Wunderkind

UK

2025 Consumer Insights Report

FOR DIGITAL COMMERCE

✳ **Introduction**

As we step into 2025, the global landscape remains turbulent, with significant implications for consumer behaviour and the brand-consumer relationship. Economic uncertainty continues, with the UK economy failing to grow for the second quarter in succession, creating fears of recession. Geopolitical tensions, including the ongoing conflict in Ukraine, persist, affecting global economies and dampening consumer confidence. In addition, the recent general election cycle and controversial budget has heightened uncertainty, influencing purchasing behaviours and economic sentiment.

2024 was a year of both change and continuity. In many respects, it was less tumultuous than previous years. Marketers have begun to adapt to sweeping global privacy legislation, the rapid expansion of AI tools has been broadly embraced, and third-party tracking cookies in Google remain—for now.

AI has become deeply embedded in marketing strategies, enhancing personalisation, content creation, and customer engagement. Yet, most marketers are only scratching the surface of its potential, often deploying it for basic tasks. While 2024 was a year of experimentation, 2025 must be a year of action.

For marketers heavily reliant on paid channels, 2024 was as challenging as ever, with low engagement rates and poor ROI. To counter these challenges, brands must pivot from costly, competition-dependent channels like paid search and display to owned channels. Email remains one of the most effective ways to reach consumers—uncensored, algorithm-free, and highly personalised. In 2025, more brands will also leverage the immediacy and wide reach of text to connect with their audiences.

With up to 95% of website traffic remaining anonymous, it is crucial to deploy technology that captures email addresses and phone numbers at scale. In 2024, many brands turned to identity resolution to recognise returning customers who had cleared first-party cookies or were using new devices. These solutions also helped transform truly anonymous website visitors into highly engaged customers, though significant opportunities for improvement remain.

The digital commerce landscape in the United Kingdom continues to evolve, reshaping how UK consumers interact with brands and make purchase decisions. UK shoppers increasingly demand convenience, personalisation, and value in every interaction—whether shopping on a marketplace, a direct-to-brand platform, or through omnichannel experiences. These expectations reflect generational shifts, advances in technology, and a growing emphasis on authenticity and transparency from brands.

This underscores the importance of data-driven planning and consumer-centric strategies. In this UK-focused edition of the 2025 Consumer Insights Report, we delve into the preferences, expectations, and behaviours of UK shoppers to equip marketers with actionable insights. The voice of the consumer remains a vital guide for navigating this complex environment. Ignoring consumer sentiment risks alienating audiences and hindering growth.

At Wunderkind, we combine deep industry expertise with an AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic. This allows brands to scale hyper-personalised, one-to-one messages that drive unparalleled revenue. If you're ready to unlock a top-performing revenue channel, we're here to help.

✴ TL;DR: 10 Quick Insights from Our Data

1. Mobile Dominance in Online Shopping
Smartphones are the go-to device for online purchases, with usage rates at 97% for Millennials, 95% for Gen Z, and 96% overall. However, desktops still play a significant role, especially for Boomers (75%) and male shoppers (77%). This underscores the need for mobile-first strategies while maintaining desktop optimisation.

2. Younger Shoppers Drive Frequency
Gen Z and Millennials dominate shopping frequency, with 48% and 46% respectively shopping online 2–3 times a week compared to 23% for Boomers. Leveraging loyalty programmes and engagement campaigns can help sustain these habits.

3. Self-Purchases Lead the Way
Most shoppers buy primarily for themselves, a trend consistent across all age groups, particularly for men (71%) and Boomers (74%). In contrast, Millennials and women are more likely to shop for family or partners, suggesting an opportunity for tailored messaging.

4. Apparel and Beauty are Key Categories
Apparel tops the list of most frequently purchased categories, especially for Gen X (70%). Beauty products are more popular among women (38%) compared to men (12%).

5. Trust in Online Marketplaces
Marketplaces like Amazon and ASOS dominate as the most trusted shopping platforms, favoured by 52% of respondents. Younger shoppers, however, show growing interest in direct-to-brand purchases for authenticity.

6. Price and Value Drive Decisions
Competitive pricing and exclusive discounts are the leading motivators for shopping directly with brands, particularly among Boomers (72%).

7. Shipping Costs Are a Dealbreaker
Shipping fees are the leading cause of cart abandonment, especially for Gen X and Boomers (46% and 45% respectively) and men (42%). Solutions like free shipping thresholds or bundling discounts can help counteract this.

8. Email Remains the Preeminent Channel for Messaging
Email is the top channel for older shoppers, favoured by 49% of Gen X and 39% of women. Meanwhile, younger and mobile-first audiences like Gen Z and Millennials prefer text and app notifications.

9. AI Personalisation: A Key Growth Opportunity
AI-driven personalisation excites Gen Z (44%) and Millennials (55%), though Boomers remain cautious (13%). Transparent communication around data use can help build trust across demographics.

10. Loyalty Hinges on Delivery and Personalisation
Free shipping is the top driver of brand loyalty (44% overall), while younger shoppers value personalised recommendations and loyalty rewards.

Methodology

In partnership with MX8 Labs, Wunderkind conducted the 2025 Consumer Insights Report, focusing on UK consumers. This report delves into the latest trends shaping online purchasing behaviour across the United Kingdom.

This year's research explores UK consumers' shopping plans for 2025, key drivers influencing purchase decisions, and preferred channels for receiving offers and messaging. It also examines motivations for opting into brand communications, attitudes towards AI, and the value exchanges that encourage repeat purchases. The report offers detailed insights paired with strategic takeaways designed to empower digital strategists, marketers, and decision-makers. It equips them to identify emerging consumer trends and develop performance marketing strategies that strengthen brand-consumer relationships.

While this report centres on UK consumers, additional insights into U.S., Australian, or industry-specific trends are available in our content hub.

Wunderkind

X

MX8 LABS

506

Insights are drawn from a representative sample of 506 UK consumers, reflecting diversity across gender, ethnicity, age, and household income. *Data collection was completed in December 2024.*

Devices Shoppers Rely on Most for Online Purchases

The devices UK consumers use for online shopping reveal more than just convenience; they highlight how technology continues to shape purchasing behaviours. Smartphones dominate as the preferred device, offering unmatched portability and immediacy that suit the fast-paced lifestyles of modern consumers. At the same time, desktops remain relevant, particularly for Boomers and men, who appreciate larger screens and detailed browsing capabilities. Tablets also contribute to the multi-device eCommerce landscape, often favoured for casual shopping experiences. To meet these evolving preferences, marketers must craft strategies that ensure seamless experiences across all platforms.

Key Insights

Mobile First

GEN X	98%
MILLENNIAL	97%
BOOMER	93%
GEN Z	95%

96%

Smartphones are the device of choice for 96% of respondents. Millennials (97%) and Gen X (98%) are the most frequent users, while Boomers and Gen Z also show strong adoption rates at 93% and 95%, respectively.

Desktop Strength

MEN	77%
BOOMER	75%
WOMEN	66%
MILLENNIAL	66%

72%

Desktops remain highly relevant, with almost three-quarters (72%) of consumers turning to them. Usage rises to 75% among Boomers and 77% among men, highlighting their importance for detailed research and browsing. All consumers rely on desktops, though usage is lowest among women and Millennials, at 66% each.

Don't Forget About Tablets

GEN Z	40%
GEN X	53%
BOOMER	53%

51%

Over half (51%) of consumers use tablets for online shopping, with adoption ranging from 40% among Gen Z to 53% for Gen X and Boomers, suggesting they are viewed as supplementary tools.

Strategic Takeaways

1. Optimise for Mobile
Design fast-loading, mobile-friendly platforms with intuitive navigation and streamlined checkout experiences. Tailor these experiences to engage younger, mobile-first audiences such as Gen Z and Millennials, who prioritise convenience and immediacy.

2. Elevate Desktop Engagement
Enhance desktop shopping experiences by incorporating features like side-by-side product comparisons, detailed visuals, and robust filtering options. These elements resonate strongly with older demographics, such as Boomers, who value in-depth research and clarity in their browsing.

3. Deliver Seamless Cross-Device Messaging
Leverage identity resolution to recognise shoppers across devices and sessions. Implement a unified cross-channel messaging strategy that provides personalised, consistent communication, ensuring every interaction builds trust and strengthens customer relationships.

## WHICH OF THE FOLLOWING DEVICES DO YOU OWN AND USE REGULARLY?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
A smartphone	93%	98%	97%	95%	98%	94%	96%
A personal desktop computer/laptop	75%	72%	66%	73%	66%	77%	71%
A tablet	53%	53%	52%	40%	52%	49%	51%

How Often Consumers Shop Online

The frequency with which consumers shop online underscores how integral digital commerce has become to their daily lives. Gen Z and Millennials lead the charge, shopping online multiple times a week, driven by convenience and ingrained habits. This high engagement offers brands a prime opportunity to cultivate loyalty, while Boomers and Gen X require tailored strategies to transform occasional visits into regular shopping behaviours. These insights highlight the importance of aligning marketing strategies with the unique preferences and behaviours of each demographic.

