



MARKETING 2025

TOP 5 TRENDS TO WATCH

The Crystal Ball Edition

Kristin Luck

Marketing (and as a result, marketing research) is in a state of constant evolution, influenced by technological advancements, changing consumer expectations, and global market shifts.

Staying ahead of the competition requires understanding emerging trends and adapting your marketing and research strategies to meet the needs of a digitally savvy, deeply personalized, “always on” world.

Here are the top five trends we expect to shape the world of marketing and marketing research in 2025.

- [AI-Powered Personalization and Hyper-Customization](#)
- [Voice Search and Conversational Commerce](#)
- [Short-Form Video Content](#)
- [The Rise of Truly Immersive Marketing](#)
- [Greater Alignment Between Marketers and Consumers](#)





TREND TO WATCH

AI-Powered Personalization and Hyper-Customization

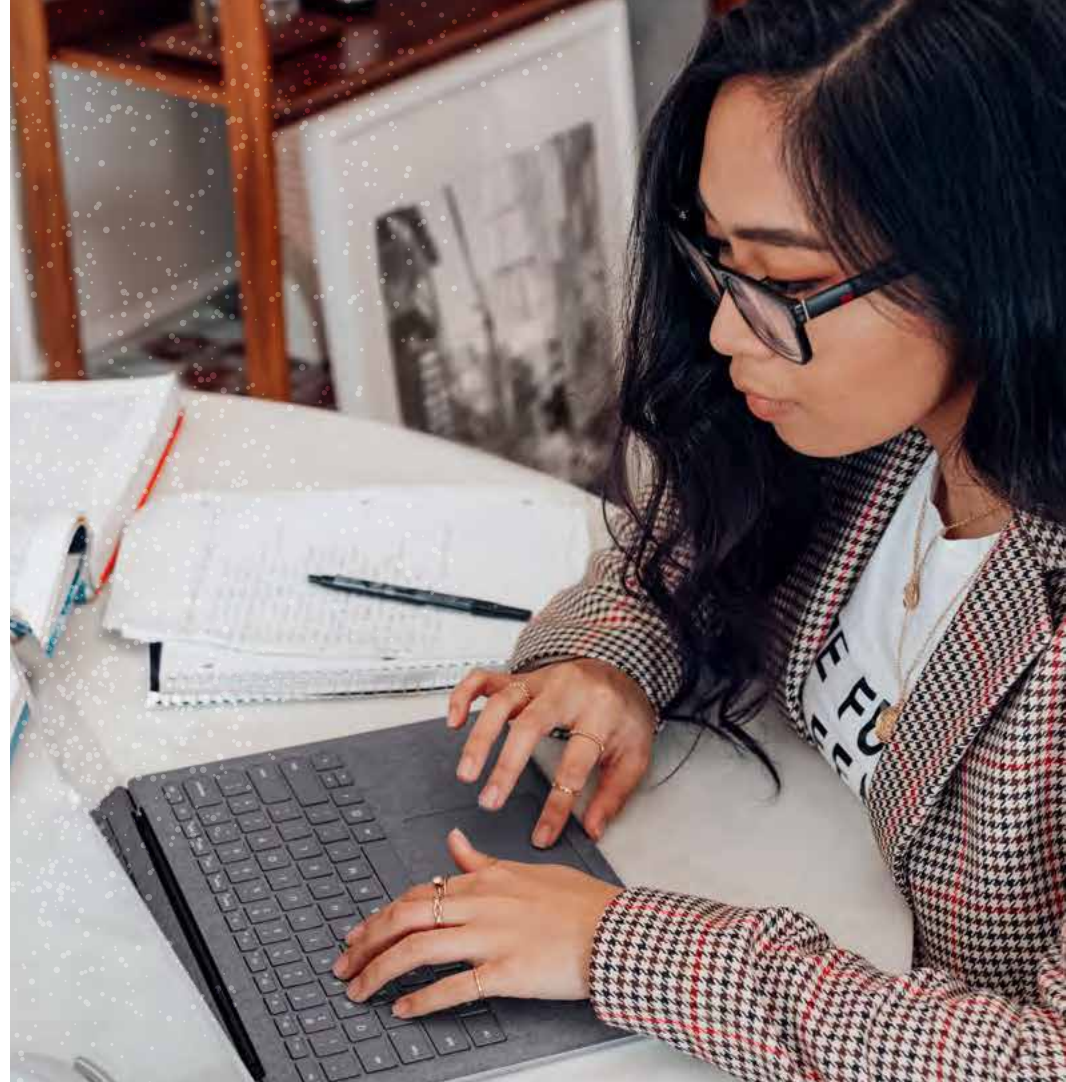
Consumer preferences are shaping the direction of marketing more than ever before and they aren't interested in generic, "one size fits all" marketing. Fortunately, in 2025, artificial intelligence (AI) is set to take personalization to unprecedented levels. AI-driven tools will allow marketers to deliver hyper-customized experiences, tailoring content, product recommendations, and customer journeys to individual preferences, behaviors, and needs in real-time.

