

HAVAS  
Commerce

# Follow the world of commerce

SPECIAL EDITION  
2025





# OUR NEWSLETTER HIDES A (LITTLE) SURPRISE...

This month, « Follow the world of Commerce » bring you the key trends that will shape the global retail landscape in 2025.

2024 was a year of big changes... but what's next for 2025?

We've pinpointed 6 major trends set to redefine retail this year—challenges to navigate, opportunities to seize, and shifts to stay ahead of.

Discover what's new at Havas Commerce , the biggest news from retailers this month and join us as we explore what's next and uncover how to stay on top of the game in the evolving world of commerce.

Happy reading!

# Overview

## 01. News from leaders

Significative and inspiring news from  
leaders of retail  
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## 02. 6 trends that will shape 2025

Dive into the future of retail and the 6 major topics that  
will shape the year ahead  
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01.

# News from leaders



# News From Amazon

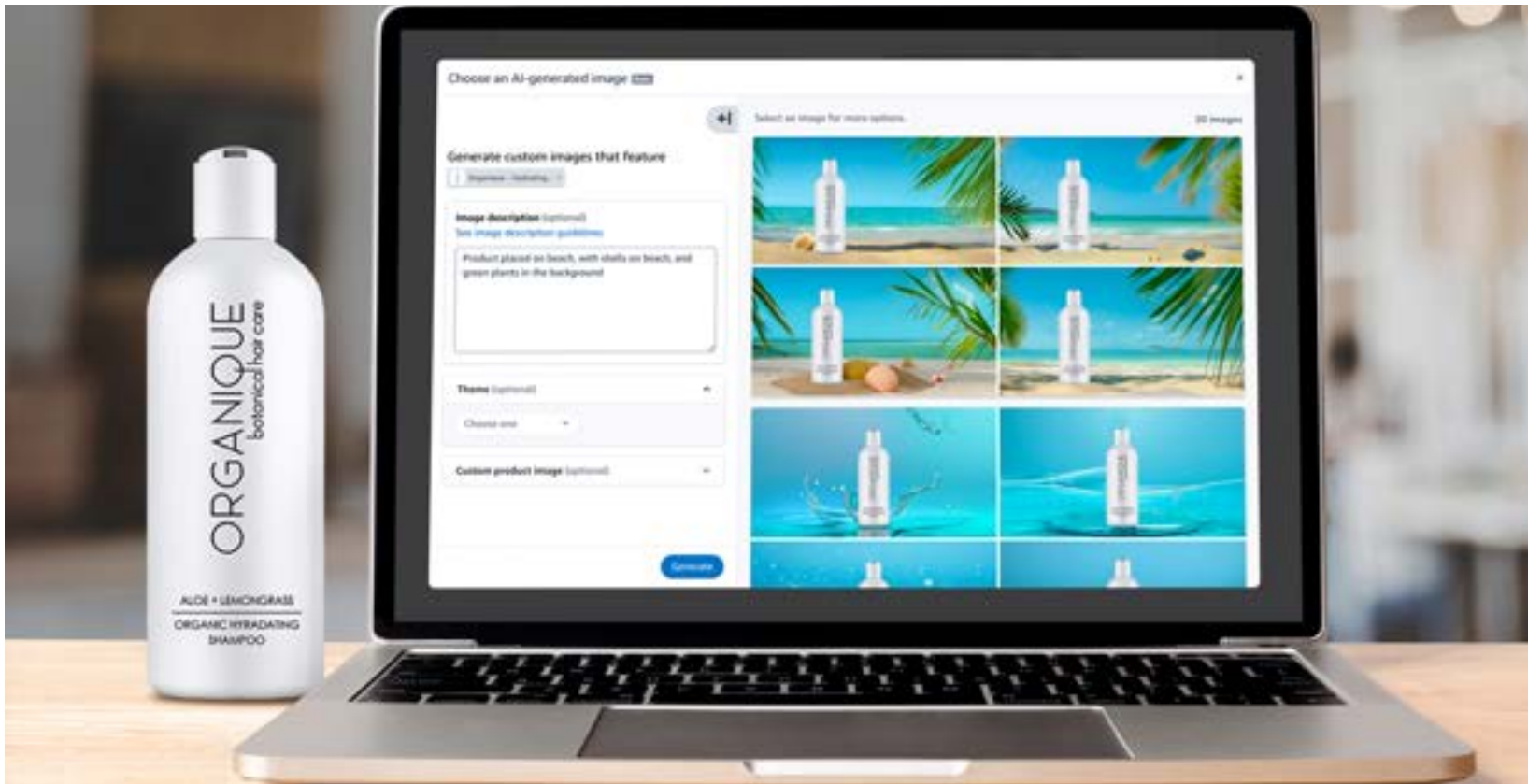


Credit: Good e-Reader

## Amazon introduces packaging-free, free return option

Amazon is making returns easier than ever with a new initiative allowing customers to return items for free without packaging.

Available at select Whole Foods Market, Amazon Fresh, and Kohl's stores, this service lets customers bring items in their original condition to designated locations. Items are scanned, and the return is processed without needing a box, label, or repackaging.



Credit: About Amazon

## Amazon expands generative AI tools for advertisers

Amazon is enhancing its advertising platform with new generative AI capabilities, empowering advertisers to create more effective campaigns. The tools enable advertisers to automatically generate product descriptions, headlines, and other ad content tailored to target audiences.



# News From Lidl



Credit: Retail Detail Eu

## Lidl goes Upscale with « Premium » store in Berlin

Lidl has unveiled a premium concept store in Berlin’s Galeria Kaufhof, blending its discount model with a high-end shopping experience. The store features a sleek, modern design, upscale lighting, and a curated selection of quality products, including exclusive private labels and gourmet items.



Credit: Republik Retail

## Lidl launches new loyalty program

Lidl introduces a revamped loyalty program designed to enhance customer engagement and offer personalized benefits. Available through the Lidl Plus app, the program rewards shoppers with exclusive discounts, digital coupons, and surprise offers tailored to their preferences.

Customers can also participate in gamified features and earn cashback on purchases.