Key Insights

Frequent Shoppers Across Genders
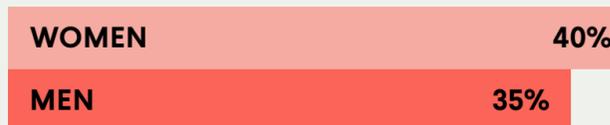
WOMEN	40%
MEN	35%

Shopping frequency is relatively consistent across genders, with women (40%) slightly outpacing men (35%) in shopping 2–3 times per week.

Gen Z Dominate Digital Shopping

GEN Z	48%

Gen Z are the most active group, with 48% shopping online 2–3 times weekly. Their preference for convenience, coupled with high multi-device ownership, calls for mobile-optimised and seamless omnichannel experiences.

Boomers Favour Planned Purchases

BOOMER	50%

Half of Boomers (50%) shop every few months, focusing on more deliberate purchases. Campaigns that emphasise value, trust, and product quality guarantees can resonate effectively with this audience.

Strategic Takeaways

1. Build Loyalty Through Habits
Develop compelling rewards programmes that encourage regular shopping, particularly among younger audiences. Incentives such as exclusive discounts, early access to new products, or gamified loyalty tiers can deepen engagement and reinforce habitual shopping behaviours.

2. Target Occasional Shoppers
For Boomers and Gen X, highlight convenience-focused offerings that simplify decision-making and align with their preference for deliberate, planned purchases.

3. Behavioural Messaging for Action
Leverage triggered emails and text campaigns to engage frequent shoppers with personalised promotions or timely reminders about deals. For less frequent shoppers, use messaging that addresses specific needs or hesitations, such as abandoned cart notifications or limited-time offers on browsed items.

HOW OFTEN DO YOU SHOP ONLINE?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
2–3 times a week	23%	39%	46%	48%	40%	35%	38%
5–6 times a month	27%	35%	31%	37%	31%	32%	32%
Every few months	50%	26%	23%	15%	29%	32%	30%

Who Are Consumers Shopping For: Self, Family, or Others?

Understanding the motivations behind shopping behaviours unveils valuable insights into UK consumers' emotional triggers and decision-making processes. Self-purchases are dominant, underscoring a shift toward self-rewarding habits, particularly among younger generations. Meanwhile, family-centric shopping is more prevalent among women, Millennials and the older generations, often reflecting household responsibilities or gifting occasions. These trends enable brands to align products and campaigns with specific shopper intents for greater resonance.

Key Insights

Shopping for Self

BOOMER	74%
GEN Z	68%
MEN	71%
WOMEN	66%

68%

A notable 68% of consumers primarily shop for themselves, with Boomers (74%), Gen Z (68%), and men (71%) leading the charge compared to 66% of women.

Shopping for Family

WOMEN	30%
MILLENNIAL	30%

28%

Women (30%) and Millennials (30%) are the most likely to prioritise family or household purchases.

Strategic Takeaways

1. Embrace Self-Care and "Treat Yourself" Messaging
Lean into the growing culture of self-reward among Gen Z and Millennials by promoting products as indulgences or personal pick-me-ups.

2. Highlight Family-Centric Solutions
Capture the attention of women and Millennials with products or bundles designed for household needs or gifting occasions. Showcase versatility and practicality in campaigns to appeal to their family-first mindset, especially during key gifting seasons or back-to-school periods.

3. Power Personalisation with Intent-Based Segmentation
Leverage first-party data to segment audiences by shopping intent. Use behavioural signals like browsing history or abandoned carts to craft highly relevant email, text, and onsite experiences.

IN YOUR LAST 12 MONTHS OF ONLINE SHOPPING, WHO HAVE YOU PURCHASED AN ITEM FOR THE MOST?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Myself	74%	67%	64%	68%	66%	71%	68%
Family/Partner	26%	29%	30%	29%	30%	26%	28%
Friends	1%	0%	5%	1%	1%	2%	2%
Pets	0%	2%	1%	1%	2%	0%	1%

Broad Appeal: Top Online Shopping Categories Across Demographics

Understanding consumer preferences across demographics uncovers the blend of functionality, aspiration, and convenience driving online shopping behaviours. Categories like fashion, electronics, and beauty dominate, but their appeal varies significantly by age and gender. These distinctions provide brands with valuable insights to tailor strategies and align offerings with the unique priorities of diverse consumer groups.
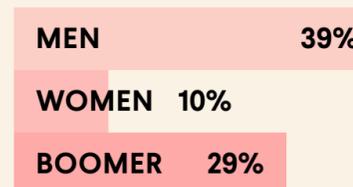
Key Insights

Fashion Reigns Supreme Across Generations

|	
GEN X	**70%**
GEN Z	**61%**
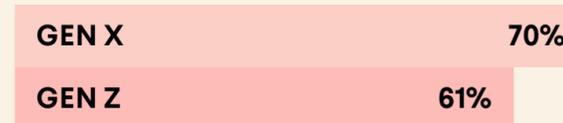
Fashion, including clothing and shoes, leads as the top category with 66% of consumers. It resonates most with Gen X (70%) while Gen Z represents the smallest share at 61%.

Electronics Capture Male Attention

MEN	**39%**
WOMEN	**10%**
BOOMER	**29%**

39% of men prioritise electronics, compared to only 10% of women. Boomers also show strong interest in this category, with 29% naming it a priority.

Beauty's Gender Divide

WOMEN	**38%**
MEN	**12%**
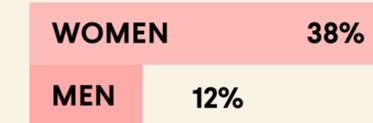
Beauty products are a go-to for 38% of women but just 12% of men, highlighting a clear gender-driven preference.

Leisure Categories Reflect Generational Preferences

GEN Z	**29%**
MILLENNIAL	**23%**

Toys and video games dominate among Gen Z (29%) and Millennials (23%), reflecting younger consumers' entertainment-focused habits.

Key Insights

Health and Wellness Priorities for Younger Generations

| GEN Z | 19% |

Health-related purchases peak among Gen Z (19%), aligning with their lifestyle and wellness needs.

Youngsters Style-Driven Choices

| MILLENNIAL | 20% |
| GEN Z | 17% |

Millennials lead in preference for fragrances (20%) and Gen Z in jewellery (17%), emphasising personal style and identity-driven products.

Pets Hold a Special Place

GEN X	19%
WOMEN	19%
MEN	12%

Gen X takes the lead in pet-related purchases (19%), with women (19%) outpacing men (12%) as primary pet shoppers.

Strategic Takeaways

1. Leverage Generational Trends in Fashion Campaigns:
Develop age-inclusive marketing campaigns for clothing, emphasising versatility for Boomers and trendy, vibrant designs for Gen Z to increase engagement across age groups.

2. Expand Gender-Specific Beauty Marketing:
Focus on hyper-targeted beauty campaigns for women by leveraging social media influencers, user-generated content, and AI-powered personalised recommendations. Highlight value-driven offerings like loyalty rewards to deepen engagement.

3. Highlight Technology's Practical Value:
Emphasise innovation, durability, and functionality in electronics campaigns. Tailor content to resonate with male audiences and older generations, using channels like email and text, where these groups are most responsive.

4. Engage Younger Audiences with Interactive Entertainment:
Collaborate with entertainment brands to promote toys and video games. Integrate gamification elements, augmented reality, or influencer partnerships to captivate Gen Z and Millennials on their preferred social platforms.

5. Incorporate Storytelling into Style-Driven Categories:
Use storytelling to enhance marketing for fragrances and jewellery, linking products to aspirational lifestyles that resonate with Gen Z.

WHEN SHOPPING ONLINE, WHICH 3 CATEGORIES DO YOU PURCHASE MOST FREQUENTLY?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Clothing and Shoes	65%	70%	65%	61%	69%	63%	66%
Beauty products	16%	24%	33%	30%	38%	12%	25%
Health	10%	18%	15%	19%	18%	12%	15%
Jewellery/Watches	5%	4%	11%	17%	9%	7%	8%
Fragrances	13%	10%	20%	18%	16%	13%	15%
Toys/Video games	11%	18%	23%	29%	15%	23%	19%
Books	37%	26%	16%	15%	24%	25%	24%
Pet products	13%	19%	16%	14%	19%	12%	16%
Baby and Toddler products	2%	2%	17%	7%	11%	3%	7%
Furniture/Decor	12%	15%	12%	8%	16%	8%	12%
Appliances/Tools	17%	18%	12%	15%	10%	21%	15%
Electronics	29%	28%	17%	18%	10%	39%	24%
Gift cards	7%	8%	6%	11%	8%	7%	8%
Subscriptions	3%	7%	11%	7%	6%	8%	7%
Financial/Insurance products	27%	13%	7%	11%	11%	19%	15%

Key Insights

Online Shopping in 2025: What to Expect

Online shopping in 2025 is poised for transformation, driven by advancements in technology, shifting consumer expectations, and broader societal trends. Shopping behaviours will evolve with distinct patterns emerging across age demographics. These differences create valuable opportunities for brands to craft tailored strategies that elevate consumer engagement and drive loyalty in the ever-competitive eCommerce landscape.

