

# Top Five Digital Consumer Trends in 2023

January 2023

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## INTRODUCTION

Scope

Key findings

## THE DIGITAL CONSUMER IN 2023

A snapshot of the global digital consumer in 2023

The five digital shopper trends that will redefine commerce the most in 2023

### TREND NO. 1: ONLINE SAVERS

Digital consumers have more budgeting tools at their disposal than past global recessions

Consumers are more cautious with spending given macroeconomic instability

Second-hand buying and selling is a trend on the rise in part due to economic woes

Companies are investing in concepts such as group-buying services to appeal to Online Savers

Case study: google shopping appeals to budgeteers with new search functionality

Case study: Frugl mobile app enables budget-conscious Australians to compare prices

Case study: Buo touts that consumers can save up to 30% via group-buying model

Case study: cencosud launches resell initiative through department store brand Paris

What to expect in 2023 and beyond

### TREND NO. 2: CROWDSOURCED CREATION

Social networks help brands connect with customers, elevating the co-creation process

Consumers, especially younger cohorts, want to co-create with the brands they love

Social media made it easier to facilitate two-way communication with brands

Brands can assure satisfaction by creating customer-centric products and services

Case study: Lalo turns customer feedback into a product committee

Case study: Nike's .Swoosh web3 platform invites users to co-design virtual fashion

Case study: IKEA builds on the retail experience with interactive social co-creations

Artificial intelligence will narrow the gap between consumers and brands to co-create

What to expect in 2023 and beyond

### TREND NO. 3: E-CUSTOMISATION

Consumers increasingly looking to brands to provide customisation options on digital orders

Younger consumers help to drive the demand for E- Customisation on digital orders

### TREND NO. 3: E-CUSTOMISATION

Offering customisation helps brands overcome consumer reluctance to share data

Consumer attitudes towards customisation vary greatly by country and age group

Brands are using artificial intelligence to provide enhanced customisation for consumers

Case study: Starbucks achieves wild success by embracing customisation with its mobile app

Case study: Samsung brings bespoke customization options to major appliances

Case study: airbnb reaches new heights of customisation with "Categories" and "Split Stays"

Case study: jendaya shows that "just for me" options are gaining ground in emerging markets

Enhanced customisation is not suited for every brand, but it is a sound strategy for many

What to expect in 2023 and beyond

### TREND NO. 4: GAME CHANGERS

E-commerce companies add gaming features to boost conversion rates, collect data

Gamified e-commerce likely to appeal to those who enjoy shopping and playing games

Gamification taps into playful desire among younger cohorts and emerging market shoppers

More companies replicating China's gamified commerce approach to boost app engagement

Case study: Shopee's gamified e -com experience drives app engagement and sales

Case study: Ferragamo taps into the thrill of solving a mystery to unveil new collection

Case study: Sephora gamified loyalty programme rewards customers for their brand affinity

Case study: Gucci Town targets younger generations with immersive gaming features  
Gamification strategy is one way brands can build a long-term, loyal relationship  
What to expect in 2023 and beyond

#### TREND NO. 5: SENSORY SHOPPING

Consumers hungry for immersion are shepherding in the multi-sensory era of e-commerce  
Desire for immersive shopping is particularly important for beauty products  
Increasing comfort with Web 3.0 tech is stoking consumer appetite for Sensory Shopping  
Brands are embracing Sensory Shopping to provide more immersive digital experiences  
Case study: L'Oréal uses sound to recreate the sensory experience of scent digitally  
Case study: Cent.Idn and Girl Gang break down barriers between physical and digital worlds  
Case study: AmorePacific provides digital feedback to users with wearable, electronic skin  
Case study: Avon shows that Sensory Shopping is being embraced by mass-market brands  
Sensory Shopping is the next frontier of Web 3.0 for brands to explore  
What to expect in 2023 and beyond

#### KEY TAKEAWAYS

Consumers push companies to innovate on digital solutions and secure online growth  
How these digital shopper trends will change commerce in 2023

#### TOP FIVE DIGITAL CONSUMER TRENDS IN 2023

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