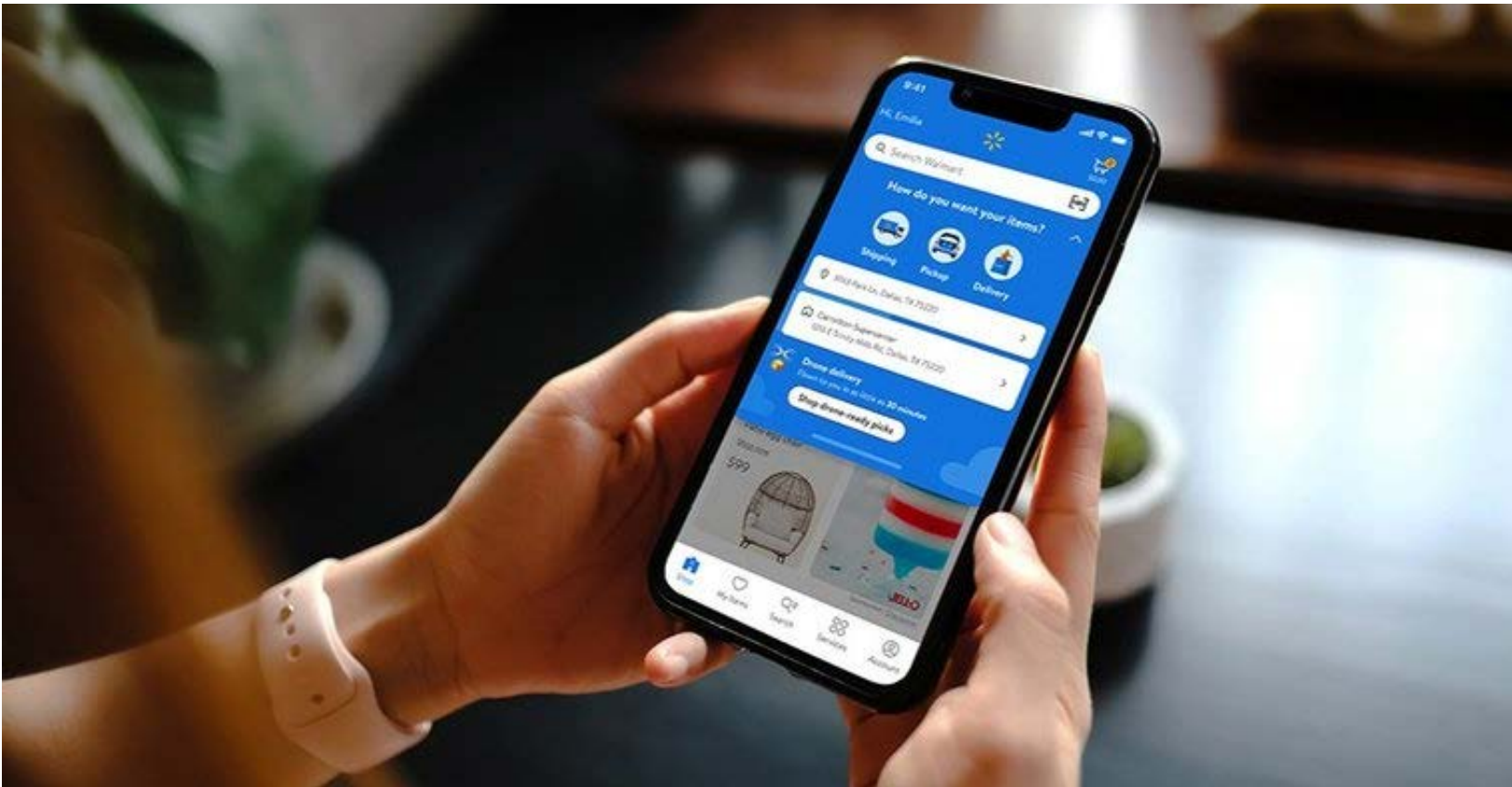
# News From Walmart



Credit: Seamm

## Walmart enters Zepeto with immersive commerce experience

Walmart has made a groundbreaking move into immersive commerce by launching on Zepeto, a popular virtual world platform. This initiative allows users to explore a digital Walmart environment, shop virtual items, and engage with the brand in innovative ways.



Credit: Retail Customer Experience

## Walmart innovates with AI shopping assistants and advanced shelf tech

The retailer is enhancing the customer experience by integrating AI tools to provide personalized shopping recommendations and streamline decision-making. Meanwhile, its shelf technology employs sensors and automation to ensure real-time inventory updates and improved product availability. Walmart is also expanding its delivery capabilities, focusing on speed and convenience through drone and autonomous vehicle initiatives.



# News From Zara

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*Credit: Le Petit Journal*

## **Zara opens its first Café in Madrid's Salamanca district**

Zara has ventured into hospitality with the launch of its first café, located in the upscale Salamanca district of Madrid. Integrated within the fashion retailer's store, the café offers a stylish and welcoming space for shoppers to relax and enjoy premium beverages and snacks.



# News From Tesco



*Credit: Grocery Gazette*

## Tesco launches premium 'Taste Discoveries' range

Featuring high-quality, globally inspired ingredients and flavors, the collection caters to customers seeking indulgence at home. The range includes artisanal products, seasonal specialties, and international delicacies.



# News From John Lewis

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*Credit: Retail Gazette*

## **John Lewis utilizes AI to revolutionize kitchenware**

John Lewis is taking an innovative step by integrating artificial intelligence into its product design process, starting with cutlery. The retailer's new "AI Age of Knives" initiative uses data-driven insights to develop utensils that are ergonomic, sustainable, and visually appealing.



