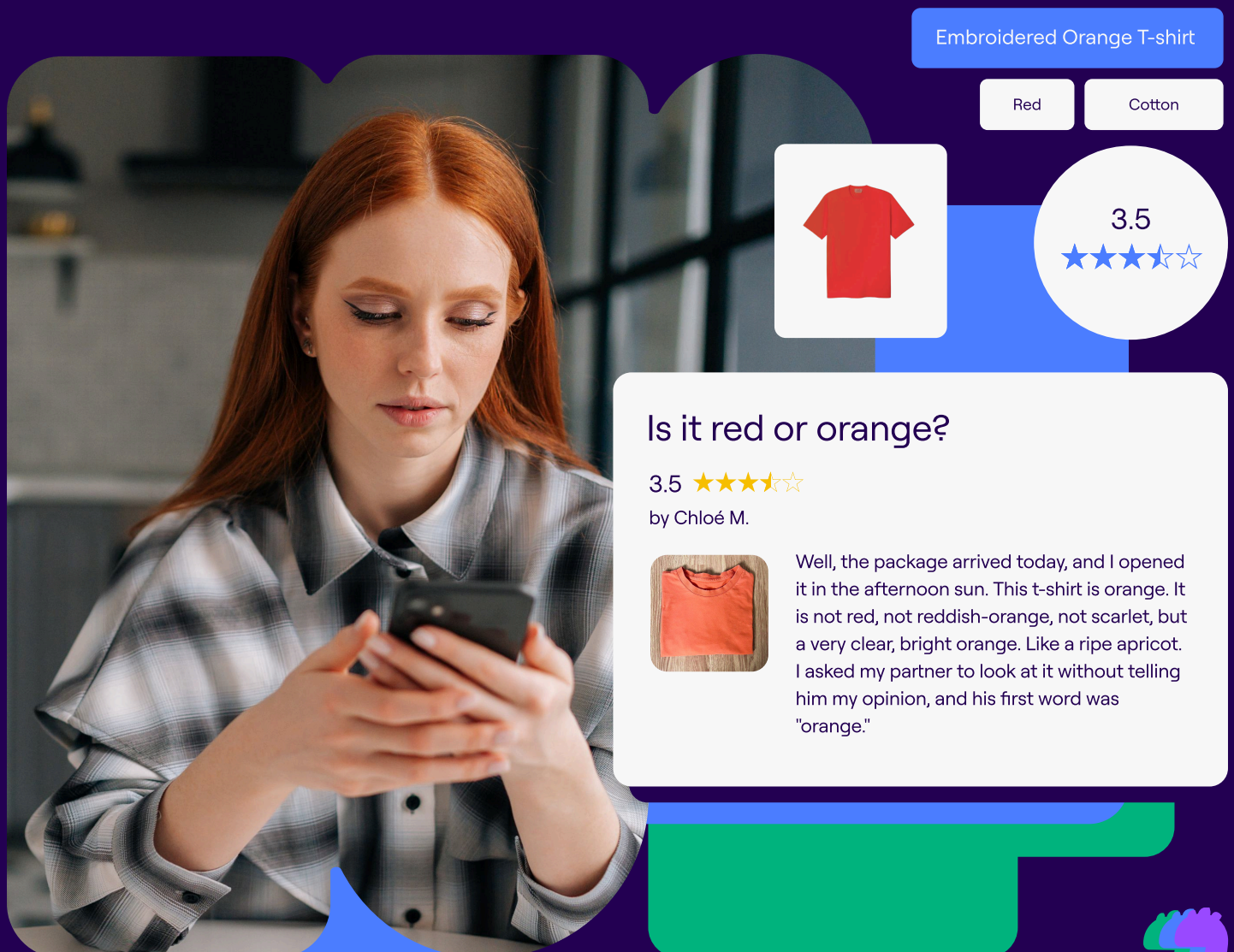# akeneo

The Evolution of the Modern Shopper:

Why better technology hasn't solved the product information gap, and how to adapt

Embroidered Orange T-shirt

Red   Cotton

3.5
★★★☆☆

Is it red or orange?

3.5 ★★★☆☆

by Chloé M.

Well, the package arrived today, and I opened it in the afternoon sun. This t-shirt is orange. It is not red, not reddish-orange, not scarlet, but a very clear, bright orange. Like a ripe apricot. I asked my partner to look at it without telling him my opinion, and his first word was "orange."

Table of Contents

Introduction

Here's a question that is crucial to the success of any business, but can be incredibly difficult to answer:

What matters most to today's shoppers?

It may sound like a simple question, but in reality, the path to purchase has become more complex than ever.

Shoppers move fluidly between digital and physical channels, engaging with an average of six touchpoints before making a purchase. In fact, _73% of consumers use multiple channels throughout their shopping journey_.

This modern shopper is not only more informed but also more values-driven, weighing factors such as **brand ethics, sustainability, and authenticity alongside price and product specs.**

With so many variables influencing how people discover, evaluate, and buy products**, brands are often left scrambling to keep up, guessing at what customers really expect and what truly builds loyalty.**

And of course, adding to this complexity is the growing, and sometimes contradictory, role of **AI in shaping the customer experience.**

Many consumers express hesitation and even skepticism about how companies deploy AI, worrying about misuse, privacy, or impersonal automation.