KEY DEVELOPMENTS

Predictive Analytics: AI will predict future consumer actions based on past behaviors, creating tailored marketing strategies.

Dynamic Personalized Content: Companies can generate content dynamically, adjusting for each viewer to increase engagement.

Conversational AI: Chatbots and virtual assistants will offer both consumers and research respondents a personalized experience 24/7, improving user experience and satisfaction.



MARKETING RESEARCH IMPLICATION

From combining disparate data sources to analyzing massive data sets, with AI, researchers can be more prescriptive (and predictive) when it comes to consumer behavior, enabling marketers to fine-tune their strategies in less time for optimum effectiveness.

TREND TO WATCH

Voice Search and Conversational Commerce

With over half of internet users relying on voice search, 2025 will see this method become a cornerstone of marketing. Consumers increasingly want hands-free, quick, and accurate answers to their queries. Brands will optimize their SEO for voice search and prioritize conversational commerce channels.

KEY DEVELOPMENTS

Voice SEO Optimization: As consumers phrase voice searches differently, businesses must rethink SEO to include natural, conversational language.

Smart Speakers and Digital Assistants: Platforms like Alexa, Google Assistant, and Siri are becoming pivotal points for shopping and information.

Chat and Voice Commerce: Direct purchases through voice and chat platforms will streamline the buyer's journey and expand new touchpoints for brands.

MARKETING RESEARCH IMPLICATION

Researchers must master analyzing voice data to understand customer intent, preferences, and pain points, which differs from traditional text-based survey data.



TREND TO WATCH

Short-Form Video Content

The popularity of TikTok, Instagram Reels and YouTube is undeniable, with 90% of consumers saying they want to see more videos from brands. As such, we believe video content (particularly short-form video) will continue to dominate in 2025's marketing landscape.

KEY DEVELOPMENTS

Mastering the Attention Economy: Focus on short, creative videos that have the ability to capture consumer attention in seconds.

Engaging Younger Consumers: Brands that can produce engaging content have a greater ability to win over younger consumers.

Micro and Nano Influencers: Influencers with smaller but highly engaged audiences are highly valued by marketers due to their ability to more effectively build on brand authenticity and trust.

Soundless Ads: 78% of consumers prefer sound-off advertising. As such, the most effective ads will be those that catch the consumer's eye without a soundtrack.



MARKETING RESEARCH IMPLICATION

Researchers will benefit from including opportunities for consumers to provide video feedback in surveys. In addition to improving respondent feedback and data quality, video provides an opportunity for marketers to hear from their consumers in their own words.

78%

PREFER SOUND OFF
ADVERTISING

90%

WANT TO SEE MORE
VIDEOS FROM BRANDS

TREND TO WATCH

The Rise of Truly Immersive Marketing

In 2025, AR and VR will create more immersive brand experiences, transforming the way consumers interact with products. These technologies will play a crucial role in experiential marketing, enabling customers to virtually “try before they buy” in more creative ways. In a NielsenIQ survey, 56% of shoppers said that AR gave them more confidence about a product’s quality. This study also highlighted AR’s ability to reduce hesitation at checkout, thereby increasing conversions by 20%.

KEY DEVELOPMENTS

Product Visualization: AR apps will allow consumers to visualize products in real environments, from furniture in their homes to virtual try-ons for fashion.

Virtual Showrooms and Events: Brands will create immersive virtual showrooms and exclusive VR events to engage users in interactive experiences.

Interactive Advertising: AR-enabled ads will provide unique ways for consumers to engage with brands, driving higher levels of interaction.

MARKETING RESEARCH IMPLICATION

A researcher’s ability to understand consumer interaction in virtual environments will enable insights that will educate marketers on how best to optimize these experiences and evaluate AR/VR’s effectiveness in customer engagement.

56%

AR GAVE THEM MORE
CONFIDENCE ABOUT
PRODUCT QUALITY

20%

INCREASED
CONVERSIONS
THANKS TO AR



Kristin Luck

TREND TO WATCH

Greater Alignment Between Marketers and Consumers

Gayle Troberman, CMO of iHeartMedia, recently presented findings from a study that found that marketers are, on the whole, extremely different from a typical consumer. As a result, 44% of consumers feel ignored by brands, and 72% don't want to buy from brands who are ignoring them.

