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Optimise and Deliver

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Code: 2FOR2

Future commerce.

Six commerce trends for 2024.
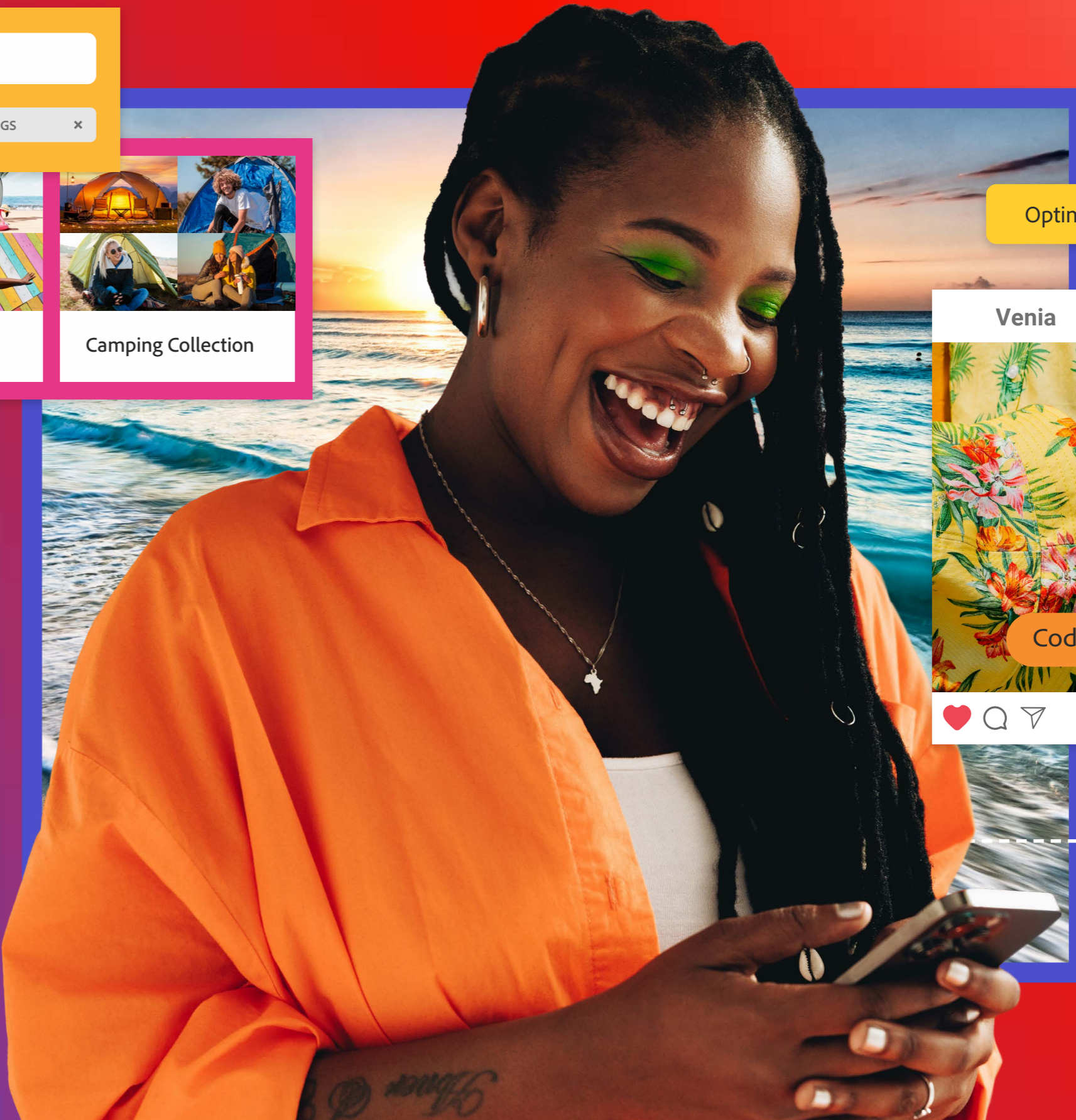
# Anchoring profitability in uncertain times.

Spiralling acquisition costs, an uncertain economy, fewer buyers, and lower customer budgets can make for grim reading.

But, it's also driving some clever thinking in digital commerce.

In this guide, you'll see why brands are moving from 'greenfield scattergun' to embrace Personalisation At Scale, with many stores looking to maximise its worth as they prepare for Black Friday, Cyber Monday and Christmas.

We explore AI, (which is already impacting customer experience), marketing, merchandising, and execution. We look at the emerging trend to 'own your own audience', highlight new ways to reach consumers, and follow the money to buy-now-pay-later options.