Yet, at the same time, they increasingly **expect deeply personalized, intuitive, and seamless experiences;** demands that are, in large part, powered by AI.

With all of that in play and more, it's no wonder that a simple six word question becomes convoluted and nuanced.

That's why we set out to find real answers by surveying **1,800 consumers across eight countries (the United States, United Kingdom, Germany, France, Netherlands, Sweden, Australia, and Italy)** to get a clearer view of what today's shoppers value, what turns them off, and how businesses can better meet their expectations.

In this report, you'll find the **key insights from that research, plus practical recommendations for turning those insights into action.** You'll also be able to see where the gaps are between what customers want and what brands are delivering, and discover how to start delivering the kind of experiences that win hearts, wallets, and long-term loyalty.

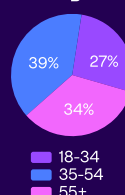## Who?

A sample of 1,800 consumers aged 18+ across 8 countries, representative within each country based on their gender and age.

Gender

47% Male
53% Female

- Female
- Male

Age

39% 35-54
27% 55+
34% 18-34

- 18-34
- 35-54
- 55+
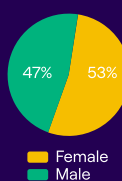
Where?

Australia

France

United States

United Kingdom

Italy

Germany

Netherlands

Sweden

Key Takeaways

01 **Poor product information continues to plague the customer experience:** Two-thirds of consumers still believe brands fall short in delivering comprehensive product information — a figure consistent with findings from two years ago. Despite the rapid pace of technological development that has occurred, consumers aren't yet feeling the impact of these improvements.

02 **Returns are a costly symptom of bad product data:** 40% of consumers returned products last year because of incorrect product information. These returns not only create a logistical burden on the business' side, but they also damage consumer trust and brand perception.

03 **Consumers will pay upwards of 30% more for quality product content:** Accurate, detailed, and personalized product information has direct monetary value, and that value is growing. In 2023, we found that consumers were willing to pay an average of 18% more for high-quality product data. Today, it's closer to 25–30% more for such information.

04 **Personalization increases loyalty and revenue:** Customized experiences are highly valued: over 50% report increased brand loyalty due to personalization. AI-driven tools that enable tailored content, guided selling, and dynamic recommendations are becoming critical differentiators in delivering individualized experiences.

05 **Digital drives product discovery, but consistency closes the sale:** With 76% of consumers engaging across multiple channels before purchasing, consistency across digital and physical experiences is critical. While the most popular choice for making a purchase remains in-person, consumers overwhelmingly turn to online channels for research and discovery. Any discrepancies can erode trust and result in empty shopping carts, both virtual and physical.

06 **Shoppers will pay more for a compelling brand and product story:** While basic specs can be satisfactory for certain products, consumers are increasingly demanding transparency. They seek context—"why" and "how" a product exists—not just "what" it is, and are putting their cash behind their convictions: nearly 50% of consumers will pay more for products from brands that clearly communicate values.
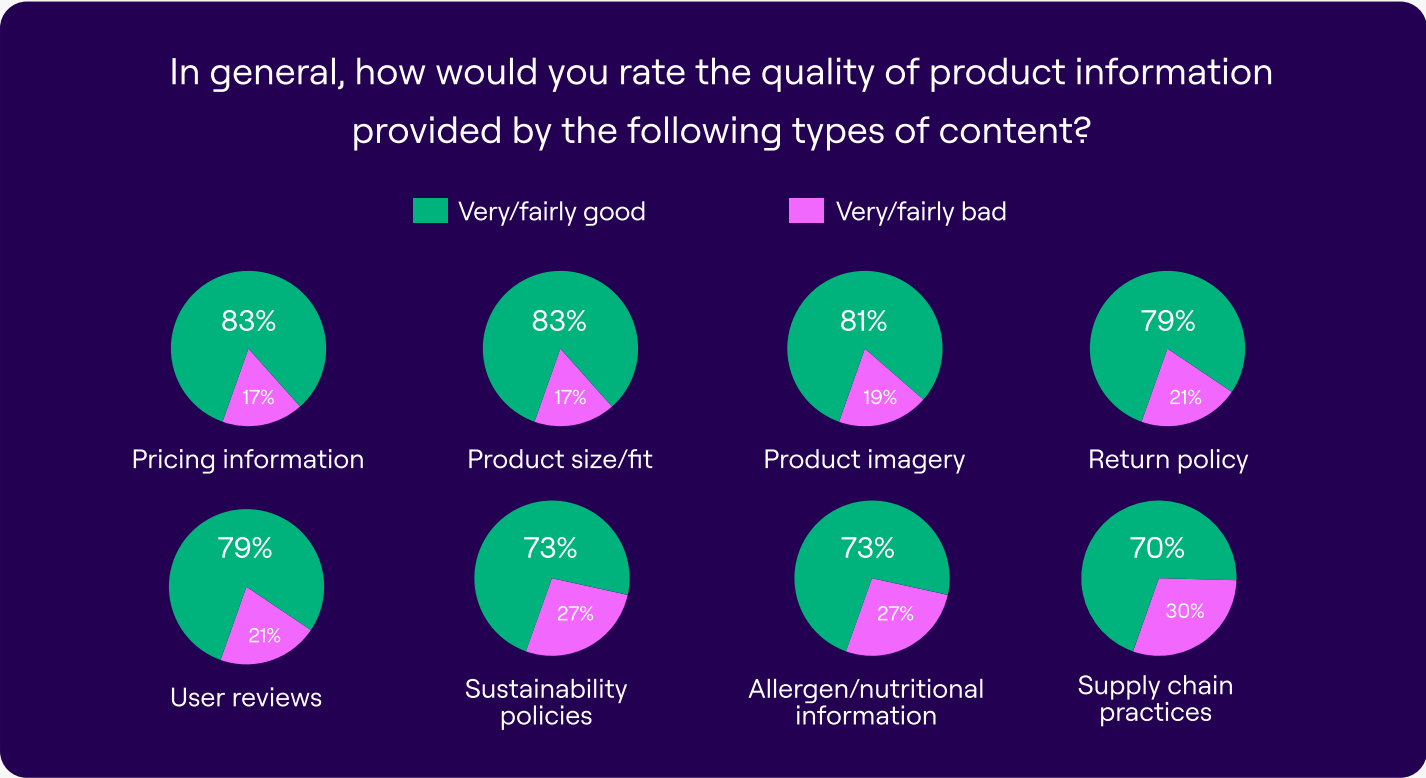
07 **Social proof strongly influences purchases, but source matters more than ever:** While reliance on influencers has seen a slight decline since 2023, trust in user-generated content (UGC) and customer reviews continues to grow steadily. Shoppers are increasingly turning to everyday voices—real customers sharing real experiences—when deciding what to buy.

