



Digital Trends Report

2025

ebook



In-depth insights from industry leaders

About Vaimo

Vaimo is one of the world's most respected experts in digital commerce and customer experiences. For us, experience is everything. It is at the heart of all we do, and we are leading the way in delivering on it in these fields:

Digital Commerce

Content Management

Data Management

Insights & Activation

As a full-service digital experience agency, we deliver consulting, design, development, support, and analytics services within all four fields.

We are a global partner with a local presence, focused on cultivating close, long-term relationships with our clients. We work with brands, retailers, manufacturers, and organizations all over the world and have over 600 employees based in offices in more than 15 markets across EMEA, APAC, and North America.

Digital Trends Report 2025

In-depth insights from industry leaders

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Executive summary

Five transformative trends are shaping how businesses operate and interact with customers in 2025:

Hybrid commerce

Shopping habits are evolving, with **93% of shoppers mixing online and offline experiences**. This shift isn't only about offering multiple channels – it's about creating seamless, integrated experiences. The rise of "click-and-collect" services and unified inventory systems demonstrates this trend, with **60% of shoppers already using hybrid shopping experiences**.

Sustainability as a core business strategy

The Corporate Sustainability Reporting Directive (CSRD) is driving a new era of environmental accountability, with 59% of millennials willing to pay premium prices for sustainable products. **Digital Product Passports (DPP)** are becoming essential for transparency in product origin, carbon footprint, and recyclability information.

AI integration and trust

AI is moving from hype to real-world impact, focusing on practical and ethical applications. The "Bring Your Own Large Language Model" (BYOLLM) trend ensures consistency across AI implementations, while AI itself is shifting from passive support to proactive automation. Key areas like Product Information Management (PIM) and customer experience are already seeing transformative gains.

Personalization at scale

Businesses are moving beyond basic product recommendations to AI-powered, real-time personalization. Predictive analytics, immersive tools, and advanced product visualizations are driving hyper-personalized customer experiences that feel tailor-made for every individual.

These trends aren't distant predictions—they're already delivering results. Companies that embrace them are seeing stronger customer loyalty, sharper operational efficiency, and better market positions. Success in 2025 will depend on blending innovation with human connection—using technology to enhance relationships, not replace them.

Evolution of technical capabilities

Bridging business and technology requires new expertise. Key areas include:

- AI literacy and implementation expertise
- Advanced data architecture and integration capabilities
- Change management skills for digital transformation
- Technical marketing proficiency
- Sustainability data management

Pressed for time?

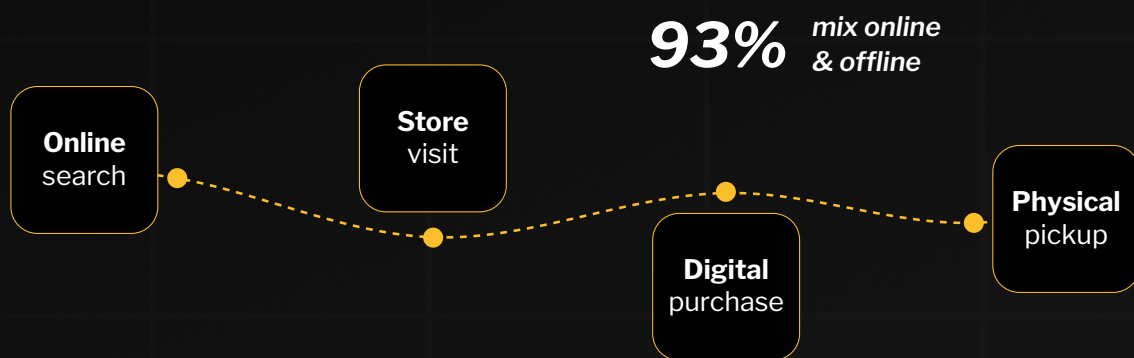
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01 Retail and commerce trends

In 2025, retail is transforming as physical and digital worlds merge. Hybrid shopping experiences blur the lines between online and in-store, creating seamless consumer journeys. At the same time, retailers are tapping into new revenue streams, leveraging their digital spaces as powerful advertising platforms through retail media networks.



Key concepts ↓

BOPIS: Buy Online, Pick up In Store enables customers to purchase items through digital channels while collecting them at physical retail locations.

Hybrid shopping: The integration of online and offline shopping experiences, allowing customers to move seamlessly between digital and physical retail touchpoints throughout their buying journey.