Read on to discover how digital commerce is evolving, for you and your customers.
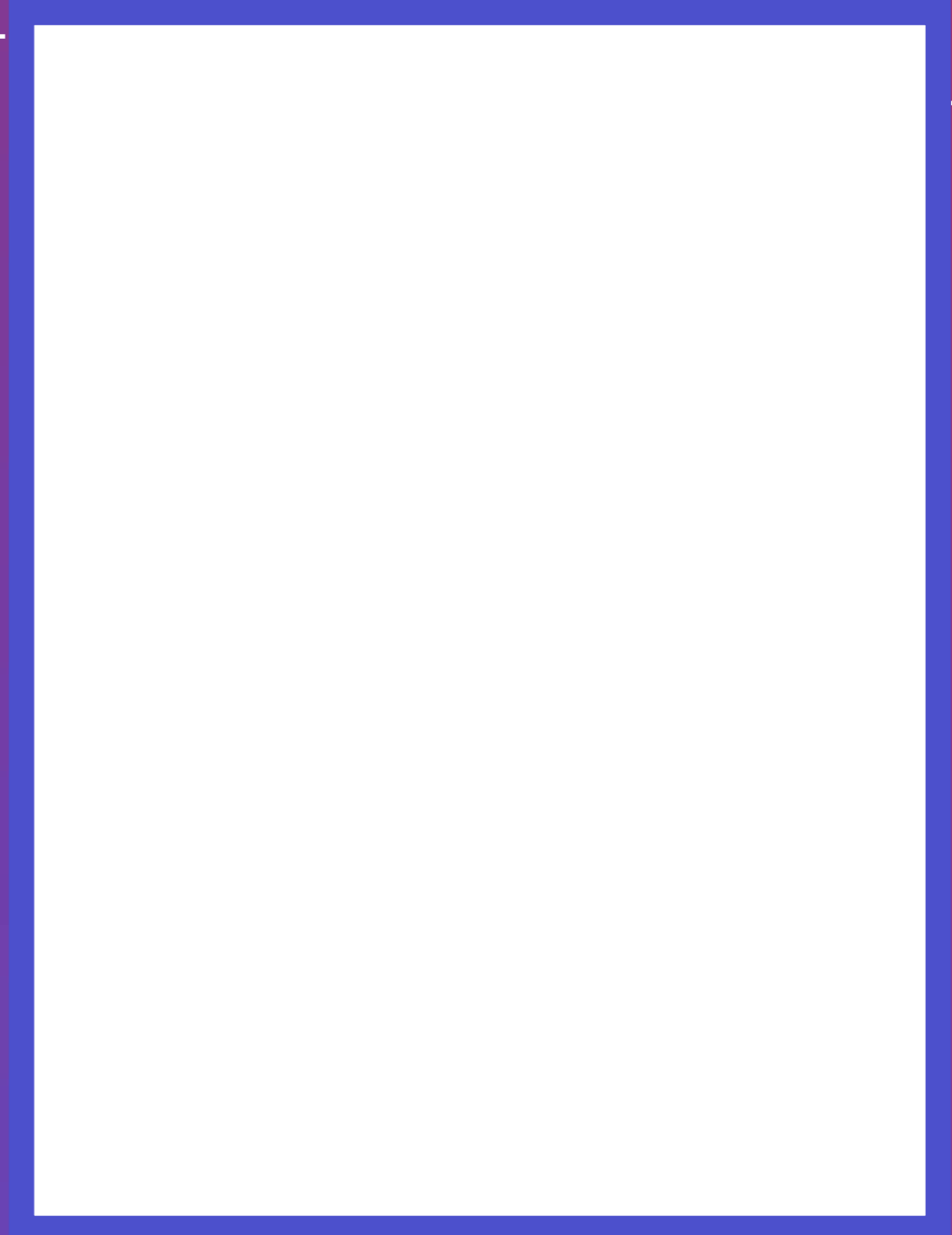
Trend one

Personalisation At Scale keeps coming out on top.

The majority of innovations in the industry keep circling back to personalisation. Which is no surprise, as, when it's done well, the results can make you beam.

According to a recent BCG study, customers are 110% more likely to add additional items to their baskets and 40% spend more than they planned.

They're happier, too, with 20% higher net promoter scores.