Poor Product Information Continues to Plague the Customer Experience

When done right, product information can be the unsung hero of the customer journey. **70% of consumers say they find product information at least fairly comprehensive,** with nearly 40% saying it gives them all the details they need to make a confident purchase. That's the good news.

The problem is, it's rarely done right - and the situation is getting worse. In 2025, **30% of consumers reported being dissatisfied with the comprehensiveness of product data, more than double the 13% who said the same in 2023.** This growing dissatisfaction signals a troubling disconnect between the volume of product content brands are producing and the actual quality, relevance, or completeness of that content.

In general, how would you rate the quality of product information provided by the following types of content?

🟩 Very/fairly good   🟪 Very/fairly bad

83% / 17%	83% / 17%	81% / 19%	79% / 21%
Pricing information	Product size/fit	Product imagery	Return policy
79% / 21%	73% / 27%	73% / 27%	70% / 30%
User reviews	Sustainability policies	Allergen/nutritional information	Supply chain practices

While consumers report that pricing, product size, and technical features are generally well covered, other important areas are still lagging. **Brand values like sustainability and compliance commitments, nutritional or allergen information, supply chain transparency, and reviews or influencer testimonials are far more likely to be categorized as missing or insufficient.** These gaps have consequences: in the last year alone, **two-thirds of consumers**

In the last 12 months, have you abandoned a purchase because of missing/inaccurate product information?

🟦 Yes, at least once — 53%
🟪 Yes, many times — 13%
🟪 No, never — 34%

abandoned a significant purchase due to missing or inaccurate product information. That's a lot of lost revenue, and much of it is avoidable.

So, what does this mean for your business? It's time to treat product information as a strategic asset, not an afterthought. Start by auditing your current content: Is it consistent across channels? Are you telling the full story behind your products, including key differentiators like sustainability efforts or safety details? Can shoppers easily find the information that matters most to them?

akeneo pim

Create a Single Source of Truth

Akeneo PIM is purpose-built for ease of use while enabling complete control of product information quality. With powerful functionality that anyone can use, you won't just manage your product information processes, you'll optimize them.

Learn More

Investing in tools like a **Product Information Management (PIM) system** can help centralize and scale your content, while enrichment technologies like AI can tailor and enhance the experience for individual shoppers.

And don't underestimate the value of personalization; **when you deliver the right message, at the right time, with the right information, you not only increase conversions but also build lasting loyalty** in an increasingly competitive market.

02 Returns are a Costly Symptom of Bad Product Data

No one enjoys returning a product: not the customer who has to repackage and ship it back, and not the business that has to process it, restock it, or sometimes write it off altogether. NRF reported that the **average worldwide return rate in 2024 was nearly 17%,** with some industries seeing rates as high as 30%.

That equates to **a nearly $900 billion price tag overall,** and the root cause of these returns? More often than not, it comes down to inaccurate or incomplete product information.

Our study found that **40% of consumers globally returned a product in the past year due to incorrect product information.**

Whether the sizing information wasn't comprehensive, there were misleading images, or even if it's just flat-out incorrect specifications, bad product data can lead customers astray and encourage them to make purchases that will ultimately end up as a return.

akeneo

10 Shocking Stats About Return Behavior 2025

Our latest survey reveals the top 10 insights into consumer return behavior!