# News From Delhaize



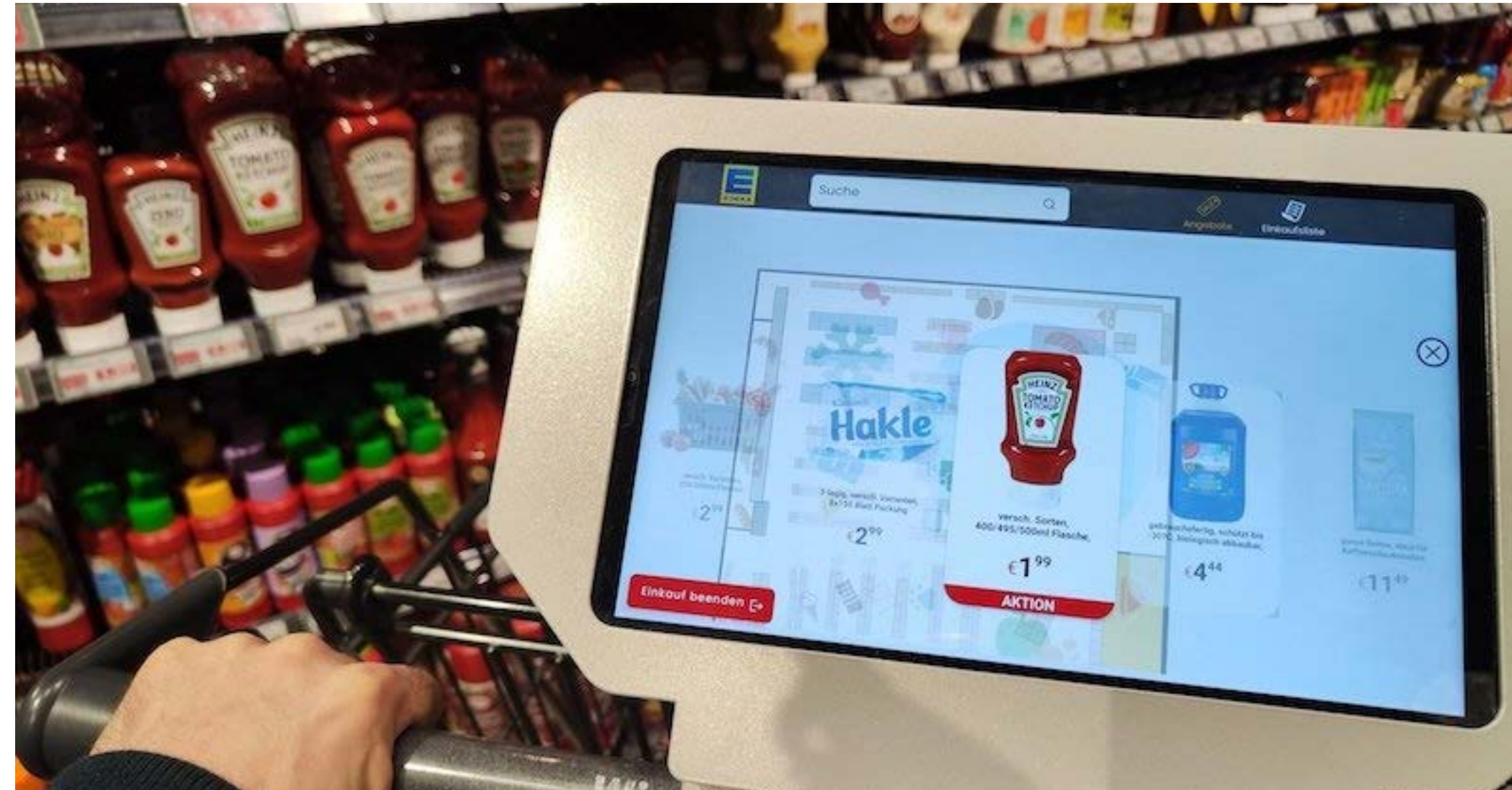
*Credit: Newsroom Ahold Delhaize*

## **Ahold Delhaize launches European private label expansion**

Ahold Delhaize is strengthening its private label portfolio across Europe with an ambitious new strategy. The initiative focuses on enhancing product quality, expanding the range, and meeting diverse customer needs. By introducing innovative and sustainable options, the retailer aims to increase its competitive edge while aligning with consumer demand for affordability and responsible sourcing. The private label offensive includes premium, organic, and health-focused lines, reflecting evolving market trends.



# News From Edeka



*Credit: Retail Technology Innovation Hub*

## **Edeka unveils AI-powered retail media platform in Berlin**

Edeka is leveraging Catch technology to launch an innovative AI-driven retail media platform in Berlin. The platform enables real-time, targeted advertising within stores, enhancing customer engagement through personalized content and promotions.



# News From IKEA

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*Credit: Demotivateur*

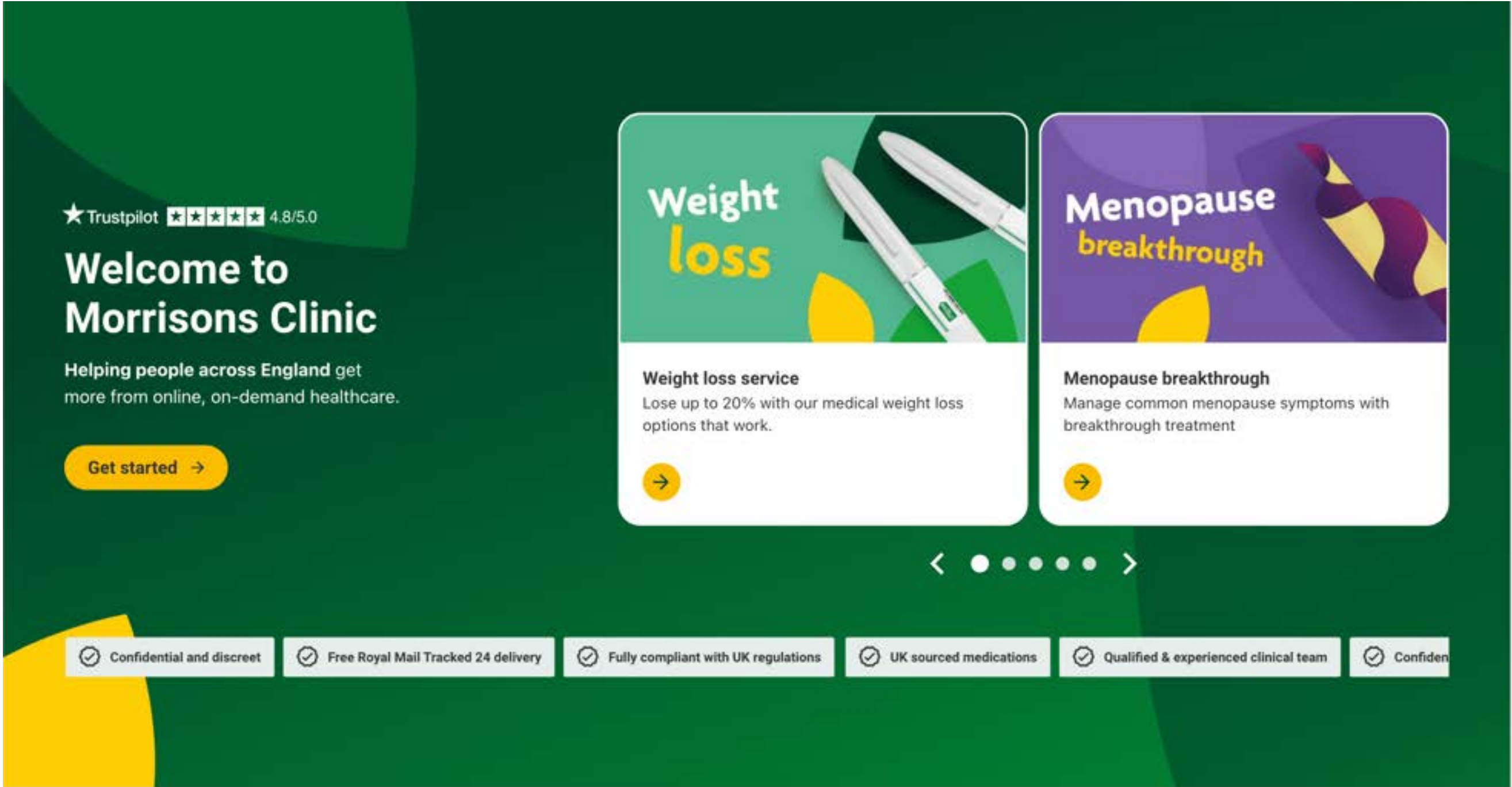
## **IKEA opens unique Hotel experience for 160 customers**

IKEA has launched an exclusive hotel concept, offering 160 customers a chance to stay overnight in its iconic showrooms. The initiative transforms selected IKEA stores into temporary accommodations, where guests can sleep in fully furnished spaces while experiencing the brand's products firsthand.

Guests can explore IKEA's signature design solutions in a unique, immersive setting.



# News From Morrisons



Credit: Demotivateur

## Morrisons launches online on-demand pharmacy service

Morrisons has introduced a new online on-demand pharmacy service, providing customers with quick and convenient access to medications and health products. Available through its website and app, the service allows users to order prescriptions and over-the-counter items for home delivery or in-store collection.



02.



## 6 Strategic Global **Commerce** Trends Driving 2025





01.

**The fundamentals of  
Commerce will hold firm  
in 2025.**



Over the past two years, the biggest threat to global e-commerce growth hasn't come from traditional retailers—it's been the rise of discounters. These lean, no-frills operators have positioned themselves as the fiercest challengers to the seemingly unstoppable rise of global marketplaces.

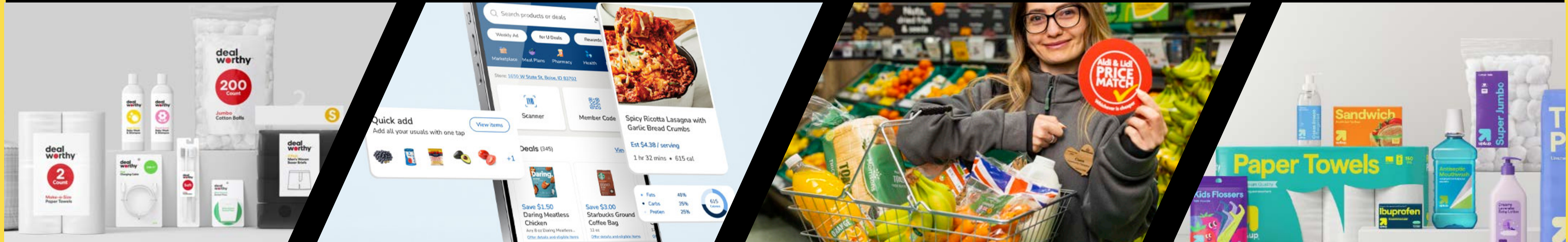
Why? Spiraling inflation has forced shoppers to rethink their spending habits. Northern European discounters and powerhouse Asian marketplaces have put the brakes on the growth of global retailers and e-commerce giants alike.