Customer expectations around Personalisation At Scale (PAS) will rise. And, as we move to a third-party cookie-less future, that means focusing on how it will work with your own customer data, across all your platforms.
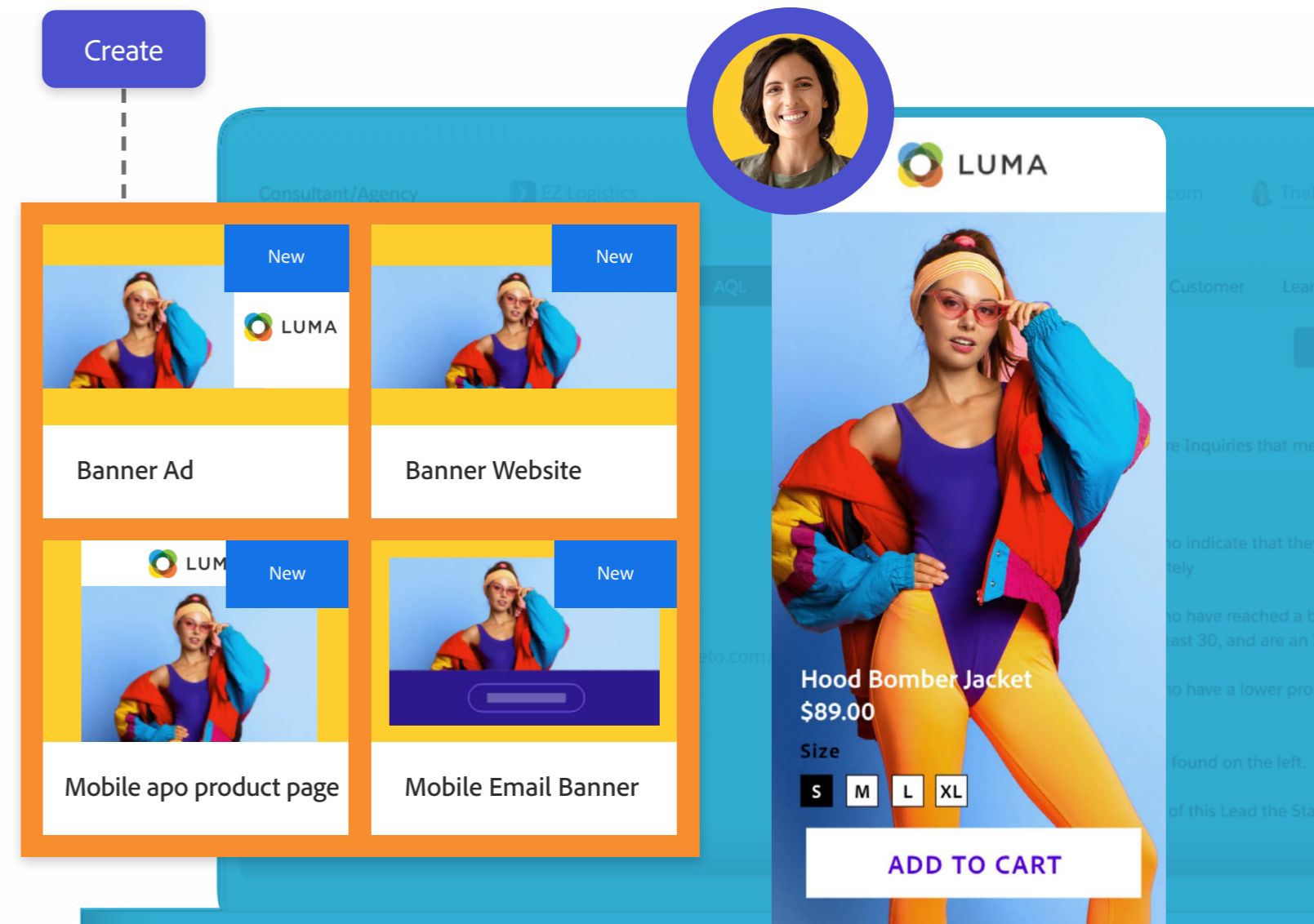
The opportunity from PAS:

2.3x
year-over-year growth in customer lifetime value

1.7x
year-on-year growth in revenue

Trend two

AI will drive growth (without increasing headcount or budget).

How do you...

...grow your commerce revenue, analytical intelligence, and return on commerce investment without increasing spend or operational headcount? *The answer is AI.*

For example, you want to drive sales by connecting customers to products more easily. When a customer finds a product, AI can connect them to associated products with recommendations