Discover what's really driving product returns, and how your business can turn this costly challenge into a strategic opportunity.

Download Now

And when a return is required, the expectation nowadays is that the process is free, simple, and straightforward. We found that **two-thirds of consumers say they feel negatively about retailers who charge return fees,** while **only 1 in 5 is understanding about those costs.** Yet a product return is not free, and can cost the business upwards of **two-thirds of the original price of the product.** So how can a business balance this paradox?

Well, when the root cause is often bad product data, then that's a good place to start. When customers have clear, accurate, and detailed information, **62% of consumers** say they're far more likely to keep what they buy and feel good about their purchase.

> Many companies still haven't connected the dots between product data quality and return rates. When your product information is incomplete, unclear, or inconsistent, customers are more likely to get something that doesn't meet their expectations. But when your data is accurate, detailed, and easy to understand, shoppers can find what they're looking for, which increases conversions and mitigates return rates. In the end, better data doesn't just lift your top line, it protects your bottom line too.
>
> Romain Fouache
> CEO
> Akeneo

How do you typically feel when a retailer charges you for a return?

- 67% Disappointed/Frustrated/Unfairly Treated
- 20% Understanding
- 14% I don't know
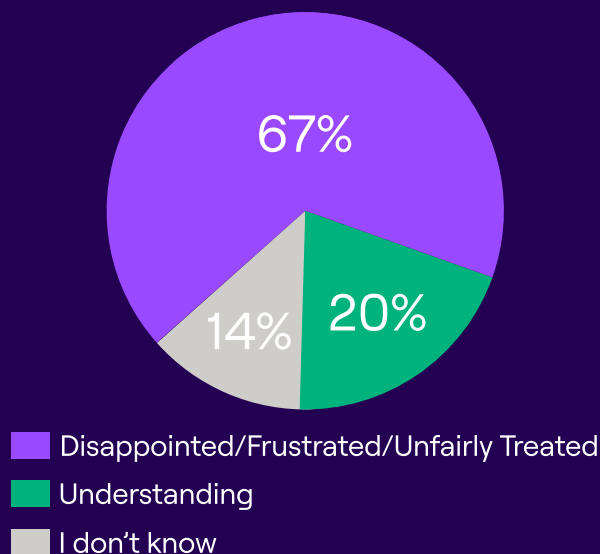
By investing in high-quality, consistent product information, businesses can minimize returns, protect their margins, and most importantly, preserve customer trust. Because **when the product experience matches the product promise, everybody wins.**

03 Quality Product Content Can Justify Premium Pricing

When it comes to product information, consumers are not only paying attention, they're willing to pay more.

Accurate, detailed, and personalized product information has direct monetary value that value is increasing year over year. In 2023, consumers reported they were willing to pay an average of 18% more for high-quality, comprehensive product data.

Today, that figure has risen sharply: we found that **shoppers are willing to pay between 25–30% more for products accompanied by clear, complete, and relevant information.** This willingness comes despite a broader climate of price sensitivity, as economic pressures have made consumers more conscious of where and how they spend.

Yet price alone is no longer the dominant factor it once was. While still frequently ranked as the most important factor in purchase decisions, the percentage of consumers who place price at the very top has dropped across nearly every category. In 2025, only 33% of buyers cited price as the most important factor when purchasing luxury items—down from 45% in 2023. The decline is even steeper in categories like sports and leisure equipment (28% in 2025 vs. 45% in 2023) and fashion (40% vs. 49%).

If a brand/retailer offered you complete, high-quality product information, would you be willing to pay more?

45% 46% 9%

- 🟩 Yes, probably
- 🟪 No, unlikely
- ⬜ I'm not sure

How much more would you be willing to pay for this complete, high-quality product information?

16% 19% Average: 24.4% 39% 26%

- 🟩 1-10% more
- 🟪 11-30% more
- 🟪 30%+ more
- ⬜ I'm not sure

This shift suggests a broader evolution in what consumers truly value: **clarity, confidence, and alignment with their personal priorities are beginning to outweigh cost alone.** They see trustworthy product information as worth paying a premium for because it reduces risk, builds confidence, and helps them feel good about their decisions.

To meet this expectation at scale, brands and retailers can turn to AI-powered tools to improve and maintain their product information. By analyzing data, detecting gaps, and even generating or enriching descriptions and specifications, **product data management solutions powered by AI can help ensure that the information shoppers see is reliable, comprehensive, and tailored to their needs,** which enables businesses to keep pace with

evolving consumer expectations while reducing the manual effort of maintaining product content across increasingly complex environments.

04 Personalization as a Loyalty Driver

The brands that earn that loyalty are the ones that invest in relationships, not just transactions. And one of the most powerful ways to build those relationships? Personalization.

Our survey found that **two-fifths of consumers would pay more (on average, about 25% more) for a personalized or tailored shopping experience.**

Even more significantly, **over half of global consumers say they'd become more loyal to a brand that offers this kind of thoughtful, individualized experience.** Whether it's smarter product recommendations, personalized messaging, or intuitive browsing, providing a personalized experience ensures that your customers feel listened to and understood in a crowded, noisy marketplace.