Younger Generations Propel Online Shopping Growth

GEN Z	**31%**
MILLENNIAL	**37%**

Gen Z (31%) and Millennials (37%) lead in plans to shop more online in 2025. In contrast, Boomers and Gen X, both 79% are more likely to maintain their current shopping levels, offering a steady base for engagement while younger groups drive new growth.

Older Generations Represent a Stable Revenue Stream

79%

With 79% of Gen X and Boomers planning to shop online at the same rate as in 2024, this group demonstrates consistent habits. Brands can capitalise on this reliability by offering loyalty incentives and personalised experiences to sustain engagement.

Opportunities to Convert Undecided Shoppers

Across all demographics, a substantial share of consumers plans to maintain their current online shopping levels. Effective marketing campaigns, enhanced shopping experiences, or tailored promotions could sway these shoppers to increase their activity.

Strategic Takeaways

1. Engage Younger Generations with Mobile-First, Social Media-Driven Strategies:
Develop seamless, mobile-optimised user experiences and leverage social media platforms to attract Gen Z and Millennials.

2. Reward Loyalty Among Boomers and Gen X:
Focus on enhancing loyalty programs for these groups, emphasising rewards for consistent shopping, easy access to discounts, and dependable customer service. For Boomers, highlight practical benefits; for Gen X, underscore convenience and personalisation.

3. Leverage AI and Identity Resolution for Undecided Shoppers:
Use AI-powered insights and identity resolution to identify patterns in undecided shoppers' behaviours. Deliver personalised, timely promotions, such as exclusive discounts or limited-time shipping offers, to nudge these consumers toward greater engagement.

4. Build Trust Through Multi-Channel Integration:
Incorporate cohesive multi-channel strategies that create seamless transitions between email, text, and onsite experiences. By integrating identity signals, brands can deliver a consistent and personalised journey that resonates across generations.

WHEN THINKING ABOUT THE AMOUNT OF ONLINE SHOPPING YOU DID IN 2024, WHICH BEST DESCRIBES YOUR PLANS FOR ONLINE SHOPPING IN 2025?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Shop the same amount online	79%	79%	48%	56%	65%	69%	67%
Shop more online	12%	11%	37%	31%	23%	21%	22%
Shop less online	8%	10%	12%	12%	11%	10%	10%
I don't plan to shop online in the next 12 months	0%	0%	2%	1%	1%	0%	1%

Where Consumers Plan to Shop Most in 2025

Understanding where consumers intend to shop online in 2025 reveals their trust in platforms that offer convenience, value, and reliability. Online marketplaces continue to dominate as preferred shopping destinations, valued for their extensive product variety, reviews, and competitive pricing. Retailer websites hold strong appeal, especially among older shoppers and women, while direct-to-brand channels remain an underutilised opportunity with room for growth among exclusivity-seeking younger demographics.

Key Insights

Online Marketplaces Dominate Across Demographics

MALE	62%
GEN X	71%
BOOMER	68%
MILLENNIAL	53%
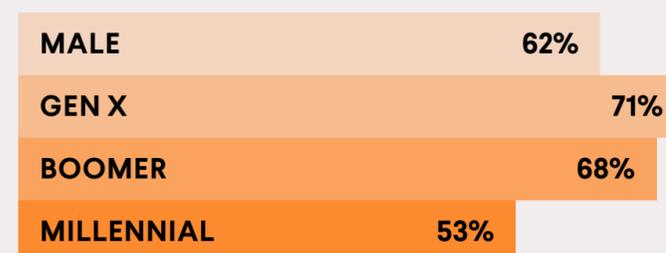
61%

Amazon and ASOS et al capture 61% of total respondents, making them the top choice for all genders and age groups. This preference is particularly strong among male shoppers (62%), Gen X (71%), Boomers (68%), and Millennials (53%).

Direct-to-Brand Channels Show Untapped Potential

2%

With only 2% of respondents planning to shop directly on brand websites or apps in 2025, brands face a clear opportunity to strengthen direct relationships. Strategies that emphasise exclusivity, personalisation, and loyalty could help shift this dynamic.

Retail Websites Appeal to Women and Older Shoppers

FEMALE	28%
GEN X	43%

Large online retail platforms like John Lewis, Tesco and Sainsbury's resonate with 28% of female respondents and 43% of Gen X. These platforms thrive on their broad product offerings, ease of use, and reputation for convenience.

Strategic Takeaways

1. Maximise Marketplace Opportunities:
Optimise product visibility, pricing strategies, and customer reviews on online marketplaces to align with the preferences of male shoppers and older generations, where demand is highest. Leverage these platforms to introduce new products, gather insights, and build trust among highly active shoppers.

2. Emphasise Brand Differentiation on Owned Channels:
Showcase your brand's unique values and exclusivity through direct-to-consumer channels. Highlight offerings like free shipping, early access to new collections, or loyalty rewards to attract shoppers looking for personalised experiences.

3. Strengthen Retailer Partnerships:
Collaborate with prominent retail platforms to engage female shoppers and Millennials who value product variety and convenience.

4. Elevate Digital Experiences Across Channels:
Invest in seamless, mobile-friendly user experiences and highly personalised offers on brand websites and apps. Tailor content to reflect diverse preferences, particularly for female consumers who favour intuitive, value-driven digital interactions.

THINKING OF YOUR NON-GROCERY ONLINE PURCHASES IN 2025, WHERE WILL YOU PLAN TO PURCHASE THE MOST PRODUCTS?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
An online retail store (e.g. Tesco, Sainsbury's, John Lewis, etc.)	17%	22%	35%	43%	28%	27%	27%
An online marketplace (e.g. Amazon, ASOS, Argos, etc.)	68%	71%	53%	42%	59%	62%	61%
Directly on a brand's website	7%	5%	7%	13%	9%	6%	7%
Directly in a brand's app	4%	1%	3%	1%	3%	2%	2%

Most Trusted Places to Buy Online: Marketplaces Lead the Way

Marketplaces like Amazon and ASOS remain the most trusted platforms for online shopping, valued for their reliability and convenience. These marketplaces are perceived to offer unparalleled product variety, ensuring that consumers can find nearly anything they're looking for, often in one place. This "one-stop-shop" experience eliminates the need for customers to browse multiple websites, saving time and effort. However, demographic differences in trust reveal opportunities for brands to refine their strategies, especially as younger shoppers increasingly favour direct-to-brand experiences.

Key Insights

Marketplaces Dominate Across Demographics

BOOMER	62%
MEN	58%
WOMEN	46%
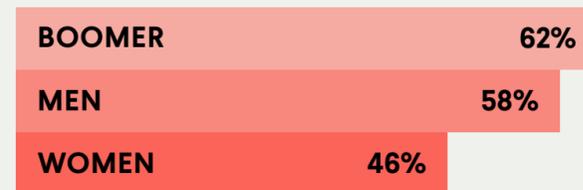
Online marketplaces are the most trusted across all age groups, with Boomers leading at 62%. Men closely align with this trend at 58%, with women slightly lower 46%.

Retail Stores as Secondary Trust Anchors

WOMEN	27%

Gen Z and Millennials show strong trust in online retail stores, with 27% of women citing these platforms as preferred.

Younger Shoppers Favor Direct-to-Brand Experiences

GEN Z	25%
GEN X	19%

Gen Z (25%) and Gen X (19%) are more likely than Boomers and Gen X to trust direct-to-brand websites, reflecting their desire for direct connections and exclusive experiences.

Strategic Takeaways

1. Optimise Marketplace Presence for Trust and Discovery
Strengthen your positioning on major marketplaces by leveraging competitive pricing, verified reviews, and strategic product placements.

2. Invest in Direct-to-Brand Messaging for Younger Audiences
Build compelling direct-to-consumer campaigns that highlight brand authenticity, exclusive offerings, and sustainability to attract Gen Z and Gen X.

3. Reinforce Trust on Retailer Platforms
Collaborate with retailer websites to create joint campaigns emphasising product quality and availability, targeting younger shoppers who rely on these platforms.