very quickly. AI will be increasingly used to power in-site search — to identify tastes and preferences, store them against customer profiles, then move relevant results to the front of recommendations.
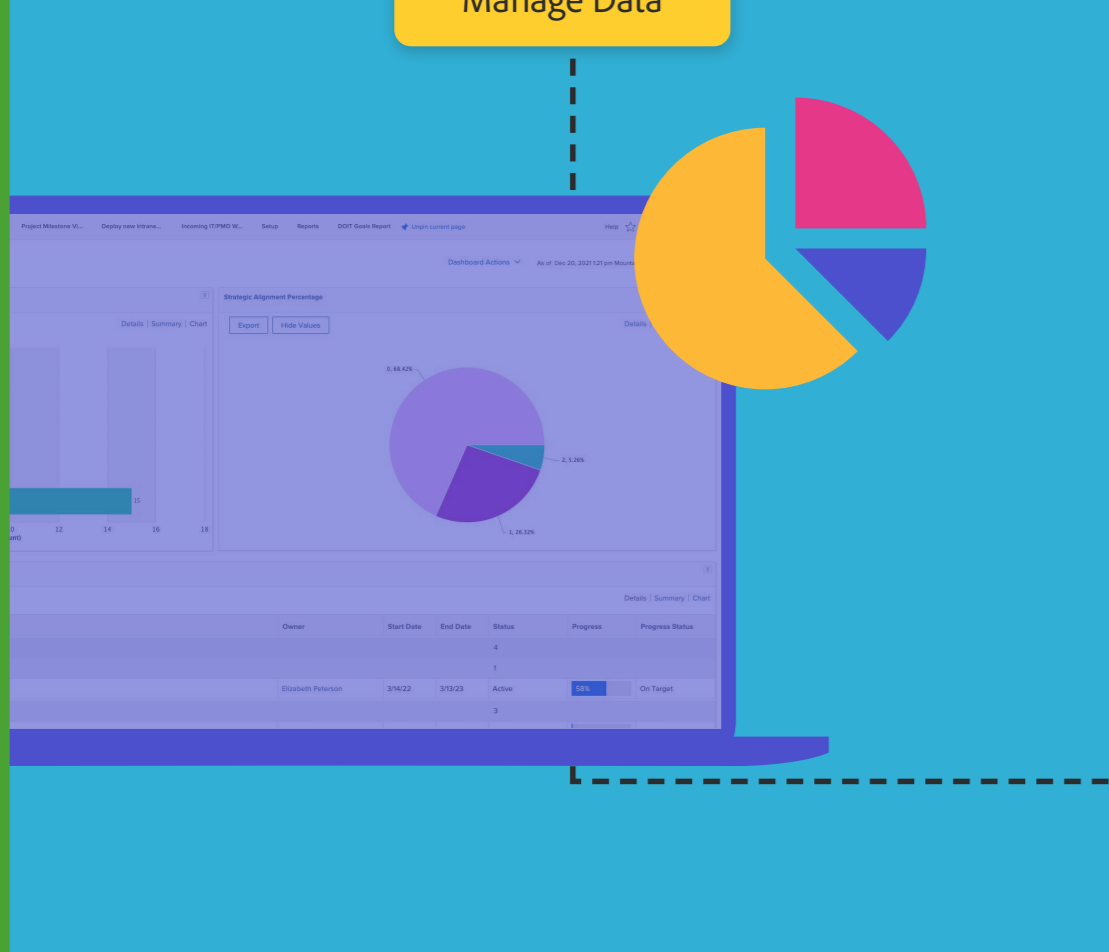
But, AI needs good data. Otherwise the old programmers' cliché