If a brand/retailer offered you a more personalized/tailored experience, would you become a loyal customer?

- 53%
- 34%
- 13%

- ■ Yes, probably
- ■ No, unlikely
- ■ I'm not sure
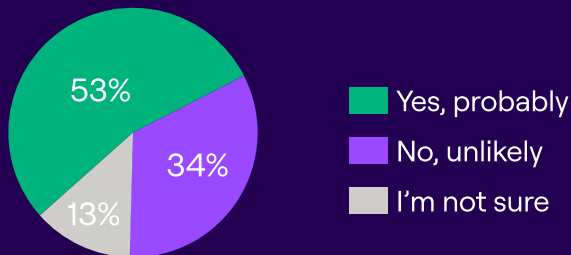
But personalization is only effective if it's built on a foundation of high-quality product data. After all, **you can't tailor an experience around incomplete or inaccurate information.**

To succeed, brands need both smart tools and a strong system of structured, enriched data to properly fuel these automated solutions.

And we can't talk about personalization nowadays without talking about how **artificial intelligence (AI)** is playing a pivotal role.

With AI-powered tools, brands can **analyze shopper behaviors, preferences, and intent in real time to deliver the right product content, recommendations, and messaging** automatically and dynamically.

AI also helps detect gaps or inconsistencies in product data, refine categorization, and generate enriched content tailored to individual buyer profiles.

When combined with the right foundation of data, AI becomes a powerful engine for personalization that strikes the right balance between consumers wanting to feel known and not watched.

Shoppers are more discerning than ever. Personalization gives you a powerful way to show customers that you're not only listening, but adapting to their needs. Done well, that can **transform one-time transactions into long-term relationships**.

The Next Chapter of Commerce

Discover how AI is transforming shopping, search, and product experiences, and why clean, structured data is the key to staying competitive in the next era of commerce.

Download Now

> " Bad product information creates a ripple effect that can damage the customer experience. When shoppers can't find the details they need, they walk away, or they buy and return the product out of dissatisfaction. Either way, it erodes confidence in your brand. That's why we see product information as one of the most powerful levers a business has.
>
> **Romain Fouache**
> CEO, Akeneo

05 The Rise of Omnichannel Shopping

The modern customer journey is a mix of touchpoints that shift from screen to store and back again. And **while digital retail continues to surge, in-person shopping still holds a slight edge** when it comes to where consumers actually make their purchases.

Our research shows tha**t in-person general and specialty retail stores (30%) narrowly outrank online marketplaces (27%) as the most common destinations for purchasing.** What does this mean? Despite the eCommerce boom during the pandemic, there's this enduring appeal of in-store experiences where shoppers can actually see, touch, and test products firsthand.

However, when it comes to product discovery and search, online still dominates. **Consumers are most likely to use traditional search engines (26%) or online marketplaces (22%) to explore their options, compare prices, and read reviews before making a decision.**
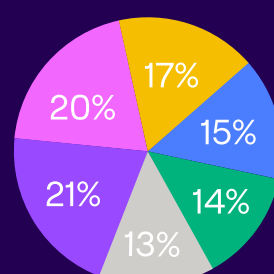
Thinking about the last time you bought an item for at least 100 local currency, where did you...
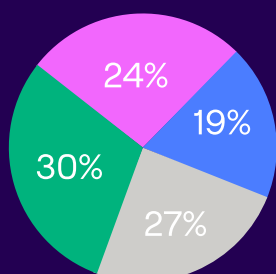
Purchase the product?
24% — 19% — 27% — 30%
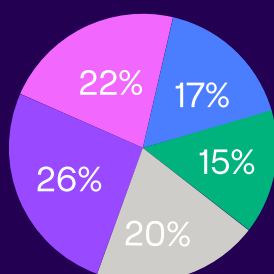
Discover or research the product?
22% — 17% — 15% — 20% — 26%

Compare or validate the product?
20% — 17% — 15% — 14% — 13% — 21%

- 🟩 General/specialty retail store
- 🟦 General/specialty retail website
- 🟨 Online comparison sites
- 🟪 Online marketplaces
- 🟪 Traditional online search engines
- ⬜ Other

This hybrid behavior highlights a key truth: **most shopping journeys begin online, even if they end in-store.** On the business side, that means needing to deliver seamless, connected experiences from the moment a shopper starts searching to the point of purchase, wherever that happens. But creating this cross-channel consistency is not easy.

Product details, pricing, inventory, and imagery need to be aligned between physical stores, websites, marketplaces, and mobile apps. **Shoppers expect a product they see online to match what they find on the shelf, and any disconnect can quickly erode trust.**

But building that consistency is becoming more challenging. Our research found that **dissatisfaction with the quality and comprehensiveness of product information is rising across nearly every digital channel.**

For instance, **21% of mobile app users now say they are not satisfied with product data, up from 12% in 2023**, and **30% of shoppers using online comparison sites report dissatisfaction**—double the number from just two years ago. Even on marketplaces, where standardization is often assumed, dissatisfaction has crept up from 9% to 12%.