WHICH OF THESE IS THE MOST TRUSTWORTHY PLACE TO BUY A PRODUCT ONLINE FROM YOUR FAVOURITE BRANDS?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
An online retail store (e.g. Tesco, Sainsbury's, John Lewis, etc.)	18%	23%	34%	31%	27%	25%	26%
An online marketplace (e.g. Amazon, ASOS, Argos, etc.)	62%	56%	45%	37%	46%	58%	52%
Directly on the brand's website (e.g. marksandspencer.com, nike.com/gb, samsung.com/uk, etc.)	15%	19%	16%	25%	21%	16%	18%
Directly in the brand's app	4%	1%	4%	7%	6%	2%	4%

What Matters Most When Buying Directly from Brands

Understanding why consumers choose to shop directly from brands reveals key drivers of trust, value, and convenience. These insights highlight demographic nuances, such as variations across gender and age, offering valuable guidance for brands to enhance direct-to-consumer engagement. When asked about the *most important factor* in buying directly from a brand, responses revealed several key priorities.

Key Insights

Price Competitiveness Reigns Supreme

Group	Value
MEN	41%
WOMEN	36%
GEN X	46%
MILLENNIAL	31%
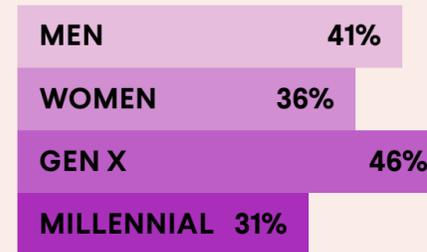
38%

Price remains the top priority, with 38% of consumers favouring brands offering the best deals. Men (41%) are slightly more price-sensitive than women (36%), and Gen X (46%) lead as the most cost-conscious group. In contrast, only 31% of Millennial shoppers emphasise price, indicating their focus lies elsewhere.

Reviews and Reputation Drive Decisions

Group	Value
GEN Z	10%
MILLENNIAL	10%

Gen Z and Millennial shoppers (10%) are strongly influenced by product reviews, reflecting their reliance on peer validation. Gen Z also values brand name recognition (16%), emphasising the role of reputation and trust in their purchasing decisions.

Shipping Incentives Are Essential

13%

Free shipping is a crucial factor for 13% of consumers across all age groups. This highlights the importance of convenience and cost-savings in direct-to-brand shopping decisions.

Strategic Takeaways

1. Highlight Competitive Pricing Across Channels
Emphasise pricing advantages in marketing campaigns, especially for price-sensitive demographics like Boomers and male shoppers. Use clear, value-driven messaging to reinforce your brand's affordability.

2. Incentivise Purchases with Shipping Perks
Promote free shipping as a standard or loyalty-driven benefit to cater to all age groups. Consider additional options like express shipping or bundled savings to further enhance value perception.

3. Leverage Social Proof to Build Trust
Prioritise authentic reviews and user-generated content in campaigns to appeal to women and younger shoppers. Integrate storytelling and brand legacy into messaging to underscore reputation and build deeper connections.

4. Customise Messaging by Demographics
Tailor campaigns to reflect demographic priorities. For younger audiences, emphasise exclusivity, sustainability, and social proof. For older groups, focus on reliability, affordability, and straightforward value propositions.

WHAT MATTERS MOST TO YOU WHEN PURCHASING ONLINE DIRECTLY FROM A BRAND?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Best price	39%	46%	31%	36%	36%	41%	38%
Discount	7%	5%	5%	2%	5%	5%	5%
Popularity of item	3%	3%	6%	9%	5%	4%	4%
Reviews	5%	9%	10%	10%	11%	6%	8%
Brand name recognition	7%	10%	7%	16%	7%	11%	9%
Convenience	13%	5%	9%	5%	8%	9%	8%
Delivery time	5%	5%	15%	3%	8%	7%	8%
Free shipping	17%	14%	12%	7%	15%	12%	13%
Ability to pick up in store	2%	5%	5%	10%	5%	4%	5%

Motivators for Purchasing Directly from Brands Over Marketplaces

Direct-to-brand shopping allows brands to bypass marketplace competition and build stronger, personal connections with consumers. Age-based differences in purchasing priorities—ranging from value and convenience to trust and personalisation—highlight opportunities for brands to craft targeted strategies that drive direct sales and foster loyalty.

Key Insights

Pricing Is Paramount

MALE	56%
FEMALE	58%

Better pricing is the top motivator for shopping directly from brands, cited by 57% of shoppers with minimal variation between genders.

Personalisation Appeals More to Men

MEN	13%
WOMEN	11%

Men (13%) place greater value on a personalised shopping experience compared to women (11%), underscoring the importance of tailored engagement for male shoppers.

Faster Delivery Drives Convenience

MILLENNIAL	20%
FEMALE	16%
MALE	17%

Speedy delivery appeals equally to men and women, and particularly with Millennials at 20%.

Younger Consumers Seek Rewards

MILLENNIAL	19%
GEN Z	24%

Millennials (19%) and Gen Z (24%) are more likely to be swayed by loyalty rewards, showcasing their preference for long-term value.

Strategic Takeaways

1. Leverage Competitive Pricing to Attract Shoppers
Highlight pricing advantages in direct-to-brand campaigns. Use promotions, loyalty rewards, and bundling strategies to reinforce the value proposition and encourage repeat purchases.

2. Promote Speedy Delivery as a Competitive Edge
Make faster delivery a centerpiece of your direct-to-brand offering. Highlight this benefit in marketing efforts, particularly during high-demand periods like the Christmas period and sales events.

3. Invest in Personalisation for Male Shoppers
Use first-party data to craft tailored shopping experiences that resonate with male consumers. Offer curated recommendations, customisable options, and personalised rewards to strengthen engagement and loyalty.

4. Capitalise on Marketplace Pain Points
Emphasise the advantages of direct-to-brand shopping, such as lower prices, exclusive products, and superior customer service, to convert marketplace shoppers into brand loyalists.

WHAT WOULD ENCOURAGE YOU TO SHOP DIRECTLY FROM A BRAND'S WEBSITE INSTEAD OF A MARKETPLACE?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Better pricing or exclusive discounts	72%	61%	45%	43%	58%	56%	57%
Faster delivery options	13%	18%	20%	16%	16%	17%	17%
Better loyalty rewards	13%	6%	19%	24%	15%	14%	14%
A more personalised shopping experience	3%	14%	16%	18%	11%	13%	12%

Factors Influencing Online vs. In-Store Purchase Decisions

The choice between online and in-store shopping for UK consumers influenced by a blend of convenience, price transparency, and product availability. While online channels dominate for ease and comparison shopping, in-store experiences remain attractive for tactile interactions and immediate access to products. To succeed, brands must seamlessly integrate their online and offline strategies to cater to these varied consumer preferences.

Key Insights

Price Comparisons Drive Online Shopping

37%

Price comparisons are the leading factor for online shopping, cited by 37% of respondents, highlighting the importance of clarity and competitive pricing.

Speed is the Name of the Game

MILLENNIAL	20%
GEN X	17%
BOOMER	9%

A fifth of younger consumers—20% of Millennials and 17% of Gen X—value speed of fulfillment, compared to just 9% of Boomers.

Convenience Resonates Differently Across Generations

BOOMER	39%
GEN Z	29%

Boomers favour online shopping for its convenience (39%), while Gen Z (29%) values product availability, showcasing nuances in priorities.

Strategic Takeaways

1. Highlight Pricing and Transparency Online
Ensure online platforms emphasise clear pricing, discounts, and comparison tools.

2. Streamline the Online Experience
Focus on simplifying the user journey, particularly for convenience-driven shoppers like Boomers and men.

3. Integrate Omnichannel Strategies
Offer services like in-store pickup or easy returns for online orders to bridge the gap between channels. This hybrid approach meets the expectations of shoppers seeking both convenience and immediacy.

4. Custom Targeting
Identify shoppers and their preferences to push relevant campaigns tailored to their channel of choice.

WHICH FACTOR WOULD MOST INFLUENCE YOUR DECISION TO PURCHASE DIRECTLY FROM A BRAND ONLINE VS. IN A PHYSICAL STORE?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Convenience	39%	19%	22%	17%	24%	27%	25%
Price comparisons	33%	41%	38%	39%	34%	41%	37%
Product availability	20%	22%	21%	29%	24%	19%	22%
Delivery speed	9%	17%	20%	15%	17%	13%	15%

What Helps the Most When Making Online Purchase Decisions

As brands aim to drive higher-margin sales by encouraging customers to shop directly, understanding the factors that influence purchase decisions has never been more critical. DTC sales allow brands to bypass marketplace fees, build stronger relationships, and unlock richer insights through first-party data. However, to thrive in this competitive landscape, brands must prioritise elements that resonate most with shoppers—such as competitive pricing, detailed product descriptions, and visual aids like images and videos.

Key Insights

Detailed Product Descriptions Take the Lead

47%

Nearly half (47%) of consumers consider detailed product descriptions the most helpful factor when deciding on a purchase, underscoring the importance of clear and comprehensive information.