In the tug-of-war between convenience, endless options, and streamlined shopping versus rock-bottom prices for decent quality, affordability took the crown in 2024. All signs suggest 2025 won't buck that trend. Retailers built around competitive pricing will continue to dominate, but this relentless hunt for value won't stop with discounters. It's already fueling surges in second-hand shopping, rental services, repair solutions, and DIY culture...

We're firmly in an age of frugality, where every purchase is weighed for necessity or value. What started as a forced adjustment to economic pressures is now a springboard for retailers to innovate and redefine how they deliver value. The opportunities are there for those ready to seize them.



# WHAT WE ALREADY SAW IN 2024



Target launched Dealworthy on February 18, 2024, a private label offering nearly 400 items priced mostly under \$10, including some under \$1. The brand targeted the discount market with prices up to 50% lower in categories like electronics.

Albertsons revamped its loyalty program, introducing a points-based system with grocery and gas discounts, a two-month earning period, and automatic savings at checkout. Existing perks like personalized deals and digital coupons remain available.

Morrisons launched a price match campaign, aligning prices on over 200 essentials with Aldi and Lidl, including 100% British-sourced staples like beef mince and milk. The initiative, promoted in-store and online, followed similar moves by Asda, Tesco, and Sainsbury's to compete with discounters.

Target relaunched its Up&Up private label, a \$3 billion household essentials line, with plans to reformulate 40% of products and add new categories like oral care and dog grooming. The move reinforced Target's private label success, contributing to \$30 billion in annual sales and bolstering its market share through enhanced customer experiences.



# WHAT WE ALREADY SAW IN 2024



B&M challenged UK supermarket loyalty schemes with a "No gimmicks, no loyalty cards" campaign, focusing on consistently low prices year-round. The initiative includes deals on popular brands.



Aldi reduced prices on fresh produce in the UK, including berries, oranges, tomatoes, and salads, with an average 11% cut starting May 24. This move is part of a £34 million investment in 2024 to surpass last year's record of £380 million in price cuts.



Aldi launched its first loyalty program trial in Belgium, offering customers points for purchases that can be redeemed for discounts and exclusive deals. This marks a shift from Aldi's traditional focus on low prices and a no-frills approach to enhancing customer retention.



Amazon launched 'Haul,' a low-price section in its app featuring items under \$20, with most under \$10, and free delivery on orders over \$25. Aimed at competing with Chinese marketplaces like Temu, it offers U.S. customers safe, authentic products with free returns on purchases over \$3.





02.

**AI will be at the heart  
of retail's next  
revolution.**



"There's nothing AI can't improve." – Jeff Bezos

Few innovations have shaken up the world like artificial intelligence. In a recent interview, Jeff Bezos declared AI a transformative force capable of optimizing every corner of modern retail.

In a data-driven, automated world, AI is playing on an infinite field. From sourcing and inventory to pricing, forecasting, and customer insights, AI is rewriting the rules of the game. In a market where every decimal matters, its ability to refine costs, boost margins, and maximize sales could generate staggering returns.

But AI's power doesn't stop at the backend. It's set to revolutionize how shoppers make choices and find guidance. Too often, customers are left guessing—overwhelmed by complex options or struggling to spot subtle differences between products. Enter conversational AI: a 24/7 personal shopper, ready to offer tailored advice and simplify decision-making at every step.

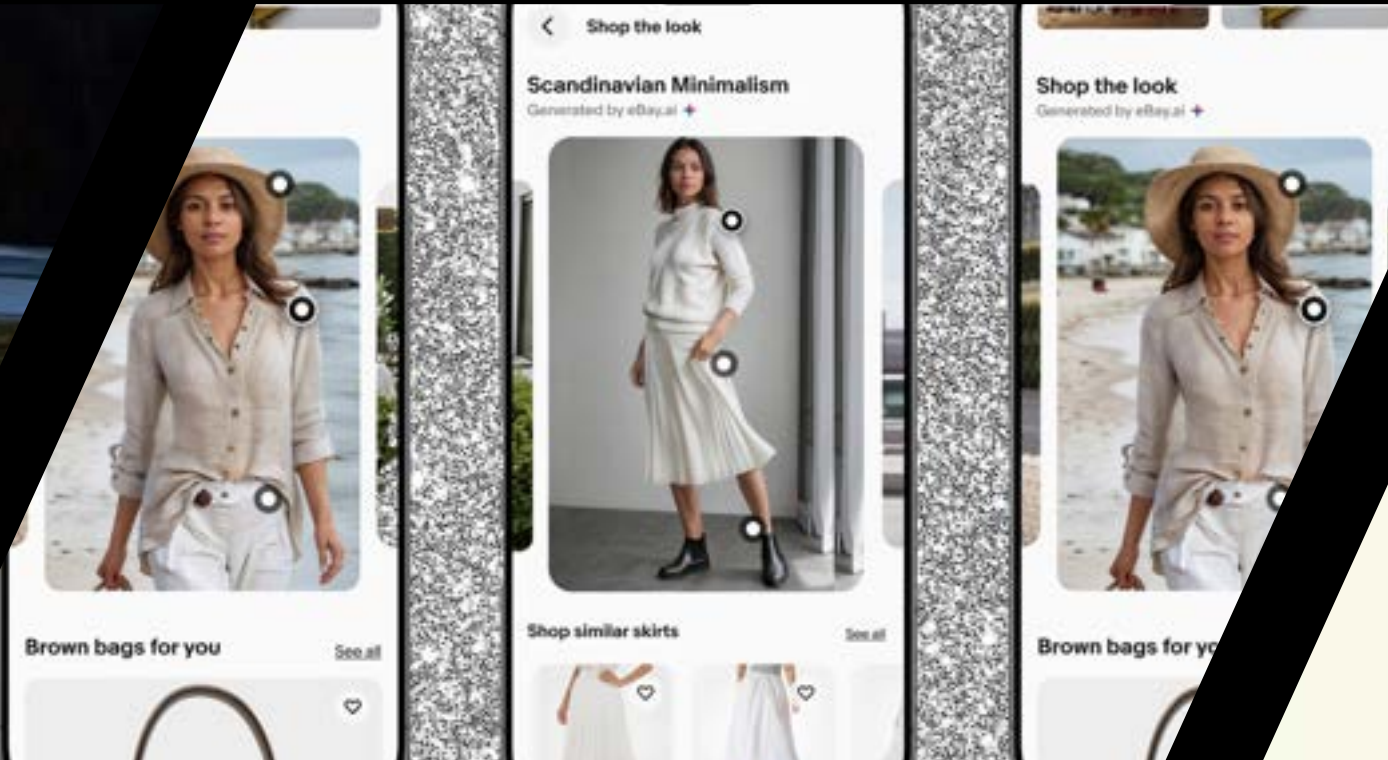
By combining deep customer knowledge with an endless product offering, AI is poised to redefine the shopping experience. This isn't just a 2025 trend—it's the dawn of a future where AI is more than a tool. It's a hyper-intuitive assistant, anticipating desires and needs with uncanny precision. We're leaving behind the era of endless choice and stepping into one of seamless adaptation—and AI is the engine driving this transformation.