As shoppers bounce between apps, marketplaces, websites, and physical stores, they expect consistent, complete, and channel-optimized product information at every stop.

When one touchpoint feels less informative or less trustworthy than another, the entire brand experience suffers.

This is where a solution that helps brands tailor and distribute high-quality, channel-specific product information across every touchpoint, like **Akeneo Activation**, becomes essential.

By connecting the dots between the PIM system and various sales and marketing channels, Akeneo Activation ensures your product experiences are not only consistent but also optimized for each unique context.
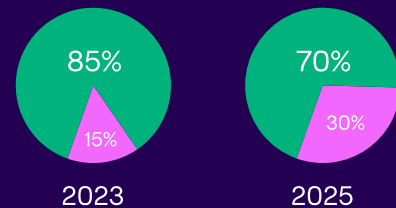
Rate the quality of product information you found in each of the following channels:
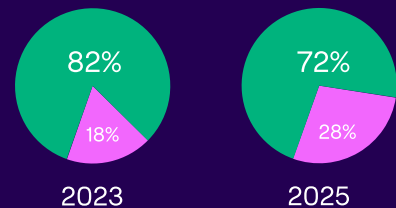
- 🟩 Very/fairly good
- 🟪 Very/fairly bad

Mobile apps

88% / 12% — 2023
79% / 21% — 2025

Online comparison sites

85% / 15% — 2023
70% / 30% — 2025
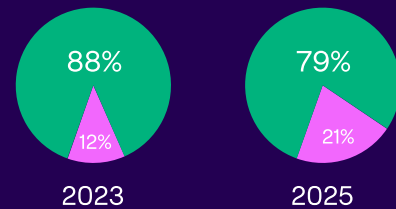
Retailer websites

82% / 18% — 2023
72% / 28% — 2025

akeneo activation

Syndicate Product Experiences

Connect enriched product data in Akeneo to top retailer and marketplace sites, driving better experiences and higher conversions.

Learn More

This kind of intelligent distribution is key to **building omnichannel trust and driving conversions no matter where your customers are shopping.**

Ultimately, omnichannel excellence is about meeting customers where they are and making their journey as smooth and intuitive as possible. **Brands that invest in syncing their product information, fulfillment processes, and customer service across touchpoints will not only reduce friction but also earn lasting trust in an increasingly channel-blended world.**

06 Consumers Will Pay More for a Compelling Brand and Product Story

In a time when shoppers are more selective with their purchases and every dollar counts, trust has become a key differentiator. Today's consumers want to feel good about who they're buying from, and that means creating the story behind the brand; **values, commitments, and business practices can be just as influential as price or performance.**

But many brands are falling short. Our research found that **brand values, sustainability efforts, compliance commitments, supply chain transparency, and even allergen or nutritional details are among the least comprehensive areas of product information.**

The upside? Shoppers are willing to pay for this information. In fact, **two-fifths (42%) of consumers say they would pay more if a merchant or manufacturer clearly**

communicated its brand values, with those shoppers **willing to spend an average of 24% more. More than a third of them (36%) said they would even pay over 10% more** for this transparency.

For brands, this is a powerful call to action. **Sharing your sustainability initiatives, ethical sourcing policies, and labor practices should be integrated directly into the product experience.** Make this information easy to find, simple to understand, and relevant to the shopper's needs.

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Avoiding Greenwashing:
How to Build Impactful, Sustainable Strategies Through Product Experiences

Build genuinely sustainable strategies that foster trust, align with regulations, and drive long-term business growth.

Download Now

How much more would you be willing to pay for data about the merchant's brand values?

7%
11%
56%
27%

- 1-30%
- 31-50%
- More than 50%
- Not sure

Of course, that's easier said than done, but a solution like **Akeneo's Supplier Data Manager** can help make this possible by simplifying the way businesses collect and manage supplier-provided data. With **a centralized, collaborative workspace, brands can easily gather accurate, up-to-date product details from their suppliers**, including critical sustainability certifications, material disclosures, origin data, and compliance documentation. This not only **improves the quality and completeness of product information** but also empowers organizations to deliver the kind of transparency today's shoppers demand without overburdening internal teams or risking inconsistent data.

akeneo supplier data manager

Improve Sales & Margins with Scalable Data Onboarding

Streamline the collection, management, and enrichment of supplier-provided product information and assets with AI-powered tools that automate data validation, classification, and enrichment to ensure faster onboarding and improved product data quality.

Learn More

Lastly, it's important to remember that this is about progress, honesty, and transparency, not perfection. **Consumers don't expect brands to have it all figured out, but they do expect a clear commitment and a willingness to share the journey.**

By pulling back the curtain and making your values part of the conversation, you're able to create trust that is built on **clearly communicated values and turns into stronger connections, higher conversions, and long-term loyalty.**

07 Social Proof Strongly Influences Purchases

People trust people. Whether it's a glowing review from another shopper, a demo from someone who looks like them, or a recommendation from a favorite influencer, **social proof has become one of the most influential forces in the customer journey.** In fact, it often holds more sway than traditional advertising or search engines.