comes into play: 'Garbage in, garbage out'. So, being able to deliver the right data, at the right time, to drive AI decisioning is vital to enable this growth.
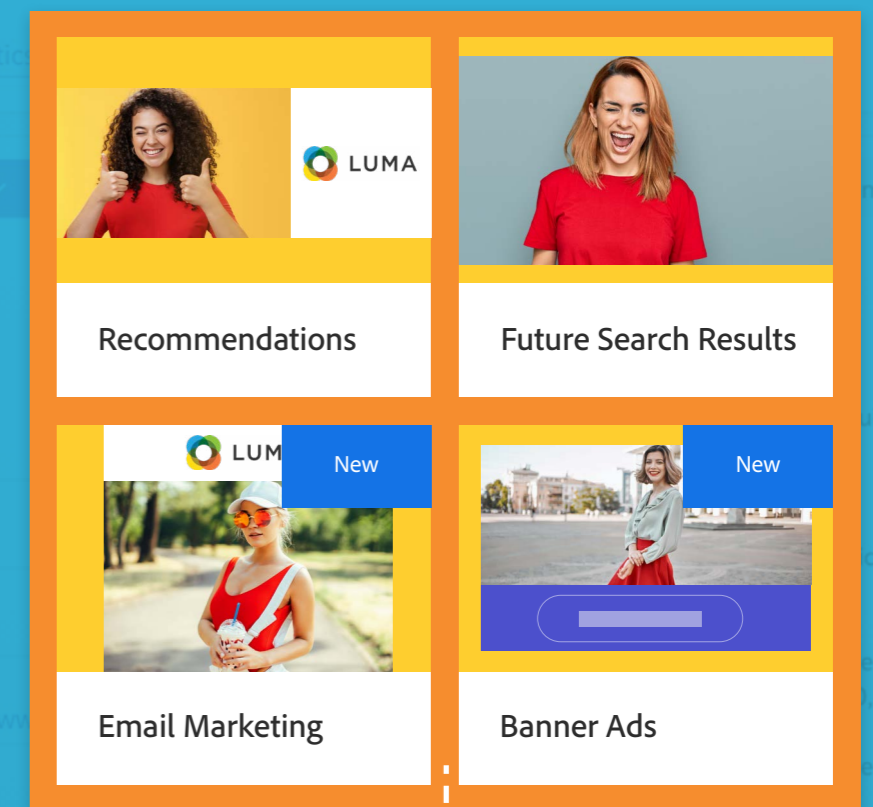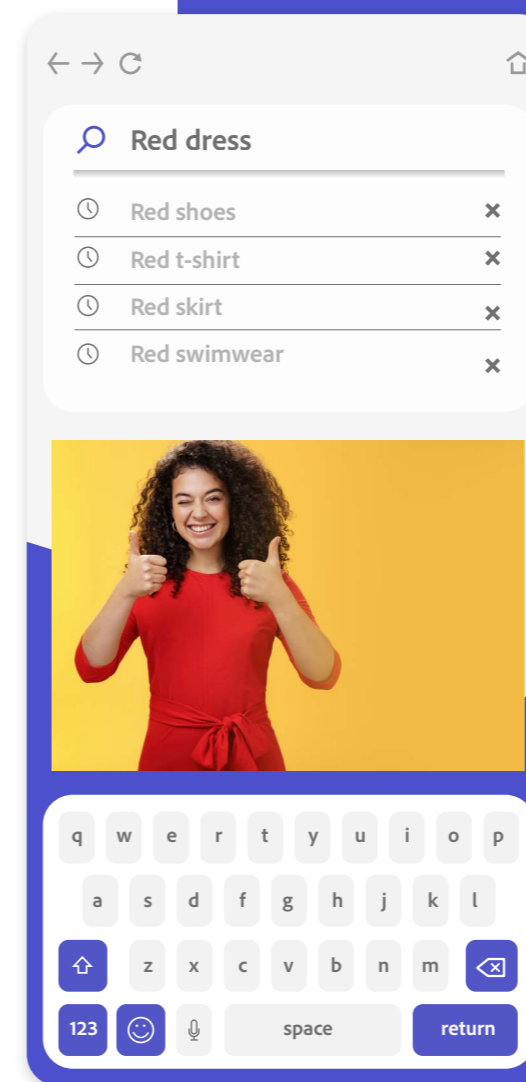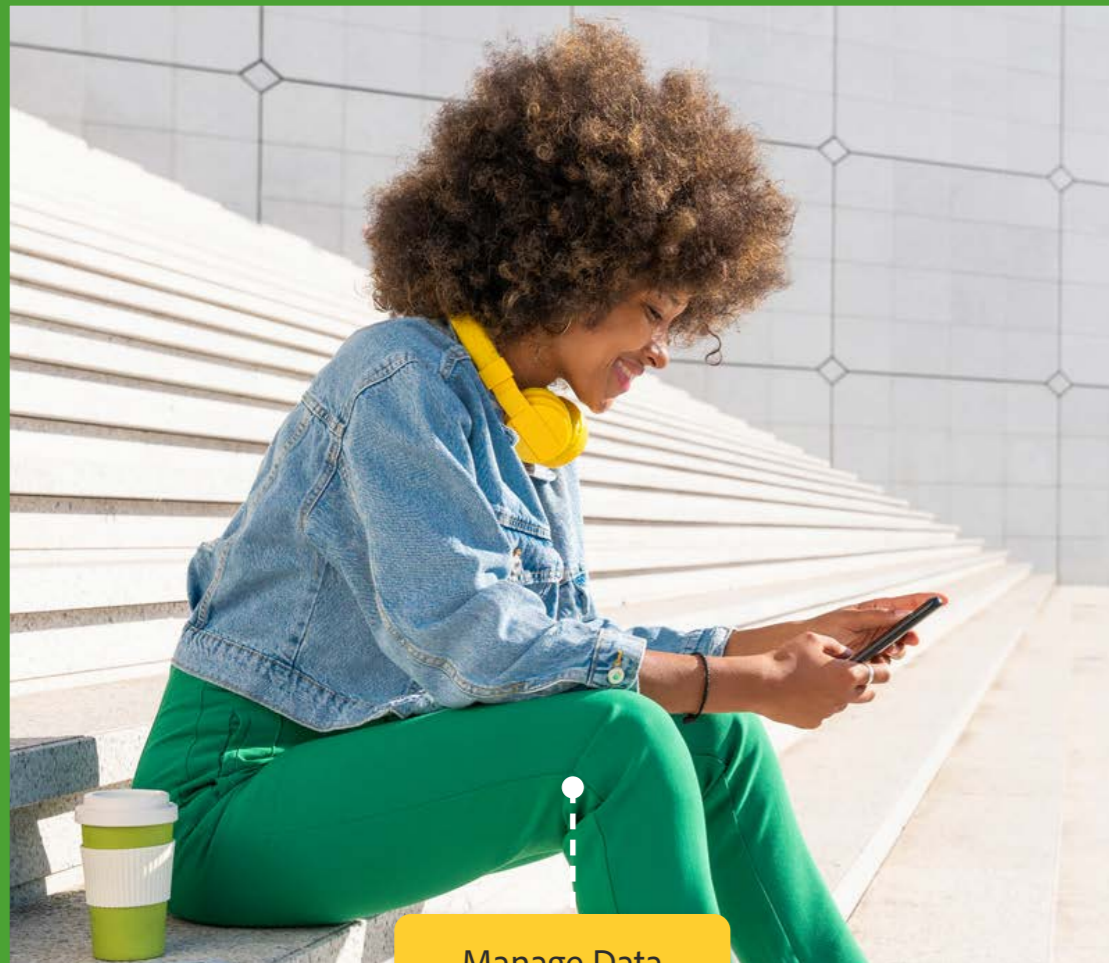
Trend three

