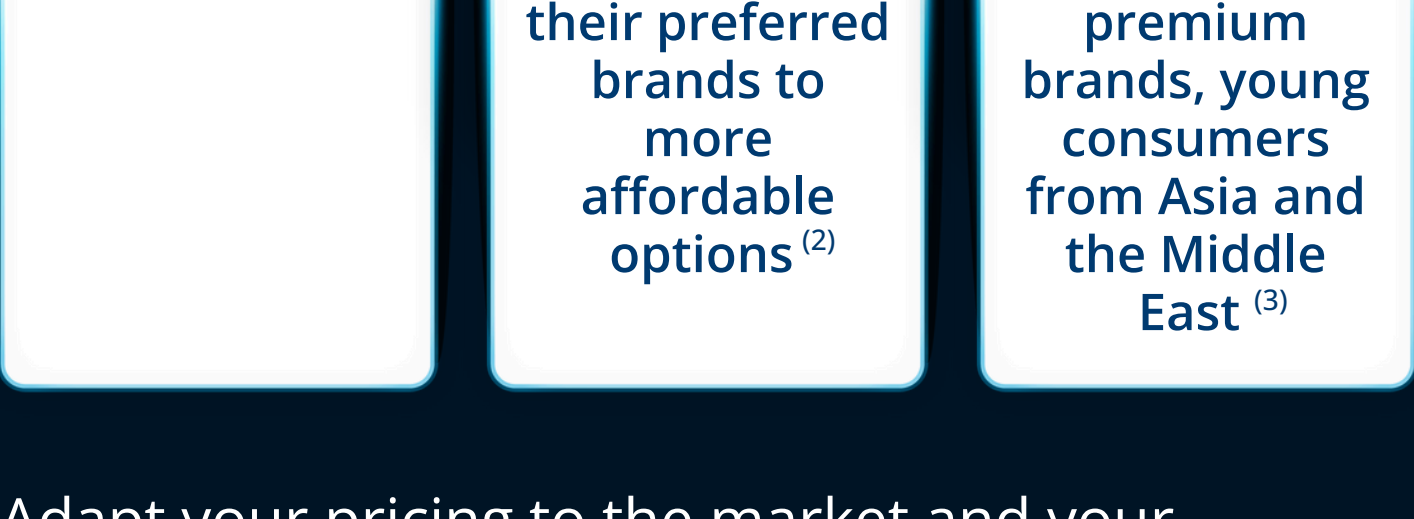


Retail trends for 2025

In 2025, retail will focus on price, personalization, and sustainability, with more demanding and connected consumers than ever before.

1. Price vs brand loyalty



Adapt your pricing to the market and your customers' willingness to pay, with **AI Price Intelligence**.

[Learn more](#)

