovative shopping experiences, with 34% using contactless options, 23% engaging in pop-ups, 22% trying virtual try-ons, and 19% participating in customization and live-stream shopping, reflecting their digital-first habits.

Leverage interactive tools, personalized experiences, and real-time shopping events on TikTok and Instagram to engage this audience.

KEY TAKEAWAYS

Value rules retail as shoppers swap to store brands and hunt discounts

Economic and market factors have sparked a savings surge, with 57% of shoppers switching to store brands — an 11-point jump since 2024. While lower prices drive the shift, quality remains a priority. Shoppers are flocking to discount stores, hunting online deals, and trading branded retailers for generics. Leading the charge, Gen Z and millennials rely on tech-savvy deal-hunting, signalling a need for retailers to expand store-brand offerings with a price-quality balance, push digital promos for younger consumers, and maintain in-store deals for older shoppers.

Trust is non-negotiable — shoppers start on brand sites and rely on peers for confidence

Shoppers seek trust at every touchpoint, starting with brand websites and prioritizing organic reviews from customers, friends, and family over brand messaging. Confidence grows with review volume, especially on trusted platforms. Even after discovering products through creators, they verify with external reviews before committing. The takeaway for brands? Strengthen brand sites with testimonials, amplify peer feedback on social, and tailor strategies by age group.

Social commerce surges as Gen Z and millennials spend more and shop more

Social media is undeniably mainstream, with 56% of shoppers integrating it into their buying journey — driven by discounts and creator influence. Facebook leads overall, but Instagram and TikTok dominate among 18-34s, especially for apparel and beauty, hinting at brands to hit youth with TikTok/Insta shoppable videos, lean on FB Marketplace for older folks, and dangle discounts everywhere.

Content creators sway young shoppers but trust hinges on honesty

Creators drive real impact, with about half of shoppers making 1-2 purchases and 40% making 3-5 in six months based on their recommendations. While younger shoppers lead the trend, they still verify with reviews and research, whereas Baby Boomers remain largely unaffected. The key? Credibility over hype. Shoppers trust creators who share both pros and cons. Overpromotion and fake positivity erode authenticity, and nearly four in 10 can spot forced enthusiasm as a sponsorship red flag, proving that candid, balanced content resonates best.

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Bazaarvoice is reshaping how brands and retailers connect with consumers by putting the consumer voice first. With an end-to-end, commerce-empowered omni-channel content solutions and analytics platform, Bazaarvoice helps 13,000+ brands and retailers inform consumer decisions consistently and at scale at every stage of the shopper journey, on every platform where shoppers live. 2.5B shoppers use the Bazaarvoice Network on a monthly basis.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, Australia, and India. For more information, visit www.bazaarvoice.com