Visual Support Drives Engagement

30%

High-quality product images resonate strongly across all demographics, with 30% of respondents ranking them as essential to their decision-making process.

Generational Preferences for Video Content

Video reviews and product demos are particularly influential for younger audiences, including Millennials and Gen Z, while older generations rely more on traditional descriptions and static visuals.

Strategic Takeaways

1. Prioritise Clarity in Product Descriptions
Invest in creating comprehensive and easy-to-understand product descriptions. Highlight features, benefits, and use cases to address common consumer questions and reduce hesitation.

2. Enhance Visual Storytelling
Include high-quality images from multiple angles and lifestyle shots to engage shoppers visually. Consider interactive features, like 360-degree views or augmented reality tools, to elevate the experience.

3. Leverage Video Content for Younger Audiences
Create engaging video reviews, product demos, and tutorials tailored to Gen Z and Millennials. Showcase real-world applications and highlight key benefits in a concise, visually appealing format.

4. Leverage First-Party Insights
Use first-party data from DTC channels to personalise the shopping experience. Leverage this data to recommend related products, share relevant content, and build long-term customer relationships.

WHEN BROWSING ONLINE, WHICH HELPS YOU THE MOST WHEN MAKING A PURCHASE DECISION

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Detailed product descriptions	61%	45%	39%	35%	46%	47%	47%
Video reviews or product demos	12%	15%	20%	21%	16%	16%	16%
High-quality product images	24%	35%	31%	29%	30%	29%	30%
Styling or usage recommendations	3%	5%	10%	15%	7%	8%	7%

✹ WHAT TYPE OF CONTENT WOULD MAKE YOU VISIT A BRAND'S WEBSITE OR APP MORE FREQUENTLY?

✻ Key Insights

Preferred Content Types That Get Shoppers Back to Your Website

Compelling content plays a pivotal role in driving repeat visits to brand websites and apps. By helping consumers connect with products, trust brands, and find value in their interactions, the right content fosters engagement and loyalty. Across demographics, customer reviews, promotions, and practical guides stand out as key drivers for retaining audiences. Tailoring content strategies to the unique preferences of gender and age groups allows brands to deepen connections and maximise their reach.

Customer Reviews Are Universal Motivators

|	
WOMEN	44%
MEN	32%
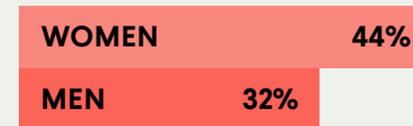
Reviews and testimonials are highly influential, with 44% of women and 32% of men identifying them as a primary reason for revisiting brand websites and apps. This preference extends across all age groups, cementing reviews as a universal engagement driver.

Youngsters Favour Visual and Storytelling Content

MILLENNIAL	16%
GEN X	5%
BOOMER	5%
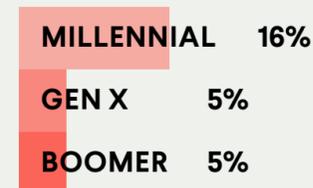
Beyond reviews, younger demographics are more inclined toward behind-the-scenes brand stories, with 16% of Millennials citing it compared to just 5% of Gen X and Boomers.

Promotions and Exclusives Attract Younger Audiences

GEN Z	68%
MILLENNIAL	57%
BOOMER	58%
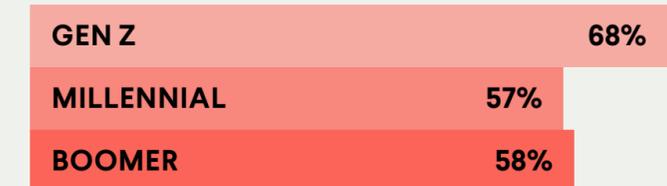
Upcoming sales and exclusive offers strongly appeal to Gen Z (68%) and Millennials (57%). Boomers (58%) also value promotional content, while loyalty-driven rewards resonate particularly with older demographics.

Millennials Value Practical Guides

20% 📖

Practical content, such as product guides or how-to tips, resonates most with Millennials, with 20% of respondents overall ranking this type of content as a key reason to visit brand websites.

Strategic Takeaways

1. Highlight Customer Reviews Prominently

Highlight authentic reviews and testimonials prominently on product pages, emails, and social media. Use visuals like star ratings and user-generated content to enhance credibility and trust.

2. Deliver Personalised Promotions to Younger Shoppers

Create targeted campaigns featuring upcoming sales, exclusive rewards, and personalised discounts. Leverage email and text to ensure these offers reach Gen Z and Millennials at the right time.

3. Incorporate Storytelling Elements for Younger Shoppers

Invest in high-quality images and video content that showcase products in real-life scenarios. Share behind-the-scenes content, such as the making of a product or team stories, to create emotional connections.

4. Expand Practical Content for Millennials

Develop detailed product guides, FAQs, and instructional videos to enhance their shopping experience and trust in the brand.

WHAT TYPE OF CONTENT WOULD MAKE YOU VISIT A BRAND'S WEBSITE OR APP MORE FREQUENTLY?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Product guides or how-to tips	16%	17%	20%	16%	15%	20%	17%
Behind-the-scenes brand stories	5%	5%	16%	15%	9%	10%	10%
Customer reviews or testimonials	40%	38%	34%	48%	44%	32%	39%
Upcoming sales or promotions	58%	68%	57%	45%	62%	55%	59%
Actions offering me loyalty points or rewards	52%	53%	47%	43%	45%	54%	49%

Barriers to Completing Online Purchases: Shipping Costs and Trust Issues

UK consumers abandon online purchases when perceived value fails to outweigh the hurdles they face. High shipping fees, lack of trust, and complicated checkout processes are top deterrents that impact shoppers across demographics. Addressing these barriers with transparency, efficiency, and reliability can not only boost conversions but also foster long-term loyalty.

Key Insights

Shipping Fees Dominate

GEN X	46%
BOOMER	45%

High shipping costs are the leading reason for cart abandonment, cited by 40% of shoppers. Gen X and Boomers are particularly affected, with 46% and 45%, respectively, identifying this as their top deterrent.

Stock Issues Kill Opportunity

21%

Inventory availability is the second most common barrier, frustrating shoppers of all ages and genders. 21% of respondents cite out-of-stock items as the biggest blocker to completing purchases.

Complexity and Trust Issues Drive Hesitation

Among Gen Z shoppers, complicated checkout processes (21%) and trust issues (28%) are significant factors contributing to purchase hesitation, emphasising the importance of a seamless and secure shopping experience.

Strategic Takeaways

1. Address Shipping Costs Transparently
Offer free or discounted shipping options whenever possible and communicate them upfront. Consider free shipping thresholds to incentivise larger order value.

2. Enhance Inventory Transparency
Provide real-time stock updates to minimise frustration over out-of-stock items, maintaining shopper trust.

3. Simplify Checkout
Streamline checkout flows with features like autofill, guest checkout, and one-click purchasing to reduce friction. Test user experiences regularly to ensure ease and use and trusted payment options.

4. Recovery Messaging
Cart abandonment tools can re-engage shoppers with tailored incentives like free shipping.

WHICH WOULD MOST LIKELY STOP YOU FROM COMPLETING AN ONLINE PURCHASE FROM A BRAND'S WEBSITE OR APP?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
High shipping costs	45%	46%	37%	26%	39%	42%	40%
Lack of trust in the brand	15%	12%	26%	28%	20%	18%	19%
Complicated checkout process	16%	13%	12%	18%	12%	16%	14%
Items out of stock	22%	23%	18%	21%	21%	21%	21%
Not enough payment options	3%	6%	7%	7%	7%	3%	5%

Motivating Consumers to Opt-In for Brand Communications

The effectiveness of email and text marketing hinges on motivating consumers to opt into brand communications. Survey data reveals that incentives resonate differently across demographics, reflecting varied priorities and preferences. To maximise engagement and loyalty, brands must leverage these insights to create tailored opt-in strategies that align with consumer expectations.

Key Insights

Free Shipping Dominates as a Top Incentive

58%

Free shipping is the leading motivator, with 58% of respondents prioritising it.

60%

Women are particularly responsive, with 60% citing this as their key reason to opt-in.

Younger Consumers Value Exclusivity

EARLY ACCESS	25%
EXCLUSIVE CONTENT	21%

Gen Z is drawn to early access (25%) and exclusive content (21%), highlighting their desire for unique and personalised brand interactions.

Loyalty Points Offer Broad Appeal

49%

Nearly half of respondents (49%) favor loyalty points as an incentive, reflecting consistent interest across all demographic groups.

VIP Services Fail to Impress

7%

Only 7% of respondents consider VIP services, such as extended warranties, important, though men show slightly higher interest in these offerings.

