

THE 8 NEED-TO-KNOW CONSUMER TRENDS FOR RETAIL MARKETING IN 2024



03

**THE GROWING IMPORTANCE OF
RETAIL MEDIA NETWORKS**

04

**THE SURGING VALUE OF
OMNICHANNEL/HYBRID SHOPPING**

05

**MORE BUYERS BECOME
BELIEF-DRIVEN**

06

**PERSONALIZATION TAKES
CENTER STAGE**

07

**BUYERS WON'T OVERLOOK
ONLINE SAFETY**

08

BRANDS MUST REMAIN AGILE

09

**REVIEWS AND RATINGS
CONTINUE TO BE IMPORTANT**

10

**PRIVATE LABELS OFFER
NEW OPPORTUNITIES**



WHAT TRENDS WILL INFLUENCE RETAIL MARKETING IN 2024?

Looking for an edge in an increasingly complex ecosystem?

The retail marketplace landscape is constantly undergoing changes with online and in-store brand experience, technology utilization and consumer buying patterns.

This fast-paced ecosystem demands a well-informed strategy, flexible enough to adapt and respond to consumer preferences. Throughout the past few years, we saw many important trends emerge or solidify their place in the status quo—these are the trends that will continue to have a major impact on shopper marketing throughout the next year.

So, what do you need to know? Let's consider eight of the most important trends to know and explore how to give your brand its best chance at fresh success in 2024.



8 CONSUMER TRENDS INFLUENCING

2024 RETAIL MARKETING

1 THE GROWING IMPORTANCE OF RETAIL MEDIA NETWORKS

Ecommerce is a dominant force in the marketplace today. Case in point: Out of every \$5 spent at retail, \$1 of that total goes to [online retailers](#). Even purchases consumers make offline in physical retail environments have been informed by research they conducted online before buying. Consumers are motivated to find the best products and deals today.

As a result, retail media networks are more important than ever. With changes in the law and a growing focus on privacy among developers, third-party cookie data is no longer a viable tool. Instead, major retailers from Walmart to Amazon have opened up networks for advertising that can reach a brand's most important consumers by relying on first-party data instead. Walmart alone sold more than [\\$2 billion in ads in 2021](#), according to Forbes—and that number is rising.

Retail media networks let your brand penetrate the online spaces where your consumers browse, and first-party data enables robust personalization. With increasing rates for third-party networks, first-party networks offer enhanced cost-effectiveness and improved transparency on ROI and reach.

eMarketer shows [retail network ad sales doubling \(to the tune of billions\) year over year from 2019 to 2023 and still show no signs of stopping in 2024!](#)

THE SURGING VALUE OF OMNICHANNEL / HYBRID SHOPPING

The 2020 pandemic reshaped the global economy in far-reaching ways, and it affected how consumers shop too. Virtually overnight, there was a sudden demand for all kinds of services that were previously very niche across retail. These included the ability to buy online and pick up in-store; curbside pick-up services; cashless, contactless payment solutions; and a growing demand for 24/7 customer service. What started as rumblings about the metaverse, VR grew into the retail space and now augmented reality provides immersive ways for shoppers to enhance their experience.

Brands that strive to find success in 2024 would do well to note that these trends have not abated as the worst of the pandemic has ebbed. According to Gartner, it will only be a few more years before automated, AI-powered chatbots handle all customer service for a quarter of all businesses. However, these efforts need to extend beyond the CS department and reach into actual improvements in how people shop.

Consider that many buyers will happily pay a premium for a service or a product offering that yields a unique experience or particular value. Some research indicates that premium can represent up to a **16% increase in cost**.

Capturing that value lies in an embrace of omnichannel marketing and hybrid shopping, marrying the offline and online worlds together through better data, customer recognition, and special in-store experiences. From augmented reality to multimedia experiences, there are many ways to take advantage of this trend.





PAGE 5

4 PERSONALIZATION TAKES CENTER STAGE



Today's consumers are spoiled for choice and can take their dollar virtually anywhere to purchase the products they desire. That level of freedom makes it even more important for brands to personalize the shopper experiences. Using a customer's first name is no longer enough to make a shopping experience feel personal or fresh.