KEY DEVELOPMENTS

Better Understanding of Path-to-Purchase: Those who work in marketing or advertising need a greater understanding of how different the path to purchase is for a typical consumer compared to a marketer. Marketers in the iHeartMedia study averaged over \$200K in annual income and might decide to make a purchase of over \$1,000 in a matter of days or even hours, without consulting anyone else. Consumers are more likely to seek approval for \$100 purchases, even though their income averaged around \$100K a year, often taking months to research and search for deals. As a consequence, marketers are more likely to underestimate the ease with which they can convince someone to make a purchase.



44%

FEEL IGNORED
BY BRANDS

72%

DON'T WANT TO BUY
FROM BRANDS WHO
IGNORE THEM



TREND TO WATCH

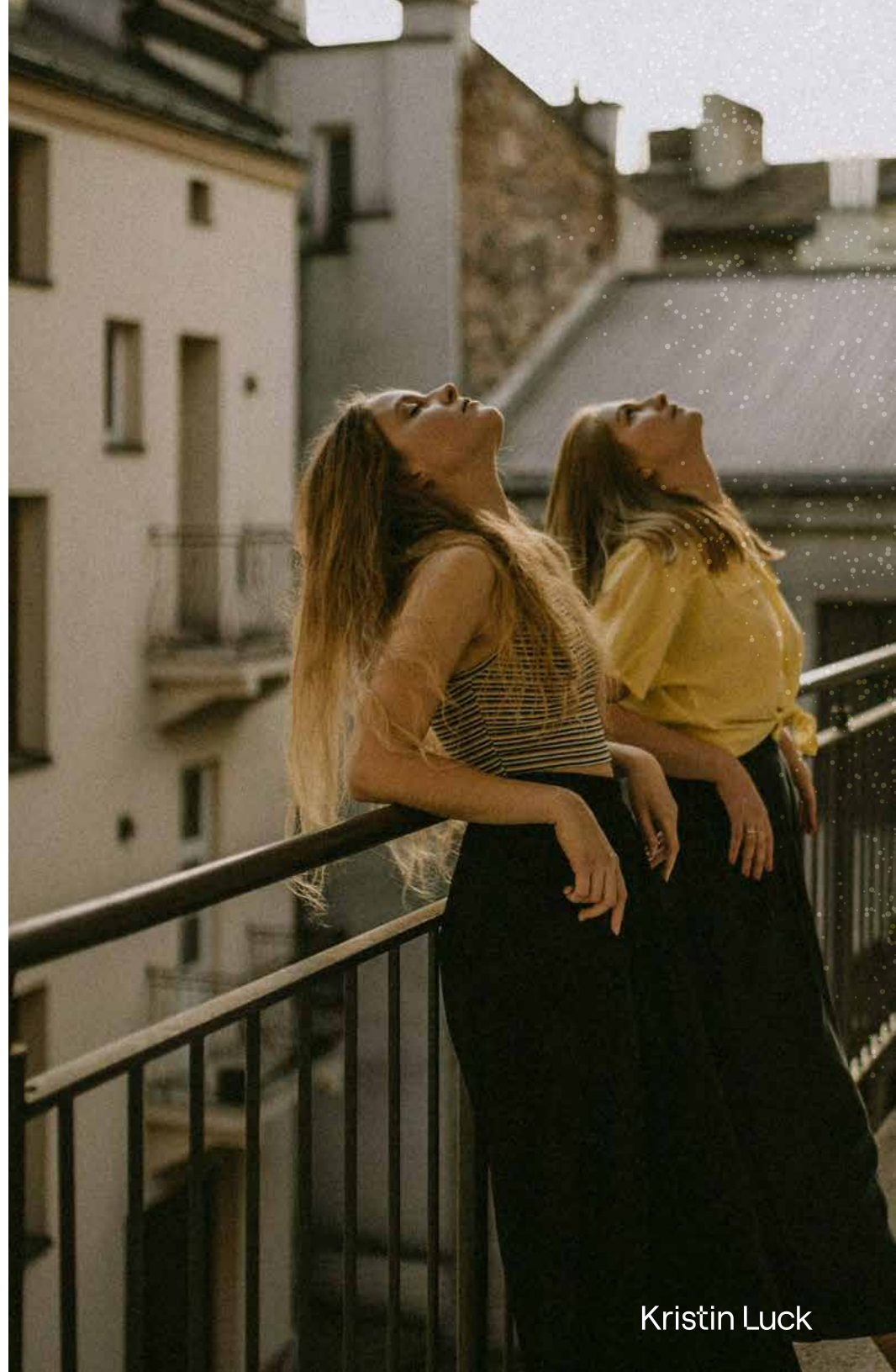
Greater Alignment Between Marketers and Consumers CONTINUED...