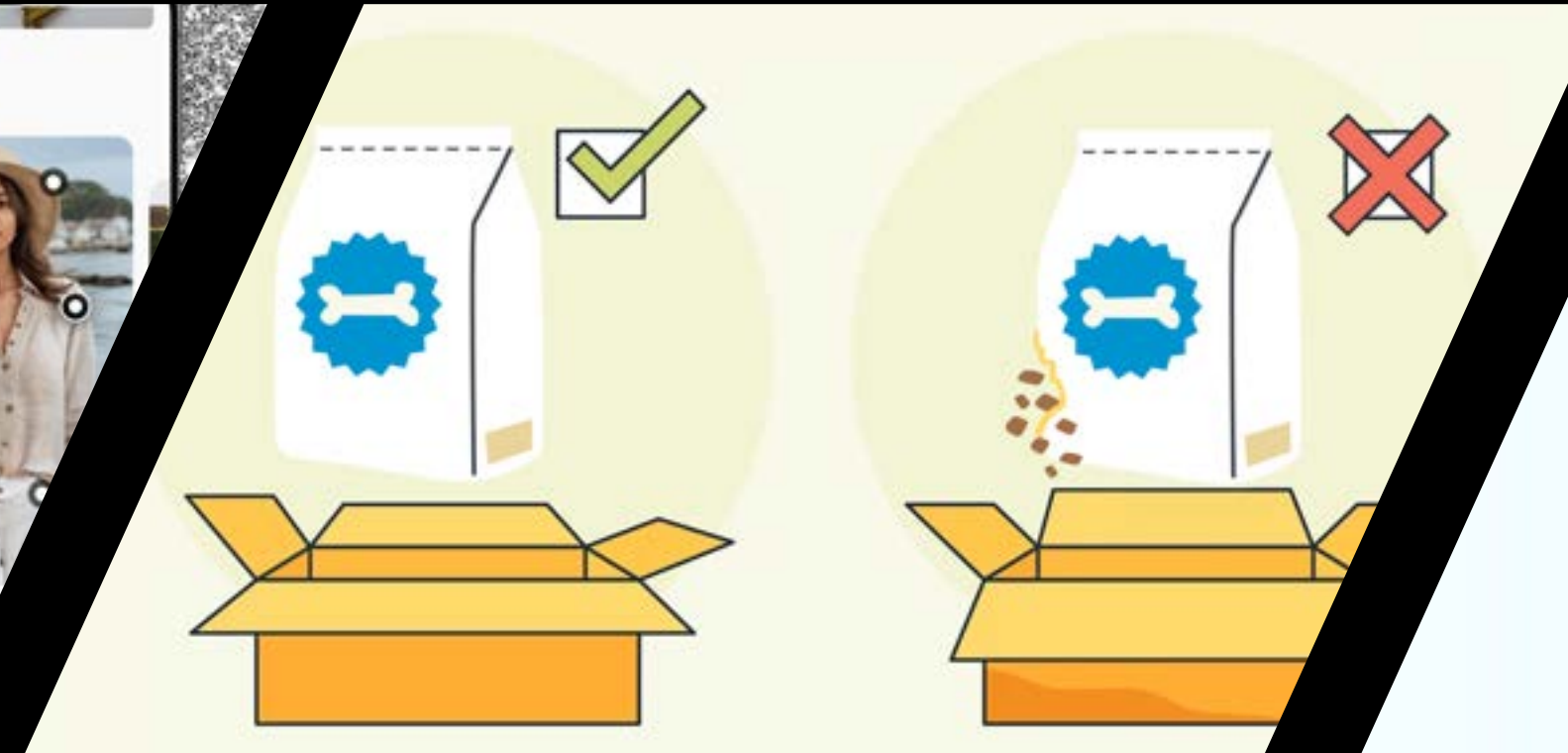
# WHAT WE ALREADY SAW IN 2024



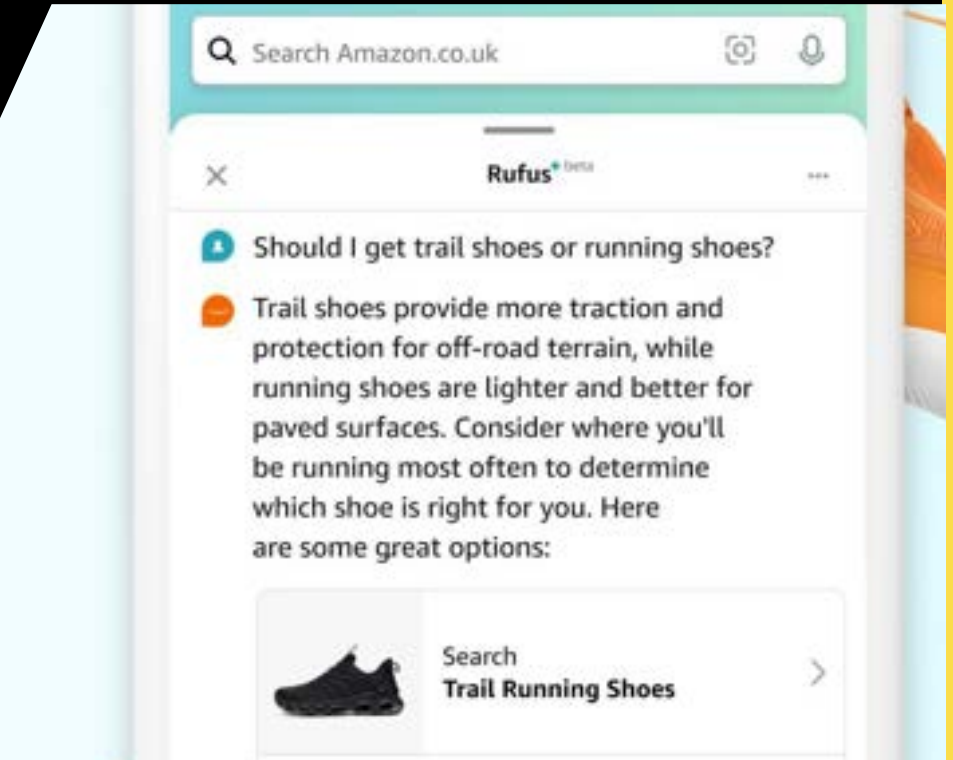
Aldi centralized its global shipping operations using AI, streamlining its supply chain and improving productivity while reducing costs. The new system provides real-time data and enables centralized management of international shipments.



eBay launched "Shop the Look," an AI-powered fashion curation tool that personalizes outfit suggestions based on users' browsing history. Designed to promote circular fashion, it helps users visualize pre-loved clothing in their wardrobe while enhancing the shopping experience.



Amazon launched "Project P.I.," an AI-driven initiative using computer vision to detect defective products before shipment. Combined with generative AI to analyze customer-reported defects, the system aims to reduce returns, cut costs, and lower the environmental impact of unnecessary shipping.