Instead, brands must think carefully about how to customize the way they communicate to buyers existing at every stage of the sales funnel. Using data to personalize product recommendations and deals encourages business and ensures that buyers don't waste their time. Because of this growing emphasis on personalizing the shopping experience, many brands have begun to embrace the direct-to-consumer (DTC) model to maintain total control over their brand messaging.

The public has responded to such efforts. 61% of shoppers say [DTC experiences are the most personal](#) and enjoyable. 66% of consumers purchased DTC at least once in the 3 months studied. Almost a quarter of consumers say they think DTC businesses actually [offer higher quality products](#), too.

Going into 2024, is it time for your brand to consider breaking into the DTC space?

5

BUYERS WON'T OVERLOOK ONLINE SAFETY

The safety of shopping online is light-years ahead of where it was even just a decade ago, but now consumers have bigger concerns than whether or not their credit card information stays safe during a transaction.

We're seeing an increasing awareness about personal consumer data and growing concerns over how businesses acquire and use that information.

One survey indicates that a huge majority of Americans, or about 81%, have misgivings about how businesses gather private data.

They have good reason to be concerned, too. Since 2020, the retail sector has been the most regularly **attacked by cybercriminals**, leading to huge data breaches and even financial losses. Consumers don't want to discover that a brand they trusted had misled them or even lost their data to criminals.

Going forward, adopting a very strong approach to cybersecurity in business will be even more important. Educating consumers on what your brand does to keep them safe means more than being up-front about privacy policies - it takes real action.

6 BRANDS MUST REMAIN AGILE



Consumers want your brand to be flexible and resilient, capable of bouncing back in uncertain circumstances and delivering the five-star experience they still expect. Despite supply chain disruptions and inflation over the last several years, buyer expectations haven't changed.

If anything, they've grown bigger, as evidenced by the fact that many consumers will happily open their wallets wider if it means a better overall experience.

Your brand must stay agile in 2024, following trends and emerging topics that interest and engage consumers. At the same time, you'll need a strategy to ensure you're ready for anything. With many lessons still to learn from the pandemic, that's a possibility within reach for every brand.

7 REVIEWS & RATINGS CONTINUE TO BE IMPORTANT

Social proof is fundamental to brand success in the ecommerce space today. Low prices aren't the big motivator for buyers anymore. Instead, it's quality. A poll on LinkedIn discovered that nearly half (41%) of those responding said that reviews and ratings were the number one factor in their online buying decisions. When advertising heavyweight Ogilvy surveyed Gen Z consumers, 80% said they'd [chosen not to buy a product](#) because of a negative review.

Almost 90% of all buyers worldwide [read reviews before buying](#), so is your brand doing enough to be transparent in this area?

Encouraging users with positive experiences to leave reviews elevates your brand and moves you higher on the digital store shelves.

Even negative reviews offer the opportunity to explore room for improvement and build trust by showing how you adapt to criticism.





8 PRIVATE LABELS OFFER NEW OPPORTUNITIES

Economic pressures have created a surge in private-label brands appearing on store shelves as businesses seek to attract consumers with less expensive alternatives. In research by Intelligence Node, 70% of consumers said that private labels met or exceeded their quality expectations, and nearly two-thirds think private labels are a very acceptable alternative to recognizable name brands.

That's a problem for many brands where competition on the shelf has already been a major issue for many years. How can you fight against the perception that a private label does the same or better than your brand? By creating more value for consumers, investing in experiences and omnichannel marketing, and striving to deploy programs that reward customer loyalty are all options on the menu.

It's a tricky environment that savvy brands can navigate to maintain relevance and improve success.

KEEP YOUR RETAIL BRAND ON TOP OF THE TRENDS OF TOMORROW

With an eye on these eight trends, you can better position your brand to meet consumer needs and expectations across the retail marketing landscape and start meeting your consumers where they live.

Whether it's embracing the value of omni-channel shopping, investing in more in-depth personalization or launching a new private label, there are incredible opportunities to make positive, proactive changes.

Are you ready to build a better “path to purchase?”

Cliffedge Marketing can help your business tap into these trends and approach winning at retail differently in 2024. Get started with our Strategic Playbook to map out a better path to purchase today!

ACCESS OUR PROCESS & PRICING