Strategic Takeaways

1. Reevaluate VIP Offerings

Given the limited appeal of VIP services, consider refining these programs to include more practical benefits or bundling them with higher-priority incentives like discounts, rewards or free shipping.

2. Personalise Offers

Use identity-driven tools to tailor free shipping for consumers and exclusive access for younger ones.

3. Reward Loyalty

Promote loyalty offerings as a core opt-in benefit encouraging consumers across demographics to subscribe and stay engaged.

4. Appeal to Younger Shoppers with Exclusive Perks

Design campaigns for Gen Z that offer early access to new products, exclusive discounts, and behind-the-scenes content. Use interactive formats, such as videos or gamified rewards, to enhance appeal.

WHICH OFFERS COULD A BRAND MAKE ON THEIR WEBSITE OR IN THEIR APPS TO CONVINCE YOU TO OPT IN TO RECEIVE THEIR EMAILS AND/OR TEXT MESSAGES DIRECTLY FROM THEM?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
One time discount	39%	31%	22%	23%	26%	33%	30%
Free shipping	70%	63%	48%	46%	60%	56%	58%
Loyalty points later used for rewards	41%	56%	49%	51%	54%	43%	49%
Exclusive access to content	11%	15%	22%	21%	15%	19%	17%
Early access to their new products	15%	18%	20%	25%	18%	19%	19%
VIP warranty service	3%	6%	10%	9%	5%	9%	7%

Where Consumers Discover Deals and Promotions Online

The channels consumers use to find promotions reveal generational and gender-based preferences, emphasising the importance of omnichannel strategies. While websites and email campaigns remain critical for older shoppers, social media and influencer-driven content resonate strongly with younger audiences. These insights present opportunities for brands to fine-tune their marketing efforts to align with demographic trends and behaviours.

Key Insights

Websites and Emails Dominate but Skew Older

|	
BRAND WEBSITES	39%
EMAIL	36%

Brand websites lead as the most popular channel for discovering deals (39%), with email close on 36%. Email campaigns strongly resonate with Boomers and Gen X, who prefer these direct and controlled communication formats.

Social Media Drives Engagement Among Younger Generations

GEN Z	44%
MILLENNIAL	36%

43%
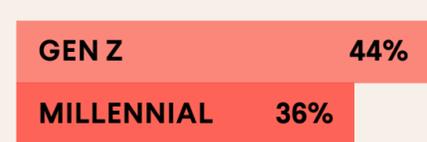
Social media ads are key for Gen Z (44%) and Millennials (36%). Additionally, Millennials frequently rely on organic social media feeds (43%) for discovering promotions, highlighting their preference for less curated, community-driven content.

Gender Differences in Social and Email Channels

WOMEN	30%
MEN	18%
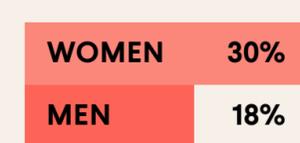
Women are more likely to engage with social media ads (30%) compared to men (18%). Likewise, email is more appealing to female shoppers (39% vs. 34% for males), suggesting nuanced gender preferences in promotional strategies.

Friends and Family Recommendations Play a Crucial Role

26%

Trusted recommendations remain a vital channel for deal discovery, with 26% of respondents across genders valuing input from friends and family, making it the third most popular method.

Strategic Takeaways

1. Tailor Content by Demographics
Prioritise email and website offers for Boomers and Gen X, while creating visually dynamic social media campaigns for Millennials and Gen Z.

2. Enhance Social Media Strategies for Younger Shoppers
Develop targeted social ad campaigns with visually engaging and authentic content to capture Gen Z and Millennial attention. Leverage organic social feeds and user-generated content to build trust and drive discovery among younger audiences.

3. Enhance Gender-Specific Marketing
Use data-driven insights to craft social media ads that appeal to female shoppers, while leveraging text for personalised and relationship-driven communication with male audiences.

4. Leverage Social Proof
Encourage sharing through refer-a-friend programs, testimonials, and influencer collaborations. Highlight real-life product experiences to capitalise on the trust placed in friends and family recommendations.

WHERE DO YOU PREFER TO LEARN ABOUT YOUR FAVOURITE BRANDS' OFFERS OR DEALS?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Text	4%	5%	6%	6%	4%	7%	5%
Email	43%	49%	25%	22%	39%	34%	36%
Search	14%	20%	8%	8%	10%	16%	13%
Brand's own website	47%	45%	28%	33%	39%	39%	39%
Brand's own app	23%	24%	25%	25%	23%	25%	24%
Brand's social media feed (Instagram, TikTok, Facebook, etc.)	8%	19%	43%	38%	30%	21%	25%
Brand's social media advertisements (Instagram, TikTok, Facebook, etc.)	7%	21%	36%	44%	30%	18%	24%
Influencer content	1%	7%	7%	12%	8%	3%	6%
In-store promotions	22%	23%	15%	19%	18%	22%	20%
TV ads	15%	14%	16%	9%	13%	16%	14%
Direct mail	15%	10%	8%	4%	7%	13%	10%
Friends or family recommendations	30%	24%	28%	22%	27%	26%	26%

Final Purchase Decisions: Marketplaces vs. Direct Channels

Where consumers choose to complete their purchases offers valuable insights into their trust and convenience preferences. Online marketplaces like Amazon dominate for non-grocery purchases, favoured for their ease of use and comprehensive product offerings. However, a growing number of younger shoppers are gravitating toward direct-to-brand websites, seeking unique experiences and personalised connections.
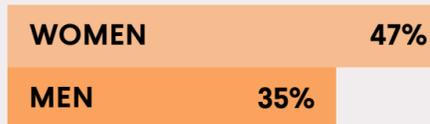
Key Insights

Marketplaces and Owned Channels About Level

|	
BRAND'S WEBSITE	**41%**
THIRD-PARTY PLATFORM	**42%**

42% of respondents prefer completing purchases on third-party platforms like Amazon, closely followed by 41% choosing a brand's website.

Gender Differences in Preferences

WOMEN	**47%**
MEN	**35%**

Women (47%) are more likely than men (35%) to favour brand-owned websites, reflecting their focus on building direct relationships with brands.
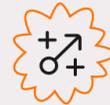
Direct-to-Brand Channels Are Gaining Momentum

GEN Z	**49%**
MILLENNIAL	**41%**
GEN X	**41%**
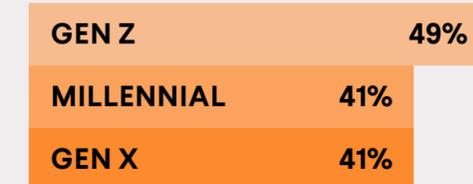
Direct-to-brand websites are increasingly preferred by Gen Z (49%), Millennials (41%) and Gen X (41%).

Social Has a Footprint

WOMEN	**7%**
MILLENNIAL	**11%**

5%

Just 5% of consumers shop on social channels, but this rises to 7% among women and 11% of Millennials.

Strategic Takeaways

1. Strengthen Marketplace Strategies
Optimise product visibility, pricing, and reviews on dominant marketplaces like Amazon to capture consumer trust. Use these platforms as discovery and conversion drivers while maintaining a strong brand presence.

2. Strengthen Direct Channels
Invest in personalised experiences, exclusive products, and loyalty programs on brand websites to attract younger audiences. Highlight authenticity and sustainability to resonate with the values of Gen Z and Millennials.

3. Leverage Data to Drive Direct Sales
Use first-party data to create targeted campaigns that encourage repeat visits to brand websites. Offer incentives like early access to sales, personalised discounts, and tailored product recommendations to strengthen direct relationships.

4. Bridge Marketplace and Direct Channels
Use marketplaces as a springboard to funnel customers toward direct channels. Include brand messaging, exclusive offerings, or post-purchase engagement to convert marketplace buyers into loyal direct customers.

WHERE DO YOU TYPICALLY MAKE A FINAL PURCHASE ON A PRODUCT YOU'VE RESEARCHED?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Directly from the brand's website or app	38%	41%	41%	49%	47%	35%	41%
Third-party websites (Amazon, Temu, Ebay, etc.)	43%	47%	39%	34%	35%	48%	42%
On social media	1%	4%	11%	4%	7%	4%	5%
In-store	18%	8%	9%	13%	11%	13%	12%

How to Get Consumers Back to Buy

There are a multitude of reasons why UK consumers don't always convert first time around. Fortunately, there are opportunities to tempt them back, and the vast majority are receptive to messaging to remind them of what they left in their basket. The channels consumers prefer for this communication reveal their comfort with certain platforms and the frequency of their online interactions. Email continues to dominate as the trusted favourite across demographics, while text and app notifications are gaining traction with younger, mobile-first audiences. By tailoring outreach strategies to align with these preferences, brands can drive higher engagement, boost conversions, and foster stronger customer relationships.