More stores will move to 'own your own audience'.

Manage Data

Many brands are recognising the importance of owning their own customer data, as opposed to renting from third parties, and growing their own addressable first-party database.

While this trend is currently the preserve of the biggest players in the industry, costs are falling and capabilities will rise.

The ability to manage data better in house, in real time, will allow more brands to build their audiences and segment in a greater number of flexible ways.

And, as high levels of personalisation become the norm, this is an upcoming trend with a long life.

Trend four

Agility will be key to reach new audiences.

Stores will need to become more agile, to take advantage of new audiences as and when they appear.

Because, those opportunities appear *and disappear* very quickly.

Here's an example that could happen right now: a new TikTok channel appears with a large following that covers a product that you could sell fast. How do you take advantage in the limited time you've got?

Your platform needs to be flexible enough.

Save on your next …

25% off
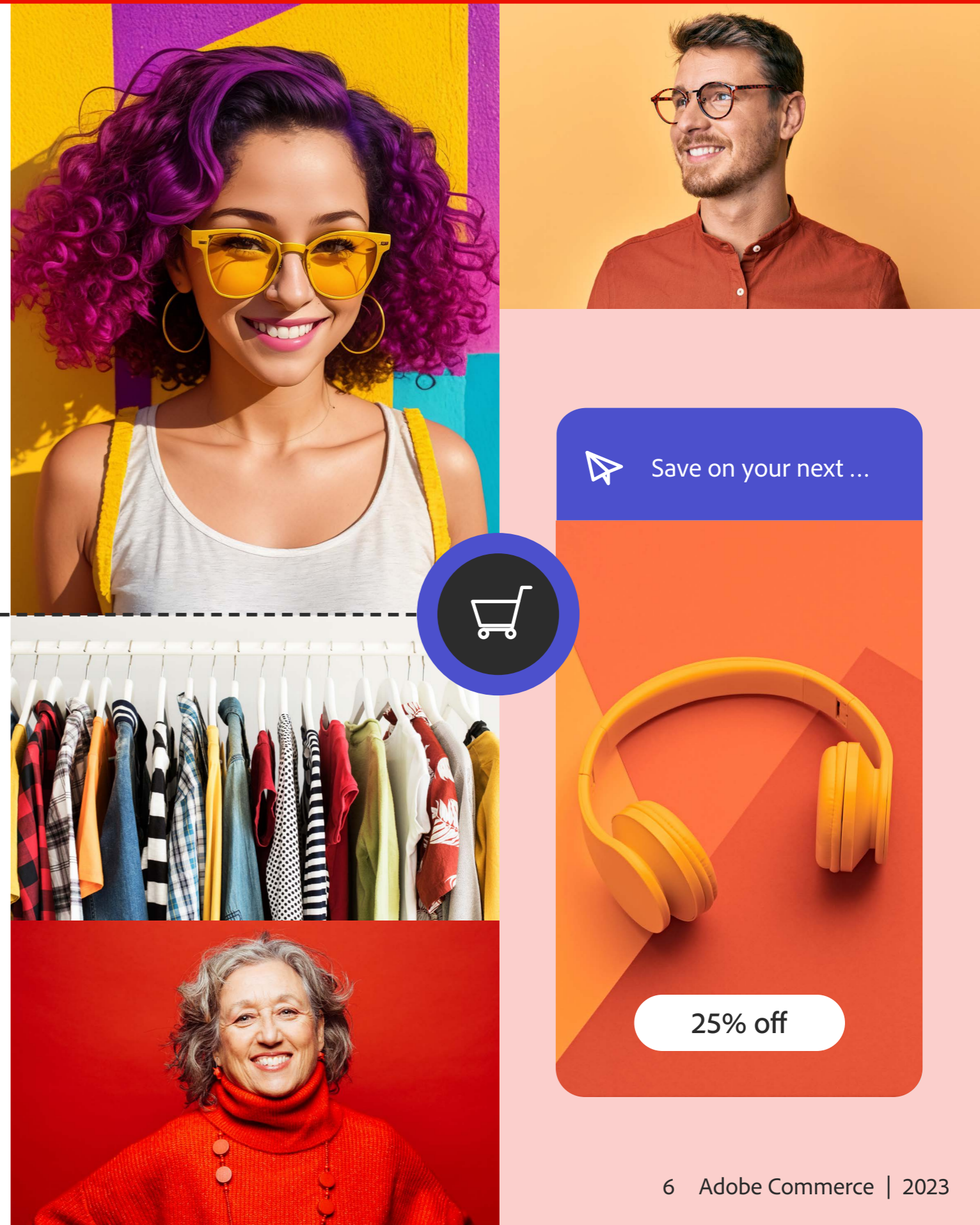
Trend five

Buy Now Pay Later is where the money is.

As the economy bites for both B2C and B2B consumers, Buy Now Pay Later (BNPL) is soaring in popularity.

67% of consumers use BNPL on at least half of their online purchases, with 35% saying they use it "most of the time".