Retail Media: The practice of retailers selling advertising space on their digital platforms, leveraging their customer data and digital real estate to create new revenue streams.

First-party data: Information collected directly from customers through owned digital channels, including purchase history, browsing behavior, and loyalty program data.

Turnkey solutions: Ready-to-use systems or services that can be immediately implemented without extensive customization or development work.

Omnichannel experience: A unified approach to customer engagement that provides consistent interactions across all channels (online, mobile, in-store, etc.) while maintaining context and continuity.

Trend 1

Return to hybrid shopping

"The objective is to meet customers wherever they are while delivering a cohesive brand experience."



Kristin Naragon,
Chief Strategy Officer,
Akeneo

The post-pandemic retail sector is seeing a resurgence of in-store shopping, with customers once again valuing tangible, hands-on experiences that physical stores provide. However, the convenience and accessibility of online shopping are not going anywhere; brands are increasingly focusing on a hybrid approach, creating seamless omnichannel experiences that allow customers to transition effortlessly between online and offline touchpoints.

This manifests in different ways, like offering “click-and-collect” services, ensuring that digital and physical inventories receive the same data about stock availability, or allowing consumers to return items in person. The objective is to meet customers wherever they are while delivering a cohesive brand experience that feels consistent and personalized across channels.

93%

of shoppers are mixing both online and brick-and-mortar experiences
(*source*)

60%

of shoppers have used hybrid experiences like BOPIS (Buy Online, Pick Up in Store) (*source*)



Retail Media as a revenue stream for retailers

"Digital advertising is now as important to retail as traditional merchandising."



Henrik Feld-Jakobsen,
Chief Strategy Officer,
Vaimo

Retail Media lets retailers monetize their digital channels through ads and promotions. Traditionally, brands paid for premium shelf space and in-store displays, but the focus has shifted online. Leveraging customer insights—especially from loyalty programs—retailers now offer highly targeted advertising opportunities, making Retail Media a critical revenue driver.

Retail Media is advancing on two fronts:

Strategic value ↓

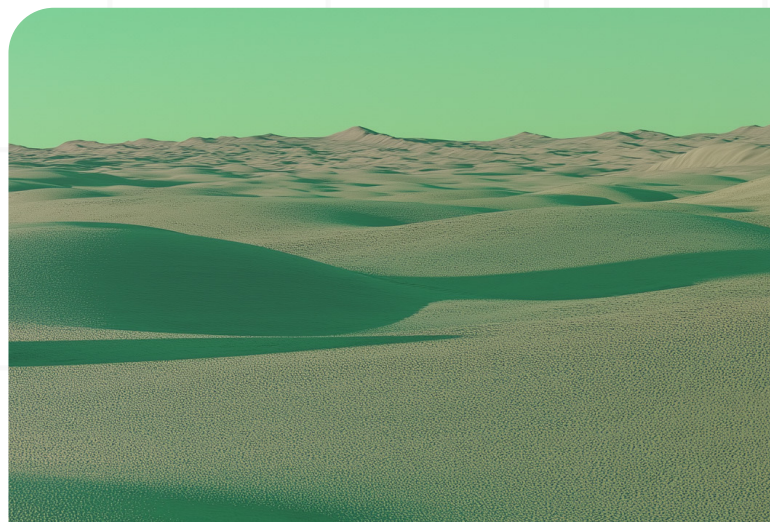
With a focus on ROI and bottom-line growth, Retail Media is a top priority. Key drivers include:

First-party data: Retailers leverage proprietary data for precise targeting.

Cost-effective monetization: Digital channels are monetized efficiently, delivering measurable results for advertisers.

Market accessibility ↓

Turnkey solutions and improved data maturity are lowering technical barriers, making Retail Media attainable for mid-sized merchants. More businesses are seizing this opportunity.



02

Sustainability and environmental accountability trends

The Corporate Sustainability Reporting Directive (CSRD) calls for transparency on environmental impact, while consumers increasingly expect genuine sustainability efforts. Together, these forces make sustainability not just a “nice-to-have” but a core business requirement.

Trend 1

CSRD: A new era of corporate environmental accountability

“CSRD represents both a challenge and an opportunity to demonstrate leadership in environmental responsibility and transparency.”