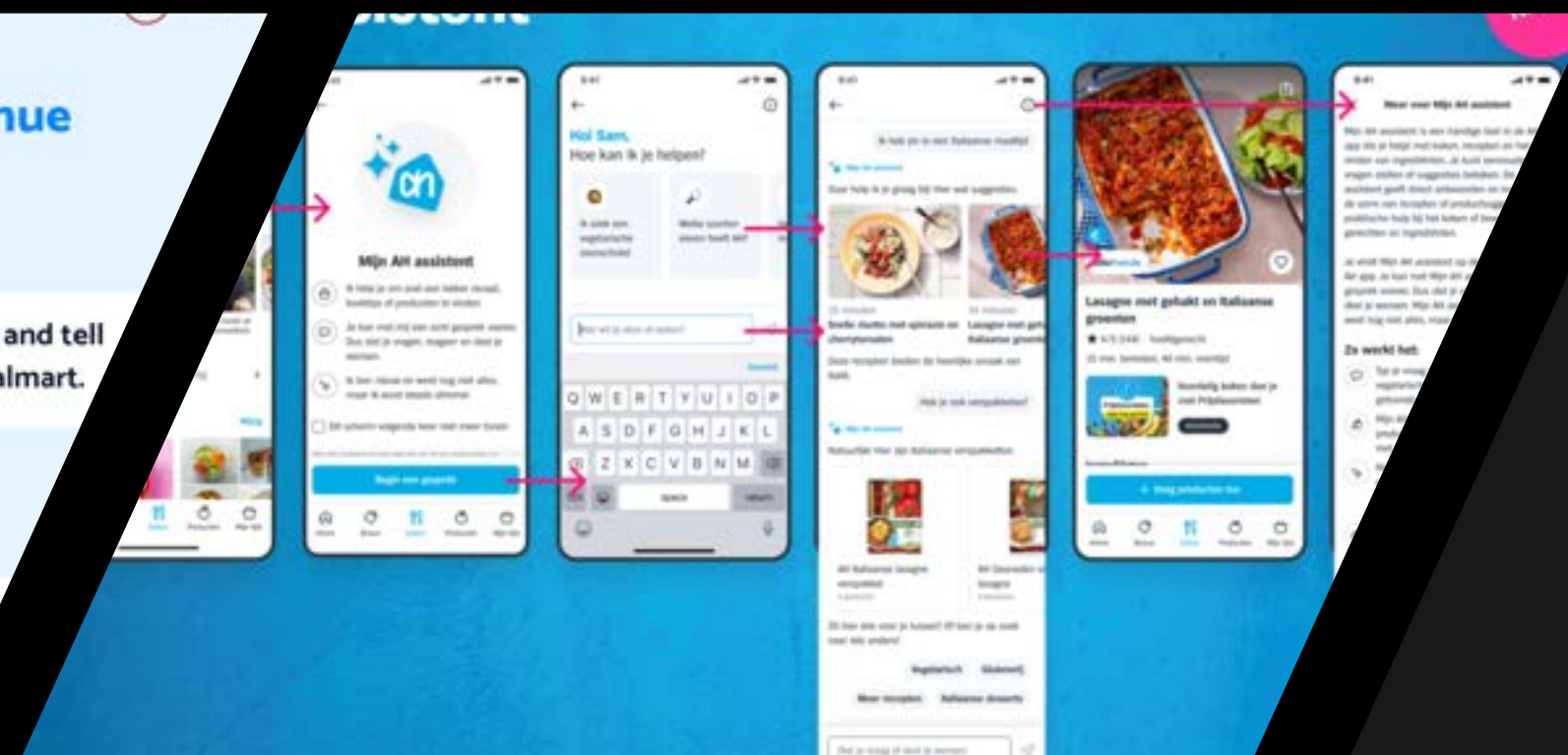
Amazon launched Rufus, a generative AI assistant for U.S. users, offering personalized recommendations and real-time support. The tool streamlines shopping and enhances customer satisfaction by anticipating user needs.