Key Insights

Email Remains the Top Choice

BOOMER	68%

52% ✉

Email is the preferred channel for reengagement of over half of respondents (52%), with Boomers leading at 68%.

Push Notifications Are on the Rise

MILLENNIAL	24%

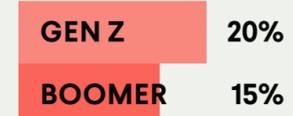**14%** 🔔

Push notifications are appreciated by 14% of respondents, with Millennials leading at 24%, indicating growing acceptance of this channel for real-time updates and offers.

Mobile Messaging Gains Appeal

GEN Z	20%
BOOMER	15%

Text resonates with Gen Z (20%) and Boomers (15%), demonstrating its traction across generations. However Gen Z who also show a preference for image-based MMS content, distinguishing them from other age groups.

Gender Differences in Mobile Preferences

MEN	16%
WOMEN	13%

Men (16%) are slightly more inclined than women (13%) to engage with text offers, with a similar trend in push notifications of 15% men to 12% women.

IF YOU WERE TO VISIT A BRAND'S WEBSITE OR APP, AND THAT BRAND LATER WANTED TO SEND YOU AN OFFER TO RETURN AND MAKE A PURCHASE FROM ITEMS YOU VIEWED, WHICH WOULD BE YOUR PREFERRED METHOD FOR THEM TO REACH YOU?

Strategic Takeaways

1. Email for Broad Reach
Design rich, personalised email campaigns targeting all demographics.

2. Mobile Engagement
Invest in text campaigns and push notifications for all shoppers, offering time-sensitive deals and personalised recommendations.

3. Channel Segmentation
Continuously monitor consumer engagement metrics across channels to refine strategies. Leverage feedback and behavioural data to stay ahead of shifting preferences and maximise communication effectiveness.

4. Incorporate Behavioural Triggers
Implement automated reminders, such as cart abandonment messages or notifications about price drops, to drive repeat visits and purchases.

IF YOU WERE TO VISIT A BRAND'S WEBSITE OR APP, AND THAT BRAND LATER WANTED TO SEND YOU AN OFFER TO RETURN AND MAKE A PURCHASE FROM ITEMS YOU VIEWED, WHICH WOULD BE YOUR PREFERRED METHOD FOR THEM TO REACH YOU?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Send an email	64%	57%	41%	41%	57%	47%	52%
Send a short text-only message to my mobile phone (SMS)	15%	14%	11%	20%	13%	16%	14%
Send a text message with imagery or video to my mobile phone (MMS)	12%	9%	12%	18%	11%	13%	12%
Send a push notification via their app I downloaded	8%	12%	24%	7%	12%	15%	14%
Target me with an ad placed on social media or a website that is not the brand's website	1%	8%	12%	14%	7%	9%	8%

Unlocking the Power of Messaging to Drive Conversions

Crafting impactful messaging offers is essential for driving direct purchases and fostering long-term customer loyalty. Email and text remain unparalleled tools for delivering highly personalised and timely messages. These channels enable brands to cut through the noise of crowded digital landscapes, targeting consumers with offers that align with their preferences, shopping behaviours, and position in the customer journey. By strategically leveraging these direct communication methods, brands can increase immediate conversions, recover lost sales, and build lasting relationships that turn shoppers into loyal customers and advocates. When asked which types of triggered messaging offers would persuade purchases on brand websites, consumers identified several key motivators.

Key Insights

Discount Codes and Price Drop Alerts Dominate

PRICE DROPS	57%
DISCOUNTS	51%

Financial incentives are the most influential, with 57% of consumers citing price drops on previously viewed items and 51% identifying discounts as top motivators.

Back-in-Stock Notifications Resonate

GEN X	34%
BOOMER	28%

Alerts about back-in-stock items appeal most to Gen X (34%) and Boomers (28%), highlighting their shared interest in securing desired products.

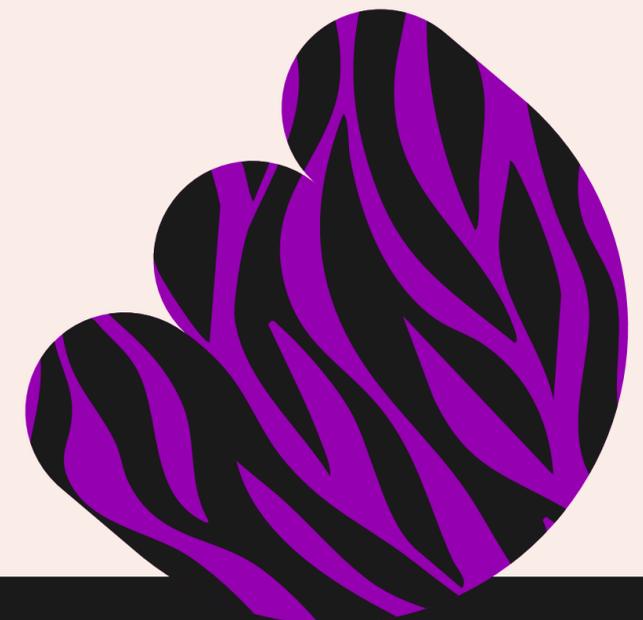### Low-Stock Warnings Drive Action

GEN Z	19%

15%

Low-stock alerts move 15% of consumers, with Gen Z (19%) showing a stronger preference for this urgency-driven tactic.

AFTER VISITING THEIR WEBSITE OR APP, WHICH OF THE FOLLOWING MESSAGES COULD A BRAND SEND YOU THAT WOULD HELP PERSUADE YOU TO PURCHASE DIRECTLY FROM THEIR WEBSITE OR APP?

Key Insights

Loyalty Programs Appeal Across the Board

MILLENNIAL	38%
GEN Z	30%

Over a third of Millennials (38%) find offers tied to rewards programs motivating, emphasising their appreciation for long-term value. Loyalty incentives dips to 30% of Gen Z.

Gender-Based Preferences Highlight Functional Appeal

ABANDONED CART REMINDERS	21%
BACK-IN-STOCK NOTIFICATIONS	30%
LOW-STOCK ALERTS	14%

Men favour abandoned cart reminders (21%), while women prefer back-in-stock notifications (30%) and low-stock alerts (14%).

Strategic Takeaways

1. Leverage Financial Incentives
Focus on using discount codes and price drop notifications, ensuring they are prominently featured across email and text channels to appeal to broad audiences.

2. Emphasise Urgency
Craft targeted campaigns with low-stock and back-in-stock notifications for hesitant shoppers, particularly for women.

3. Expand Loyalty Program Messaging
Develop messaging campaigns tied to loyalty programs, focusing on older demographics like Boomers who value ongoing rewards. Showcase points accumulation, redemption options, and exclusive member benefits.

4. Leverage Behavioural Triggers
Implement automated messages like cart reminders and tailored product recommendations to re-engage consumers based on browsing history.

AFTER VISITING THEIR WEBSITE OR APP, WHICH OF THE FOLLOWING MESSAGES COULD A BRAND SEND YOU THAT WOULD HELP PERSUADE YOU TO PURCHASE DIRECTLY FROM THEIR WEBSITE OR APP?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Price drop offer on a single item I viewed	68%	62%	47%	46%	54%	60%	57%
General brand sale across many items	17%	18%	26%	21%	22%	19%	20%
Discount codes	51%	61%	44%	43%	52%	49%	51%
Reminders for items I left in my cart	23%	19%	20%	14%	18%	21%	20%
Loyalty program offers	32%	35%	38%	30%	33%	35%	34%
Notice that an item I viewed online is back in stock	28%	34%	26%	19%	30%	25%	28%
Notice that an item I viewed online is low in stock	12%	13%	14%	19%	14%	13%	14%
New items that are similar to what I viewed previously	16%	19%	23%	25%	21%	20%	20%

How Triggered Messaging Based on Behaviour Influences Purchase

Behaviour-driven messaging is a powerful tool for influencing consumer purchase decisions. When personalised, timely, and relevant, these messages can nudge shoppers toward completing their purchases. Millennials and Gen Z, in particular, are more likely to engage with messages tailored to their recent activities, such as reminders about abandoned carts or suggestions for related products.

Key Insights

Behaviour-Driven Messaging Is Highly Influential

83%

Overall, 83% of respondents are either somewhat likely, or very likely to purchase when brands send messages about recently viewed products.

Generational Preferences Highlight Personalisation's Impact

GEN Z	**89%**
MILLENNIAL	**87%**

Gen Z (89%) and Millennials (87%) are the most responsive to personalised messages, underscoring the importance of tailored outreach for younger, digitally savvy audience.

Strategic Takeaways

1. Cart Abandonment Strategies
Implement automated emails and push notifications reminding shoppers about items left behind.

2. Tailored Product Suggestions
Use AI-driven recommendations to highlight products that align with browsing history.

3. Build Trust with Boomers
Focus on reinforcing product benefits and availability in behaviour-driven messages. Pair this with transparent pricing or promotions to convert interest into action.