Henrik Feld-Jakobsen,
Chief Strategy Officer,
Vaimo

The CSRD marks a major shift, requiring companies to report detailed, third-party-audited data on their environmental and societal impact. While full implementation is ongoing, its influence is already reshaping businesses and their supply chains—especially in digital commerce.

Expected impact on digital commerce

The CSRD will transform ecommerce in key areas. In terms of digital infrastructure, companies will need to optimize hosting to reduce carbon footprints, develop energy-efficient code and experiences, and implement sustainable computing practices. Supply chain transparency will become crucial, with businesses required to track product journeys

and operations, while sharing public-facing sustainability metrics. Consumer initiatives will involve integrating carbon footprint data into product information, reporting packaging and delivery impacts transparently, and highlighting sustainability metrics for consumers.

Practical implementation

The directive will require businesses to measure emissions across operations, report supply chain environmental impact, and track product-level sustainability.

Future implications

Consumers will gain full visibility into product carbon footprints, with transparent tracking from production to delivery. Sustainability metrics will increasingly influence purchasing decisions. Initially impacting large enterprises, the CSRD will set a standard across retail. For ecommerce, it's both a challenge and an opportunity to lead in transparency and environmental responsibility.

Understanding CSRD

Who must comply?

Large companies

Companies must comply with the CSRD if they meet at least two of these three conditions:

- €50+ million in net turnover
- €25+ million in assets
- 250+ employees

Additionally, non-EU companies with EU turnover exceeding €150 million must comply, regardless of their base location.

Small and medium enterprises (SMEs)

Listed SMEs on European markets must comply if they meet at least two of these conditions:

- €8+ million in net turnover
- €4+ million in assets
- 50+ employees

Implementation timeline

- 2024: Large companies (>500 employees)
- 2025: All listed SMEs

- 2026: Full implementation across EU
- 2027: Global impact expected and first SME reports due (with option to delay until 2028)

Key requirements

- Environmental, social, and governance reporting
- Third-party audit verification
- Regular updates and transparent methods
- Stakeholder engagement and risk assessment

Business impact

The CSRD implementation will require:

- Upgraded data systems and tech infrastructure
- Increased compliance costs and reporting complexity
- Staff training and supply chain adjustments
- Greater operational transparency



Increased scrutiny of environmental practices

"Companies are increasingly aware that genuine sustainability efforts—versus surface-level 'greenwashing'—are what resonates with customers."



Kristin Naragon,
Chief Strategy Officer,
Akeneo

Sustainability continues to be top of mind, with consumers and regulators pushing for transparency and responsibility in environmental practices. Businesses are responding by tightening their sustainability commitments, not only in their product offerings but also within their operations. Initiatives such as adopting circular economy principles, reducing packaging waste, sourcing sustainable materials, and improving supply chain traceability are becoming essential.

In addition, companies are increasingly aware that genuine sustainability efforts—versus surface-level 'greenwashing'—are what resonate with customers and maintain brand integrity. This shift towards a more ethical approach to business is a response to both external pressure and an evolving market that prioritizes eco-conscious choices.

59% & **50%**
of millennials & of U.S. consumers

overall are willing to pay a premium for sustainably produced products (*source*)



Sustainability and Digital Product Passport (DPP) as the driving forces in PIM

In 2025, sustainability will take center stage, with preparation for Digital Product Passports (DPP) becoming a key aspect of product information. Product information management (PIM) systems will play a crucial role in supporting sustainability initiatives by managing product origin, carbon footprint, and recyclability data. Even though the rules and regulations are not set in stone yet, we can all see where this is going and what we must do to prepare.

The rise of DPP will push businesses to provide transparent, detailed product information that meets regulatory requirements and consumer demands for sustainability. Companies must invest in PIM platforms that can effectively handle and distribute this data, driving compliance, consumer trust, and a greener future.



Morten Naess,
CTO,
Bluestone PIM

DPP essentials ↓

Purpose:

To provide transparent, accessible information about a product's environmental impact, origin, and lifecycle to consumers and regulators.

Required data points:

Product origin and manufacturing, material composition, carbon footprint, energy consumption, recyclability information, supply chain journey, and environmental certifications.

Implementation considerations:

Data collection systems, integration with existing PIM, staff training, supplier collaboration, technology infrastructure, quality control processes, and update procedures.

Benefits:

Enhanced consumer trust, regulatory compliance, competitive advantage, improved supply chain visibility, better inventory management, reduced environmental impact, and increased brand value.

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