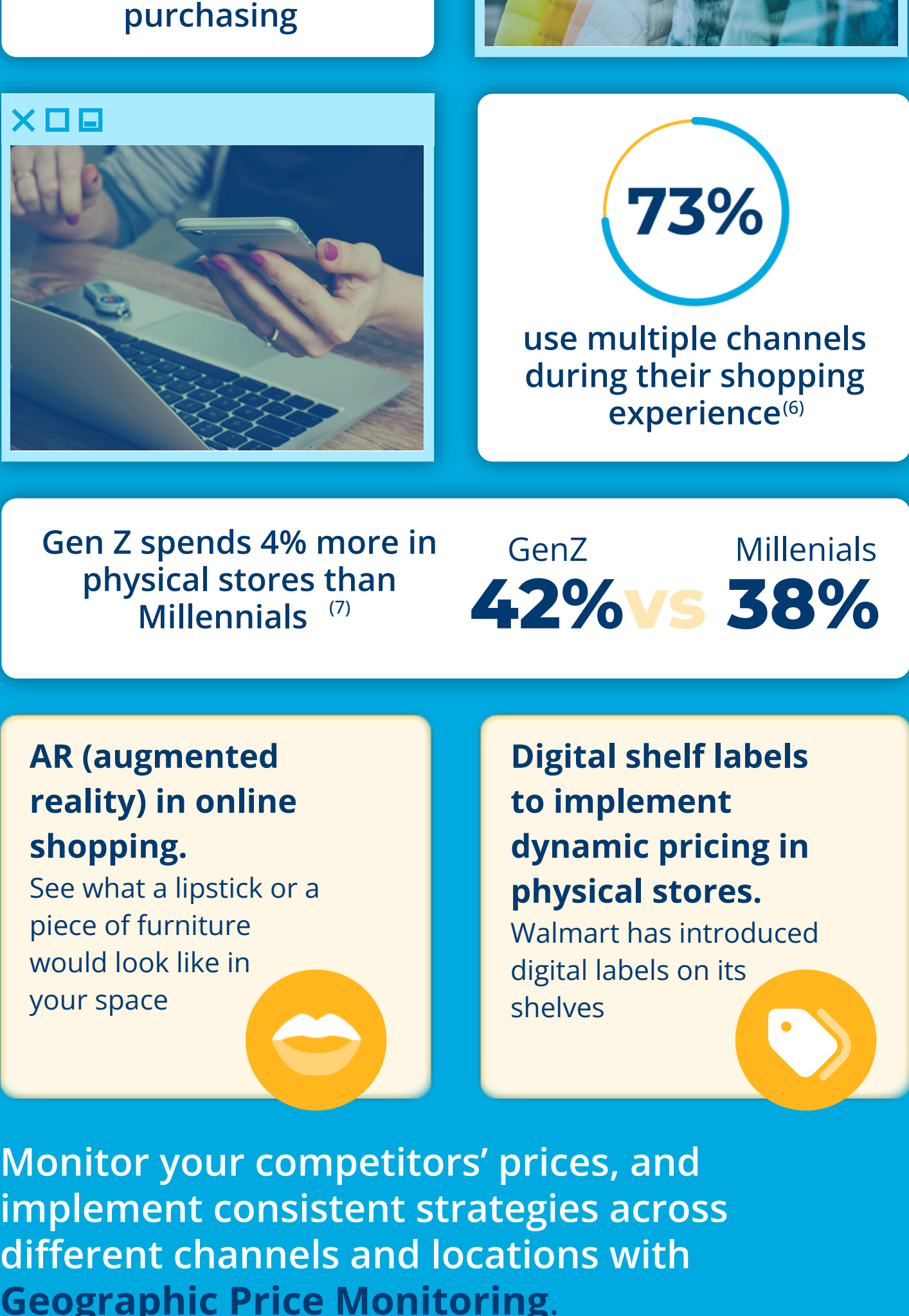
2. Hyper personalization driven by AI



Launch personalized pricing and promotions tailored to each consumer group with **AI Price Optimization**.

[Learn more](#)

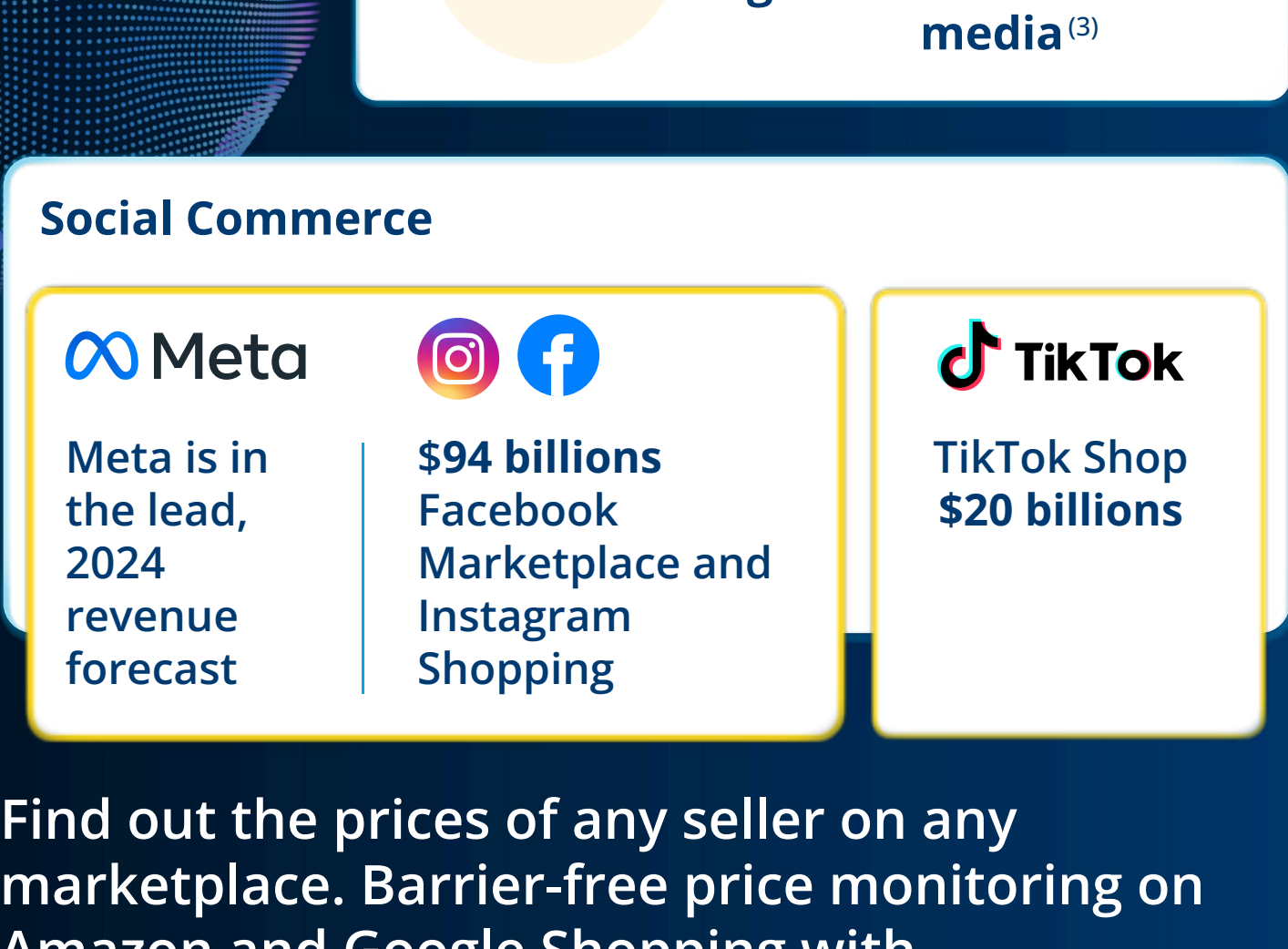
3. Omnichannel & Phygital: merged online and offline



Monitor your competitors' prices, and implement consistent strategies across different channels and locations with **Geographic Price Monitoring**.

[Learn more](#)

4. Marketplace & Social Commerce redefine online retail



Find out the prices of any seller on any marketplace. Barrier-free price monitoring on Amazon and Google Shopping with **Marketplace Sellers Benchmark**.

[Learn more](#)

5. Secondhand market: Consumers choose sustainable alternatives



Compare refurbished product prices and analyze your competitive position with **Competitor Price Monitoring**.

[Learn more](#)

Sources

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