

# 2025 GLOBAL PREDICTIONS

# TRAVEL'S NEXT GREENER MOVE

GLOBAL

Travel brands will announce their investment in cleaner technologies and add carbon footprint tracking to their services.



# ESG TAKES CENTER STAGE

The buzz around Environmental, Social and Governance (ESG) will continue to grow, driven by evolving EMEA government regulations and global corporate action. Consumers will engage passionately, adding new dimensions to the conversation.

# GOOGLE'S DOJ CASE WILL RESHAPE SEARCH ADVERTISING

The ongoing antitrust case against Google could reshape the paid search landscape by increasing competition. Changes to default search engine agreements or stricter ad practices may open the door for alternative platforms, enabling advertisers to diversify strategies for clients.

# GEN ALPHA'S YOUTUBE ERA UNVEILED

US

In 2025, research into Gen Alpha, often dubbed “iPad kids,” will accelerate, driving a surge in YouTube content tailored to their interests—think challenges, gaming, and unboxing—reshaping how brands connect with the next generation of digital natives.



# ENTERING THE POST-CHECKOUT ERA

Brands will overcome their reluctance to host post-checkout offers, shifting their focus from solely driving inbound traffic to embracing these opportunities. This change will drive widespread adoption, as more brands recognize the potential of post-checkout offers to enhance customer engagement and boost revenue.

# NEW WAYS TO PROMPT

Users will increasingly demand personalized, context-rich answers instead of traditional link lists. Searches starting with "do I need" or "should I" are already surging by 65-85% (source: Google), signaling a shift in how people seek information. Platforms will evolve to deliver more tailored, conversational responses, transforming the search experience to meet this growing expectation.

# MICROSOFT WILL ACCELERATE WITH AI

EMEA

Microsoft will see accelerated growth in its advertising ecosystem (particularly across Search and Programmatic), fueled by its OpenAI partnership and advancements in AI-driven personalization, as well as its work with Activation Blizzard & more. With tools like Copilot redefining search and productivity, Bing is poised to capture a larger share of the search market, offering deeper user engagement and actionable insights for advertisers.



# UGC WILL NO LONGER BE A DIRTY WORD

The importance of integrating human experiences into content strategies will become undeniable. Google's partnership with Reddit has already highlighted the growing value of user-generated content (UGC) platforms. As these platforms gain even more visibility on Google, we predict a continued surge in their influence, reshaping how brands approach content and audience engagement.

# THE RISE OF ZERO-CLICK SEARCHES

The rise of zero-click searches will reshape how users interact with information, as more decisions are made directly from search engine results pages (SERPs) without visiting source websites. This shift will challenge the relevance of traffic-based KPIs, forcing brands to rethink measurement strategies and adapt to a more complex digital landscape.

# POLITICAL DISRUPTIONS REMAIN A RISK

SN

Statewide elections in New Jersey and Virginia, alongside major mayoral campaigns in cities like New York, Atlanta, and Detroit, will significantly impact the advertising landscape. Advertisers in these key geographies should prepare for increased political spending, driving up ad rates and tightening inventory availability. Strategic planning will be essential to navigate this competitive environment.



# CONSUMERS WILL DEMAND PROSOCIAL MEDIA

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The rise of prosocial media will reflect a growing demand for healthier, more inclusive digital interactions. Platforms like Bluesky, with its decentralized, ad-free model, and features like Community Notes on X.com will lead the charge, prioritizing transparency, user control, and constructive discourse. This shift signals a transformative era in social media, where meaningful connections and ethical engagement take center stage.

# COMPLEXITY OF INVISIBLE INFLUENCE

GLOBAL

As AI becomes more integrated into consumer interactions, brands will need to proactively navigate the complexities of ethical influence, ensuring they foster trust while shaping consumer behaviors.

# AMBIENT COMMERCE EVERYWHERE

GLOBAL

The shopping revolution will accelerate as we move beyond QR codes and static “Buy Now” buttons to fully embedded, seamless commerce. Every moment will become a potential shopping opportunity, transforming how consumers discover, engage with, and purchase products.



# MULTIMODAL MASTERY

GLOBAL

Brands will transform from offering basic interactions to delivering intelligent, context-aware communications. By leveraging AI-driven voice, text, and image technologies simultaneously across touchpoints, brands will create more personalized, seamless, and engaging experiences, redefining how they connect with consumers.

# SECOND SCREENING WITH INTENTION

SN

Media networks will tap into growing fan demand for immersive experiences by creating social-first, second-screen content. Expect to see more behind-the-scenes footage, interactive trivia, and exclusive interviews, enhancing the way audiences engage with their favorite TV shows and movies. This shift will deepen fan loyalty and transform passive viewership into active participation.

# ACTIVITIES BECOME CORE CONNECTOR

GLOBAL

As people navigate the challenges of rebuilding social connections, we'll see a rise in group activities and shared experiences designed to foster relationships without the pressure of one-on-one interactions. These settings will create opportunities for more organic, low-stakes connections, redefining how people bond in a post-isolation world.



# THE DIGITAL- ANALOG LIFESTYLE DIVIDE DEEPENS

GLOBAL

Digital technology will integrate further into daily life functions. Beyond payments, communications, and education, consumers will see all aspects of life going digital – some will push back into the world of analog products, while others will dive deep into the virtual worlds available to them.

# SCREEN TRUST SURPASSES WORD-OF-MOUTH

US + EMEA

Consumers will increasingly turn to influencers, celebrities, and everyday individuals on their screens for guidance and recommendations, surpassing the influence of traditional word-of-mouth from friends and family. This shift will redefine trust and reshape how brands connect with audiences through digital personas.

# DARINGLY DIFFERENT BECOMES THE NEW MAINSTREAM

GLOBAL

From fashion and beauty to pop culture, expect bolder, braver choices in 2025. Hyper-local storytelling and tech-driven hyper-personalization will spotlight diversity and individuality, while daring, unconventional brand moments will redefine fun in fresh and exciting ways.



# CONSUMERS BREAK FREE FROM ALGORITHMS

As AI integration becomes more pervasive, the appeal of "anti-algo" culture will surge. Consumers will increasingly seek out organic, unfiltered interactions with culture and content, valuing authenticity and spontaneity over algorithm-driven experiences. This shift will challenge brands to find new ways to connect with audiences in more genuine and human-centric ways.

# GLOBAL TRADE SHIFTS DRIVE SELF- SUFFICIENCY

GLOBAL

Escalating geopolitical tensions will further fragment global trade and disrupt supply chains, prompting companies to prioritize self-sufficiency. Businesses will increasingly invest in localized production and sourcing strategies to mitigate risks and ensure greater control over critical goods and products.

# BRANDS RETHINK ENGAGEMENT

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From Brand Reset to Brand Renewal: A new wave of brand reimagining is on the horizon. Marketers will re-evaluate their strategies to strike a balance between engaging with consumers in their passion spaces and creating meaningful connections—without overwhelming the experience.



# SOCIAL MEDIA BECOMES THE SEARCH ENGINE

GLOBAL

Social media will become the go-to search engine for younger consumers, driving search engines to evolve and integrate seamlessly for a more connected and intuitive experience.

# FRIENDSHIP RECESSION REBOUNDS

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Americans without friends increased 400% in recent years. As we move into 2025, we will see a revival of affordable Third Places – like cafes, civic clubs, libraries, and malls where consumers can socialize.

# SMART TECH WILL DRIVE THE FUTURE OF DELIVERY

US

Brands using drones and self-driving vehicles for faster, smarter delivery will lead the pack, winning loyalty, and showcasing their commitment to innovation.