Our research found that **over half of consumers have made a purchase based on a recommendation from an influencer or expert**, especially in categories like beauty, supplements, and sports/leisure products.
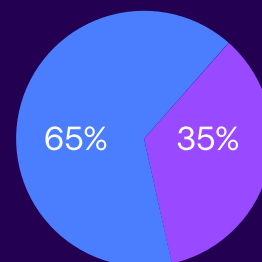
And when it comes to more organi**c user-generated content,** the effect is stronger: **two-thirds say they've been influenced by customer reviews and comments online.**

Have you ever made a purchase based on information that was supplied by...

An influencer

54% 46%

Other customers

65% 35%
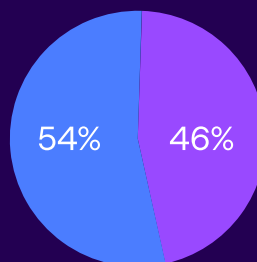
- Yes, at least once
- No, never

- Yes, at least once
- No, never

But when it comes to **seeking advice, consumers are more likely to turn to store salespeople (21%) than look to traditional search engines (16%) or influencers.**

This shift is particularly pronounced among younger consumers. **Forrester reports that 34% percent of Gen Z and Millennial US adults** say they've made a purchase directly from a creator's post. The authenticity and relatability of creators give their recommendations more weight than traditional ads with the inherently skeptical younger generations, and that's why creator and affiliate programs are booming, with **some creators reportedly earning over $1 million annually through affiliate links, according to Scott Sutton, CEO of Later.**

At its core, social proof builds trust by showing that real people have had positive experiences with a product or brand. It reduces uncertainty, answers common questions, and creates emotional reassurance that "this worked for someone like me, so it will probably work for me too." Whether it's an unfiltered review, a short-form video, or a helpful comment thread, **user-generated content offers the authenticity that today's shoppers crave.**

> "
> Consumers don't follow creators because they want to be influenced, but because they're entertaining. . . In Forrester's Media And Marketing Survey, 2024, 40% of US online adults who use social media in a typical week said that they follow entertainment content from creators and influencers. Creators who can thread the needle between entertainment and commerce will make a more seamless shopping experience for their followers.
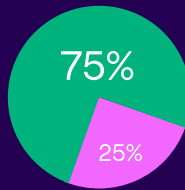>
> "The State of Social Commerce"
> Forrester
> June 12, 2025

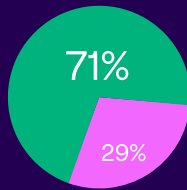## How would you rate the quality of product content provided by:

- ■ Very/fairly good
- ■ Very/fairly bad
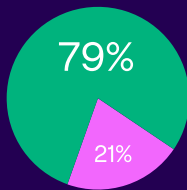
79% / 21% — User reviews
75% / 25% — User guides
71% / 29% — Influencers

The great news here is that you don't need a celebrity budget to tap into the power of social proof. In fact, **the most impactful content is often organic and relatable.** Start by making it easy for customers to leave reviews, share photos, or post videos about their experiences, or you can offer incentives for user-generated content. You can also collaborate with smaller, niche influencers and micro-creators who genuinely align with your brand, not just your campaign goals. Encourage unscripted, real-life content that demonstrates how your product fits into everyday life. And perhaps most importantly, amplify your existing advocates: engage with their content, respond to reviews, and show appreciation. **When customers feel heard and valued, they're far more likely to speak up and spread the word.**

How to Adapt For the 2025 Buyer & Beyond

From the importance of accurate product information to the growing demand for personalization, transparency, and seamless omnichannel experiences, the message is clear: today's customers expect more.

But now what? **How can brands take these findings and turn them into meaningful action?** Let's take a look at five steps you can take to help you close product content gaps, exceed customer expectations, and build lasting loyalty.

01 Treat product content as a revenue-generating, strategic asset

From high return rates to abandoned carts, **inaccurate or inconsistent product information is often at the root of a poor shopping experience.** Ensuring that your product data, everything from product titles and descriptions, to pricing, specs, visuals, and even stock availability is accurate and consistent across all channels is foundational.

Creating a single source of truth in something like a PIM system can help unclog data siloes and minimize discrepancies between what customers see online and what they encounter in-store. AI-enhanced data governance tools can further streamline the process by automatically identifying anomalies, suggesting enrichments, and filling gaps with contextual content generation.

10 Tips to Improve Product Data Accuracy

Discover ten practical strategies to ensure consistency, reliability, and efficiency in your data management.
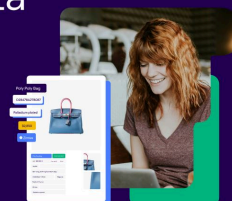
Struggling with inaccurate product data? You're not alone. Discover ten practical strategies to ensure consistency, reliability, and efficiency in your data management.

Download Now

02 Combine AI with structured data systems to deliver real-time, personalized, channel-agnostic experiences

akeneo

Is your product data ready for AI? Take this quick self assessment to see where you are on your path to implementing AI.