KEY DEVELOPMENTS

Connecting with Consumers in Everyday Moments:

Marc Pritchard, P&G's Chief Brand Officer, has hinted at a simple antidote to the disconnect between marketers and consumers: connecting with consumers in "everyday moments." P&G spends time with consumers in their homes to understand their pain points as they move through their daily chores and tasks. This allows the brand to find emotional themes that they can acknowledge and help solve in their product messaging.

Understanding the Impact of Bias: Understandably, marketers are trained and paid to come up with novel ways to communicate a product's value and convince people to buy it. But if the beginnings of an idea stem from their own experiences, lives, and backgrounds, the chance of a messaging mismatch is high. Instead of using data to validate an idea, brands must use data as their starting point.



TREND TO WATCH

Greater Alignment Between Marketers and Consumers CONTINUED...

MARKETING RESEARCH IMPLICATION

Despite millions of dollars in research budgets, including focus groups, consumer insights platforms, custom-designed studies, and the increased availability of first-party data, consumers are largely feeling unseen by brands. This phenomenon seems to mirror the general sentiment of the state of politics in many countries at this moment – two or more distinct groups of people coming from different geography, cultures, and likely political views, both feeling totally misunderstood by the other. As such, researchers have an enormous opportunity to bridge this gap for marketers through greater consumer empathy and understanding.

Although data can't necessarily replace a fundamental understanding and sensibility of consumer values and influence, it can help identify an unexpected insight and round out that idea with detail. Data can also be used to validate an idea that stems from bias or personal experience.

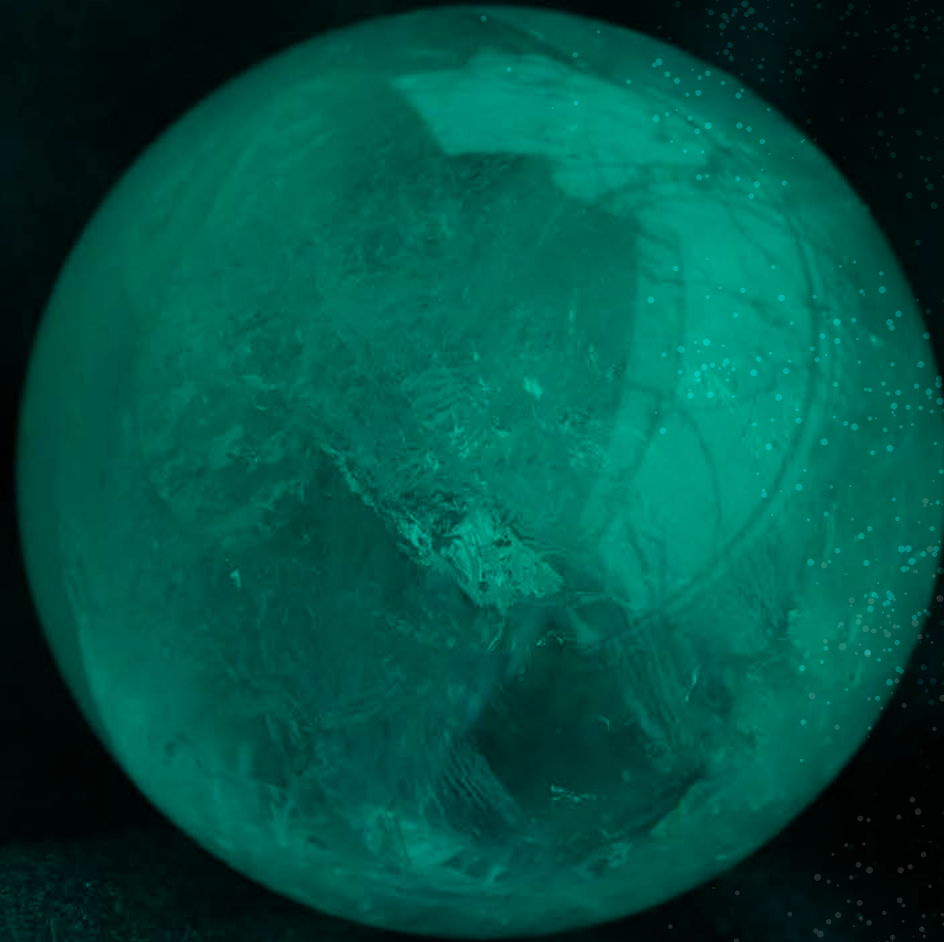




The marketing/marketing research sectors will be shaped by technology, the need for hyper-personalization and immersive marketing, and greater alignment between marketers and consumers in 2025. Marketers (and researchers) who stay ahead of these trends, understand their implications, and integrate them into their strategies will be well-positioned for success in an increasingly globalized, fragmented, and consumer-driven world.

**Need assistance
implementing these
trends in 2025?**

Reach out to us at
kristin@kristinluck.com



Kristin Luck

www.kristinluck.com