Pulling back to the bigger picture, payment functions are increasingly giving us more useful customer insights about purchasing, that links back to previous trends in this guide about personalisation at scale, and owning your own customer data.

AI, automation and personalisation will also continue to make payments easier, more intuitive and streamlined.

67% use BNPL
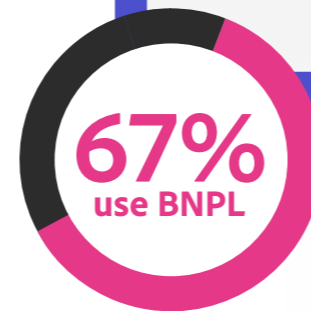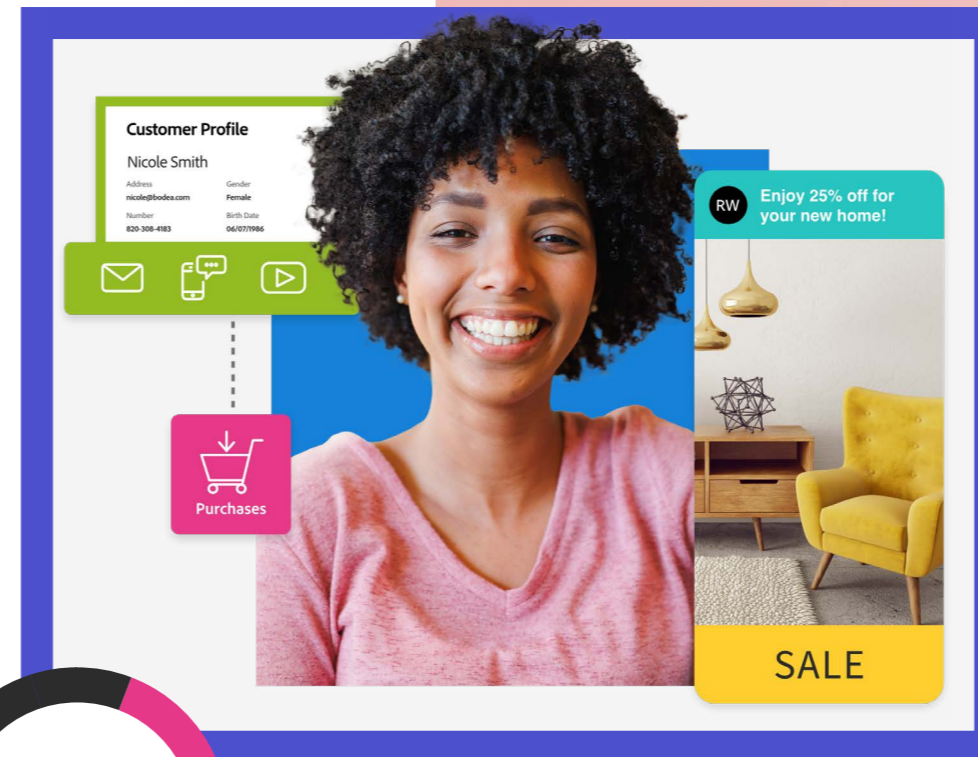
Pay Later

Trend six

Your audience is changing, too.

By 2027, there will be six generations of online shoppers. **Gen Z** has recently overtaken Millennials to be the largest, representing **2.5 billion** people globally.
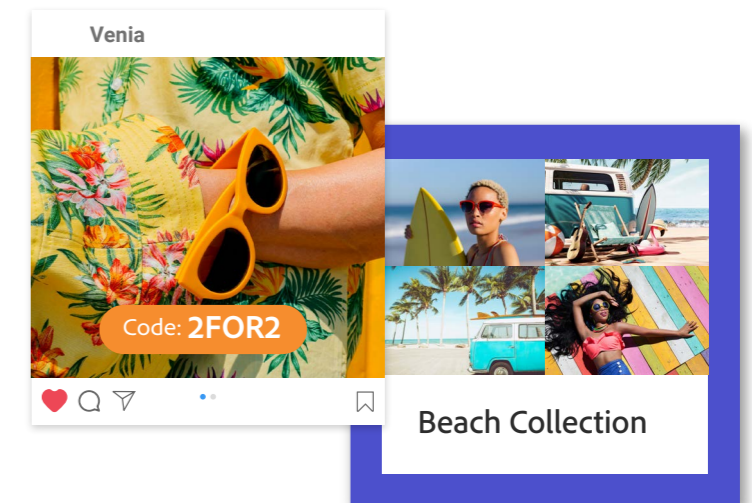
They will become the largest spenders online and be the primary driver of growth.

Digitally native, they have grown up with smartphones and tablets, spend around three hours a day on their mobile, and up to six hours on social platforms.

The upshot is that you need to be mobile-first. Does your platform and your front-end lend itself to all formats properly?

Also, thinking of purchasing decisions, this generation research on social. Right now their preferred channels are Instagram and TikTok. Tomorrow?