Learn More

With **nearly half of all consumers willing to pay more for experiences**, implementing AI-powered tools that leverage browsing history, preferences, and behavioral data to offer curated product suggestions, dynamic content, and guided shopping experiences can lead to increased efficiency and revenue. But remember - you must have reliable data in order to generate reliable experiences!

03 Turn customer feedback into insights that drive better content and experiences

Shoppers trust other shoppers. Encourage reviews, ratings, and organic content like photos or videos from real customers, and make it easy for buyers to share their experiences. But don't just collect feedback - listen to it. Customer feedback provides a window into what matters most to your audience, revealing the language, priorities, and expectations that shape their decisions. Use these insights to refine your product descriptions, titles, images, and messaging to better resonate with your customer base.

akeneo PX insights

Improve the Product Experience Through Reviews

PX Insights connects customer sentiment with product data, helping teams optimize pages, refine merchandising, and boost discoverability. By closing the feedback loop, you can refine product data in ways that directly impact revenue and customer satisfaction,

Learn More

04 Build consumer trust through transparency and communication

Today's consumers are more informed and intentional than ever before. Before making a purchase, they want to know how and where a product is made, what materials it's made from, and what happens to it at the end of its life. But it doesn't stop there; they're also interested in how your business operates, from ethical sourcing and sustainability efforts to labor practices and company values. When customers see that your values align with theirs, they're more likely to trust your brand.

> Businesses that fail to prioritize sustainable strategies risk damaging their reputations in an era where consumers, investors, and regulators increasingly prioritize ethical and environmentally conscious practices. Data-driven strategies enable businesses to optimize processes, reduce waste, and design products with sustainability at their core.
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> **Camille Fant**
> Director of Corporate Social Responsibility at Akeneo

05 Analyze the steps of your customer's journey to better tailor each channel

Understanding how your customers move between discovery, evaluation, and purchase across channels is key to optimizing their experience. **Use analytics and customer journey mapping to uncover where customers begin their search, where they convert, and where they drop off.** Tailor each channel's role accordingly, whether it's building awareness, driving conversion, or supporting post-purchase service, and ensure each one has consistent, accurate, and up-to-date information.

If you take away anything from this survey report, let it be this: **the path to purchase is no longer linear or predictable.** Today's shoppers are more discerning, more empowered, and more values-driven than ever before. Our research shows that **consumers are seeking brands they can trust, experiences that feel seamless and personalized, and product information that helps them make confident, informed decisions.**

Across all eight countries surveyed, shoppers told us that **poor product information, inconsistent experiences across channels, and lack of transparency are top reasons they walk away.** It's clear what keeps them coming back: accurate, detailed product content, alignment with their values, and a feeling that the brand understands and respects their preferences.

By putting the customer at the center of your strategy, you gain the clarity and agility needed to adapt, innovate, and grow no matter what challenges come your way. But in order to do so, you need the right infrastructure of technology to support this strategy, and that's where **the Akeneo Product Cloud** comes in by enabling your team to centralize and streamline every aspect of product information management, from enrichment and governance to activation and analytics. With a unified platform designed for collaboration and scalability, **Akeneo empowers brands to deliver consistent, compelling product experiences across every channel and touchpoint.**

No one can predict what tomorrow will bring. But with the right insights, the right technology, and the right strategies, you can meet your customers where they are today and be ready for wherever they go next.
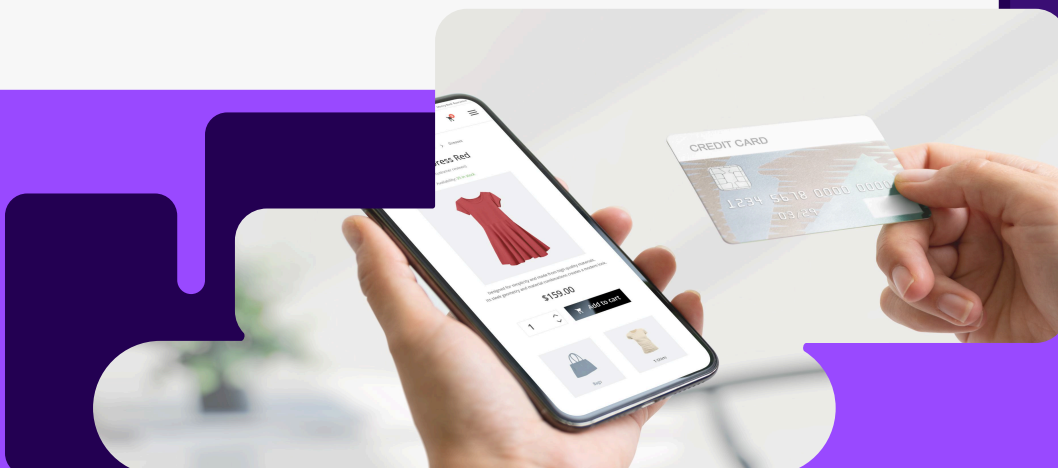
The Evolution of the Modern Shopper

About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale their commerce initiatives. Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding, and an app marketplace and partner network to meet business and buyer needs.

For more information:
https://www.akeneo.com

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