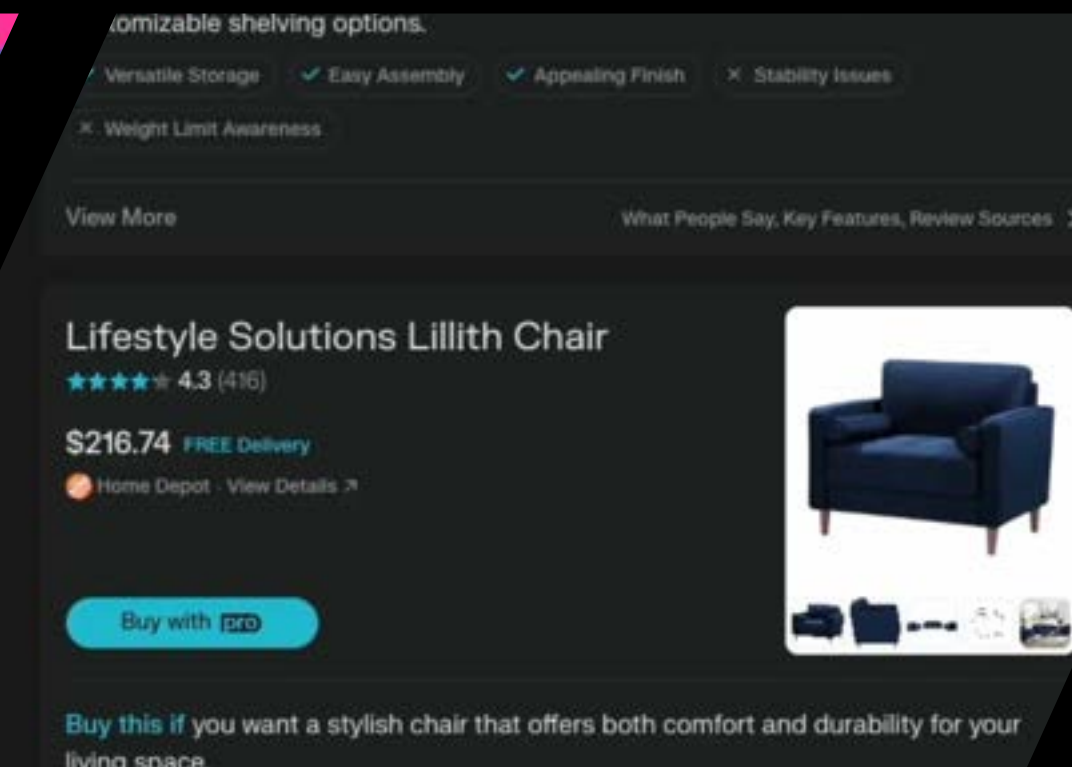
# WHAT WE ALREADY SAW IN 2024



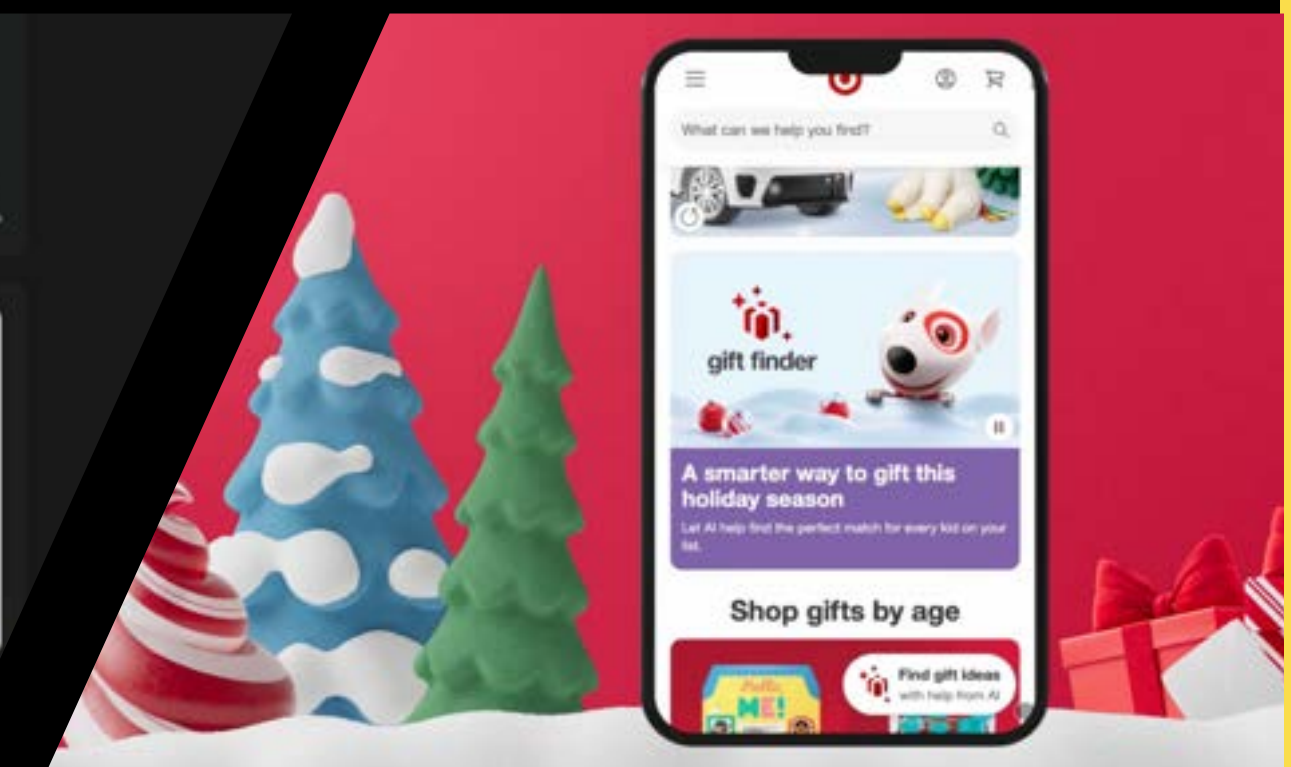
Walmart launched a generative AI assistant for Marketplace sellers to optimize listings, manage pricing, and improve sales. Using proprietary data, it provides personalized suggestions to streamline operations and enhance visibility.



Albert Heijn introduced 'My AH Assistant,' a generative AI tool offering personalized recipes, product recommendations, and cooking tips. With features like 'Scan & Cook,' it enhances convenience for the app's 4.5 million users while continually improving through AI learning.



Perplexity launched an AI-powered shopping assistant, enabling U.S. users to search, compare, and buy products with detailed summaries and reviews. Features like "Snap to Shop" streamline item discovery, with plans for future expansion to other markets.



Target introduced an AI-powered gift finder that tailors recommendations based on recipients' preferences, interests, and budget. The tool aims to simplify online shopping with personalized suggestions.



03.

**Retail will go ethical  
or go home.**



By 2025, consumers won't just ask, "What should I buy?" They'll ask, "What does this purchase say about me?" Ethical, sustainable and committed retail will dominate the conversation as shoppers seek to align their spending with their values. Retailers who embrace transparency and responsibility will thrive; those who don't will face a rapidly shrinking audience.

This shift didn't happen overnight. Years of rising awareness about climate change, inequality, and waste have reshaped consumer priorities. Brands like Patagonia and IKEA have set the standard, integrating repair, resale, and recycling into their business models. H&M, once a fast-fashion leader, is reinventing itself with in-store recycling bins and second-hand collections, acknowledging the demand for circularity. Second-hand marketplaces like Vinted and ThredUp are thriving, while luxury brands like Gucci and Burberry are embracing resale to align with evolving values. Beyond fashion, companies like Unilever are rolling out refillable packaging systems, cutting down on single-use plastics.

But this isn't just about environmental impact. It's about accountability. Shoppers want to know where their products come from and how they're made. Retailers using blockchain technology, like Everledger, are enabling transparency at an unprecedented level, giving consumers confidence in their choices. Ethics isn't just a selling point—it's becoming the currency of trust in retail. In 2025, brands that fail to take a stand on sustainability, fair trade, or social responsibility will find themselves increasingly irrelevant in a market where values drive loyalty. Retail's future isn't just greener; it's more principled, purposeful, and human.



# WHAT WE ALREADY SAW IN 2024



Tata Cliq Luxury launched the ReLOVED Store, a marketplace for pre-owned luxury watches from brands like Rolex and Cartier. Partnering with Jay's Watch Store, it ensures authenticity and quality while promoting sustainable, conscious consumerism.



Carrefour Belgium launched "Carrefour Reeborn," a pop-up store in Brussels for buying and selling second-hand goods. Running from April 18 to September 15, it promotes sustainability by offering Carrefour Bonus Points for sales and helping stores clear surplus non-food stock.



Shein launched Shein Exchange in France, allowing customers to buy and sell pre-owned items starting at 3€. As part of its sustainability efforts, the platform aims to reduce textile waste and will expand to Germany and the UK soon.



John Lewis partnered with Timpson to launch in-store repair services at five locations, offering repairs, dry cleaning, and adjustments for various items. This 16-week trial supports the circular economy by promoting sustainability and extending product lifespans.



# WHAT WE ALREADY SAW IN 2024



Ikea launched Ikea Preowned, a second-hand furniture marketplace pilot in Spain and Norway, enabling customers to sell used Ikea items in a C2C model. The test phase, running until December, offers free listings and payment options of cash or a 15%-discount voucher.



Asda expanded its partnership with Too Good To Go, offering surplus food in "Surprise Bags" via the app. This initiative reduces food waste while providing customers with affordable options.



Amazon launched its "Climate Pledge Friendly" label in Belgium, highlighting over 70,000 certified sustainable products. The initiative aligns with Amazon's goal of achieving carbon neutrality by 2040.



Ulta Beauty partnered with TerraCycle to launch an in-store recycling program for beauty product packaging, starting in select stores by March. Customers can recycle items like cosmetic tubes and shampoo bottles, with a broader rollout depending on the program's success.





04.

**Me-centric retail will  
put customer journey  
and CX first for good.**



**Hyper-personalization—driven by technology, data, and consumer demand—is reshaping how products are designed, experiences are delivered, and value is created.**

**This isn't just about AI-driven recommendations. Personalization now touches every point of the customer journey. Products are tailored to individual preferences, as seen in Nike By You, which puts customers in the designer's seat, or skincare brands like Function of Beauty, creating formulations based on personalized quizzes. Experiences are curated to feel exclusive, with Ralph Lauren's made-to-measure services and immersive AR tools turning shopping into a deeply individual process. Even packaging and post-purchase follow-ups are being customized, reflecting a brand's understanding of its customer.**

**Why now? The explosion of data, paired with advances in technology, means retailers can operationalize personalization at scale. But it's also cultural: consumers, inundated by choices, now value relevance and individuality over abundance. In a market where mass customization is becoming the norm, shoppers expect not just products but experiences that reflect their tastes, values, and lifestyles.**



# WHAT WE ALREADY SAW IN 2024



Etsy launched AI-powered Gift Mode on January 24, offering personalized gift recommendations based on recipient personas. The tool includes features like quizzes, teaser messages, and virtual gift unwrapping, blending innovation with a human touch.