Who knows. But as we've already said in this guide, **you can be prepared.**

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Beach Collection

2027

Gen Alpha

Gen Z

Millennials (Y)

Gen X

Baby Boomers

Silent Gen

The future is personalised. Here's what you can do about it today.

There's a golden thread running through all these trends and innovations. Personalisation At Scale.

It's driving lots of change in digital commerce. Companies are transforming their digital commerce approaches to data management, use of AI/ML, and internal agility — all of which can sound like a headache in the making. But it needn't be.

Adobe Commerce uses AI and advanced data sharing capabilities to create end-to-end personalised B2C and B2B commerce experiences from a single platform that's flexible, extensible and scalable.

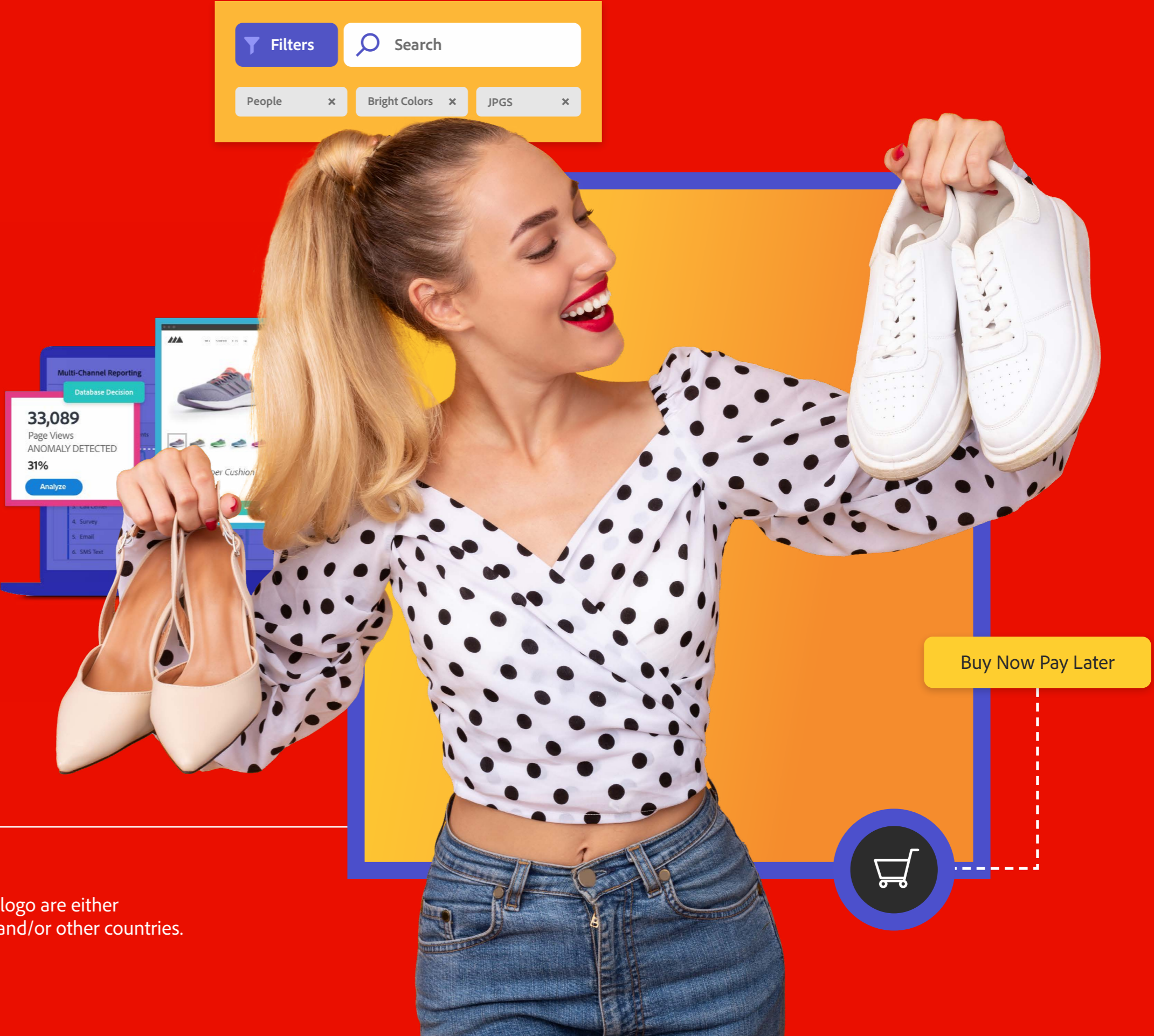So, you can get a good foundation and start making things happen today.

Goes with your sofa...

25% off

Get ahead of all the latest digital commerce trends.

Learn more about Adobe Commerce:
the agile, composable, and scalable platform.

Filters

Search

People ✕   Bright Colors ✕   JPGS ✕

Multi-Channel Reporting

Database Decision

33,089
Page Views
ANOMALY DETECTED
31%

Analyze

4. Call Center
4. Survey
5. Email
6. SMS Text

Buy Now Pay Later

Adobe