4. Optimise Timing for Maximum Impact
Deliver triggered messages with the right message at the right time after consumer actions while interest remains high.

HOW LIKELY ARE YOU TO PURCHASE FROM A BRAND'S EMAIL, TEXT, OR APP PUSH NOTIFICATION HIGHLIGHTING THE SAME PRODUCTS YOU RECENTLY BROWSED ON THEIR WEBSITE OR IN THEIR APP?

| RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Very likely	7%	17%	27%	32%	18%	21%	19%
Somewhat likely	66%	69%	60%	58%	66%	61%	64%
Not likely	27%	14%	13%	11%	16%	18%	17%

Consumer Sentiment on AI Personalisation in Shopping

AI-driven personalisation is transforming eCommerce, offering tailored experiences that enhance convenience and relevance. While many consumers appreciate these advancements, concerns about data privacy persist, particularly among older demographics. Younger shoppers, however, are more enthusiastic, viewing AI as a tool for enriched shopping journeys, including personalised recommendations and dynamic pricing. Brands that strike the right balance between personalisation and transparency are well-positioned to thrive in this evolving landscape.

Key Insights

Growing Enthusiasm for AI Personalisation

MILLENNIAL	55%
GEN Z	44%
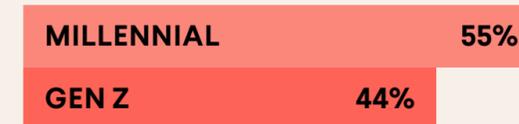
34%

Over a third (34%) of respondents embrace AI-driven personalisation. Millennials lead the charge at 55%, closely followed by Gen Z at 44%.

Skepticism Among Boomers

28% {?}

In contrast, 28% of Boomers express discomfort with AI-driven personalisation, highlighting the importance of transparent data practices to build trust with this group.

Gender Differences in Sentiment

MEN	39%
WOMEN	30%

Men (39%) are slightly more likely than women (30%) to embrace AI personalisation, reflecting differing levels of trust and perceived benefits.

Strategic Takeaways

1. Transparency is Key
Build trust by clearly communicating how consumer data is collected and used. Implement robust privacy policies and use messaging that reassures shoppers, especially Boomers, about the security of their information.

2. Leverage AI for Relevance
Use Wunderkind's AI-powered tools to deliver hyper-relevant content that improves the customer experience.

3. Educate Older Audiences
Develop educational content that demystifies AI, showing how it enhances their shopping journey.

4. Maintain a Human Touch in Personalisation
Use storytelling, brand voice, and emotional connections to ensure the experience feels authentic and relatable, appealing to all demographics.

BRANDS ARE NOW USING AI, ALONG WITH YOUR PREVIOUS BROWSING AND PURCHASE HISTORY, TO OFFER MORE PERSONALISED PRODUCT AND SERVICE RECOMMENDATIONS FOR YOU. HOW DO YOU FEEL ABOUT THIS?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
I love it, bring it on	13%	30%	55%	44%	30%	39%	34%
I'm not sure yet	59%	54%	33%	42%	54%	41%	48%
I don't feel comfortable with this	28%	16%	13%	14%	16%	21%	18%

Key Drivers of Online Loyalty: Free Shipping, Personalisation, and Service

Building customer loyalty requires consistently delivering value and meeting evolving shopper expectations. Free or fast shipping remains the most influential loyalty driver across demographics, while younger consumers are drawn to personalised experiences and unique rewards. Successful loyalty strategies blend practical benefits with emotional connections to create lasting relationships and foster brand advocacy.
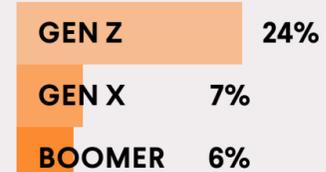
Key Insights

Delivery Expectations Lead Loyalty Drivers

WOMEN	48%
MEN	40%

44%

Nearly half of respondents (44%) cite free or fast shipping as the top factor for increasing loyalty. Women prioritise this benefit the most, with 48% highlighting its importance compared to 40% of men.

Younger Shoppers Crave Personalisation

GEN Z	24%
GEN X	7%
BOOMER	6%

Gen Z (24%) prioritise personalised recommendations and loyalty rewards, compared to just 7% of Gen X and 6% of Boomers, emphasising the importance of tailored engagement for this group.

Customer Service Remains Vital

30%

Excellent customer service continues to play a crucial role, with 30% of consumers valuing this aspect of their shopping experience.

Generational Focus on Seamless Experiences

Younger shoppers prefer streamlined, intuitive websites and apps, while older generations prioritise straightforward, reliable services.

Strategic Takeaways

1. Emphasise Shipping Benefits
Offer free or express shipping options as core features of loyalty programs to appeal to broad audiences.

2. Personalise Loyalty Strategies
Use AI to deliver customised recommendations and rewards that resonate with Gen Z and Millennials.

3. Highlight Customer Service Excellence
Showcase testimonials and metrics related to service quality to reinforce trust among shoppers valuing reliable support.

4. Long-Term Engagement
Wunderkind's AI-driven solutions can help brands maintain personalised connections that build loyalty over time.

WHICH OF THE FOLLOWING WOULD INCREASE YOUR LOYALTY TO AN ONLINE BRAND?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Faster or free delivery	45%	51%	42%	33%	48%	40%	44%
A seamless and intuitive website/app experience	16%	11%	14%	19%	15%	13%	14%
Excellent customer service	33%	31%	30%	25%	27%	33%	30%
Personalised shopping recommendations	6%	7%	15%	24%	9%	14%	11%

Conclusion

The 2025 consumer landscape presents both challenges and transformative opportunities for brands ready to adapt. As trust becomes an increasingly critical factor in purchasing decisions, brands must focus on building transparent, authentic relationships with their audiences. Whether through better pricing, personalisation, or seamless shopping experiences, consumers are making it clear: they want brands to meet their needs directly and meaningfully.

Key themes include the dominance of smartphones as shopping devices, the growing influence of younger generations in shaping online shopping trends, and the enduring preference for marketplaces as trusted platforms. At the same time, there is a clear appetite for direct-to-brand interactions, driven by a desire for exclusivity, personalisation, and value.

Shipping costs remain a significant barrier for UK consumers, emphasising the need for free or affordable delivery options. Loyalty, meanwhile, hinges on tailored experiences, exceptional service, and tangible incentives. AI-powered personalisation is especially effective among younger audiences, though transparency and trust are crucial for gaining acceptance among older shoppers.

Triggered email and text campaigns represent a particularly powerful opportunity. By leveraging first-party data and AI, brands can engage shoppers at the right moment, whether it's with a back-in-stock alert, a reminder about an abandoned cart, or a personalised product recommendation. These timely, tailored interactions not only boost conversions but also deepen loyalty, moving consumers away from marketplaces and toward direct-to-brand channels.

As privacy regulations evolve and third-party data becomes a thing of the past, brands that focus on trust-building, delivering value, and harnessing first-party data will gain a competitive edge. Wunderkind sits at the heart of this transformation. With expertise in triggered messaging, identity resolution, and performance marketing, we empower brands to create experiences that resonate with today's privacy-conscious and value-driven consumers.

The tools to thrive in this evolving digital commerce landscape are at your fingertips. Now is the time to harness them, and Wunderkind is here to help you do just that. Let's make 2025 your strongest year yet.

Unlock the Power of Identity Resolution

Wunderkind's Identity solution transforms brand-customer connections empowering marketers to deliver personalised experiences, ensuring privacy, compliance, and seamless cross-device engagement, leveraging powerful first-party data insight.

Download Now

The Power of Acquisition

Unlock the power of first-party data with our comprehensive guide, designed to help you turn website visitors into engaged customers. Learn how to collect emails and phone numbers, leverage behavioural targeting for personalised marketing, and ensure compliance with privacy laws, all while boosting conversion rates at a lower cost than paid media.

Download Now

Success Stories from Leading Brands

Discover how leading brands are leveraging Wunderkind's Autonomous Marketing Platform to drive personalised engagement, boost revenue, and enhance customer loyalty. By utilising identity-powered messaging, first-party data, and seamless cross-channel campaigns, these brands are turning unknown traffic into known and seeing huge lifts in revenue.

Learn More

The Performance Marketing Solution

At Wunderkind, we drive meaningful, measurable outcomes for our clients. With identity and permissioning at the heart of our business, Wunderkind has the data and expertise to help you scale owned revenue channels while providing a premium experience for your customers, all while guaranteeing a lift in revenue.

Drive Unmatched Revenue

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for brands in order to scale hyper-personalised one-to-one messages. Brands lean on the Wunderkind Identity Network, a proprietary database recognising 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over $5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as Harley-Davidson, Perry Ellis International and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results.