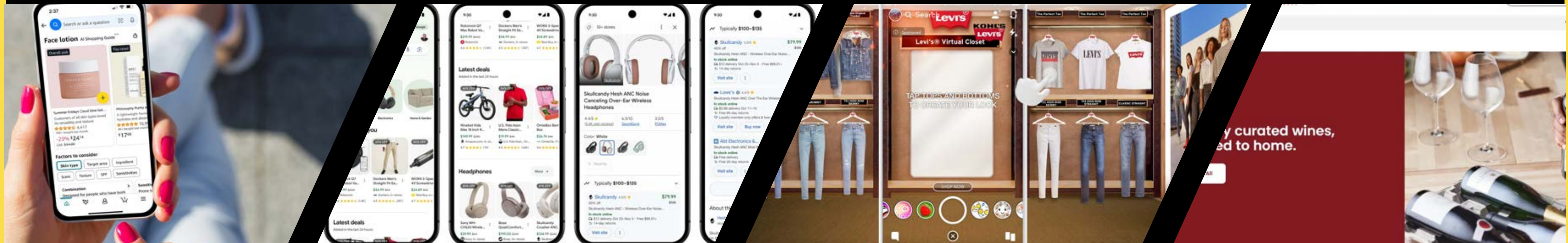
NTT DATA and L'Oréal unveiled Lore, a virtual beauty advisor powered by NTT DATA's AI platform, Eva, offering personalized product recommendations and in-app shopping. Designed for fluid, human-like interactions, Lore enhances customer experience and evolves through continuous learning.

Walmart, in partnership with Lucyd, introduced augmented reality glasses for virtual eyewear try-ons, allowing customers to see real-time visuals of frames. This technology simplifies shopping by eliminating the need for physical try-ons, enhancing convenience and efficiency.

IKEA launched an AI-powered app that creates personalized furniture layouts and designs based on user preferences and room dimensions. With AR features, customers can visualize products in their homes and receive tailored recommendations, transforming the shopping experience.



# WHAT WE ALREADY SAW IN 2024



Amazon introduced AI Shopping Guides, offering personalized recommendations, product comparisons, and reviews across 100+ categories. Integrated with Rufus, the guides provide real-time updates and tailored assistance for a seamless shopping experience.

Google Shopping introduced AI-powered features, including a research tool for tailored product insights and a personalized shopping feed. New additions like price tracking and a "Deals" page enhance convenience and help users find discounts easily.

Levi's and Amazon introduced a virtual try-on feature for jeans, allowing customers to see how styles and sizes fit using a photo overlay. The tool enhances online shopping by addressing fit concerns and aims to reduce return rates.

Albertsons launched an AI-driven tool to personalize online wine shopping by analyzing customer preferences and past purchases. The feature offers tailored recommendations, detailed descriptions, and curated selections for an enhanced shopping experience.



05.

**2025 will fuel the  
"easy, fast, now"  
consumer.**



Picture this: groceries at your door before you've even finished making a list, returns handled without a single piece of tape, and shopping that fits seamlessly into your day, not the other way around. In 2025, the retail world is racing to keep up with lifestyles that demand speed, convenience, and simplicity at every turn. Ultrafast delivery is leading the charge. Services like Getir, Gopuff, and Flink have turned 10-minute deliveries into a competitive norm, transforming consumer expectations. No longer a novelty, this level of speed has pushed retail giants like Walmart and Amazon to innovate even further, leveraging drones, automated warehouses, and micro-hubs to deliver at record-breaking speeds.

But fast delivery is just the tip of the iceberg. The real revolution lies in frictionless shopping experiences that remove every obstacle between the customer and their purchase. Zalando has streamlined returns to the point where packaging and labels are obsolete, while Decathlon's kiosks turn exchanges into a matter of seconds. Even bulky items, once a logistical nightmare, have been simplified with IKEA's 24/7 smart lockers for furniture pick-up.

Convenience now means integration, too. Payments that happen invisibly, as in Amazon Go, and click-to-buy solutions embedded in social media apps are redefining what it means to shop. It's no longer about where you are—it's about where the product can meet you, on your time and terms. This is retail in 2025: fast, seamless, and built around your life. The brands that thrive will be those that understand speed isn't a luxury—it's a necessity, and every second saved is another reason for customers to keep coming back.



# WHAT WE ALREADY SAW IN 2024



Walmart introduced Express On-Demand Early Morning Delivery, offering deliveries as early as 6 am within 30 minutes. This service enhances Walmart's on-demand options, with free delivery available for Walmart+ members.



Amazon launched a drone delivery pilot in Italy, enabling rapid delivery of small parcels in select areas. The program tests drone technology to enhance speed and sustainability in last-mile logistics.



Kohl's re-entered the same-day delivery market through a partnership with Instacart, offering quick delivery on items like home essentials and beauty products. Customers can earn Kohl's Rewards while enjoying this expanded and convenient service.



Colruyt Group launched a same-day delivery and pick-up service using refrigerated lockers at select locations. Customers can order groceries online by 1 pm for pick-up from 3 pm or eco-friendly delivery by electric cargo bike from 4 pm, with fees starting at 2.49 euros.



# WHAT WE ALREADY SAW IN 2024



Aldi is piloting a Click & Collect service at three locations in Germany, allowing customers to order groceries online and pick them up from designated containers in store parking lots. The trial aims to enhance convenience and expand Aldi's digital capabilities.

Rewe opened Europe's largest autonomous supermarket in Cologne, a 1,500-square-meter store without traditional checkouts. Using cameras and sensors to track purchases, the store offers a seamless shopping experience, allowing customers to grab items and leave with automatic billing.

Co-op expanded 24-hour grocery delivery to Leeds, London, and Manchester through Deliveroo, Just Eat, and Uber Eats. The service targets growing demand for late-night orders, especially among younger consumers.

Asda launched self-service return kiosks, enabling customers to process returns independently. The initiative enhances efficiency, frees up staff, and modernizes the shopping experience.



06.

**A new world order, a  
new era for trade.**



Trump's election may have signaled a break in global dynamics, but the real game-changer was the COVID-19 crisis. Lockdowns exposed just how fragile supply chains were and revealed the extent to which many nations relied on imports. Empty shelves and shortages of essentials like medicines and basic food staples left a deep, lasting impression on consumers.

The rise of the BRICS coalition, now expanding its influence, reflects a growing divide: resource-rich nations (oil, gas, wheat, minerals) versus the Western powers that once dominated culturally, ideologically, and industrially. This new wave of sovereignty, championed by leaders like Trump, Putin, and Xi Jinping, signals the end of globalization as we once knew it.

Global trade is evolving to mirror these shifts. Retailers will need to pivot, prioritizing local or nearshore sourcing—not just out of necessity, but as a strategic move. Food, healthcare, and industrial sovereignty will become non-negotiable, and retailers will play a pivotal role in creating this new resilience. The days of frozen carrots crossing 10,000 kilometers from China to Europe are over. The future of trade will be rooted in proximity, responsibility, and commitment. It's not just about adapting to change—it's about shaping a more sustainable and resilient world.



# HAVAS Commerce