

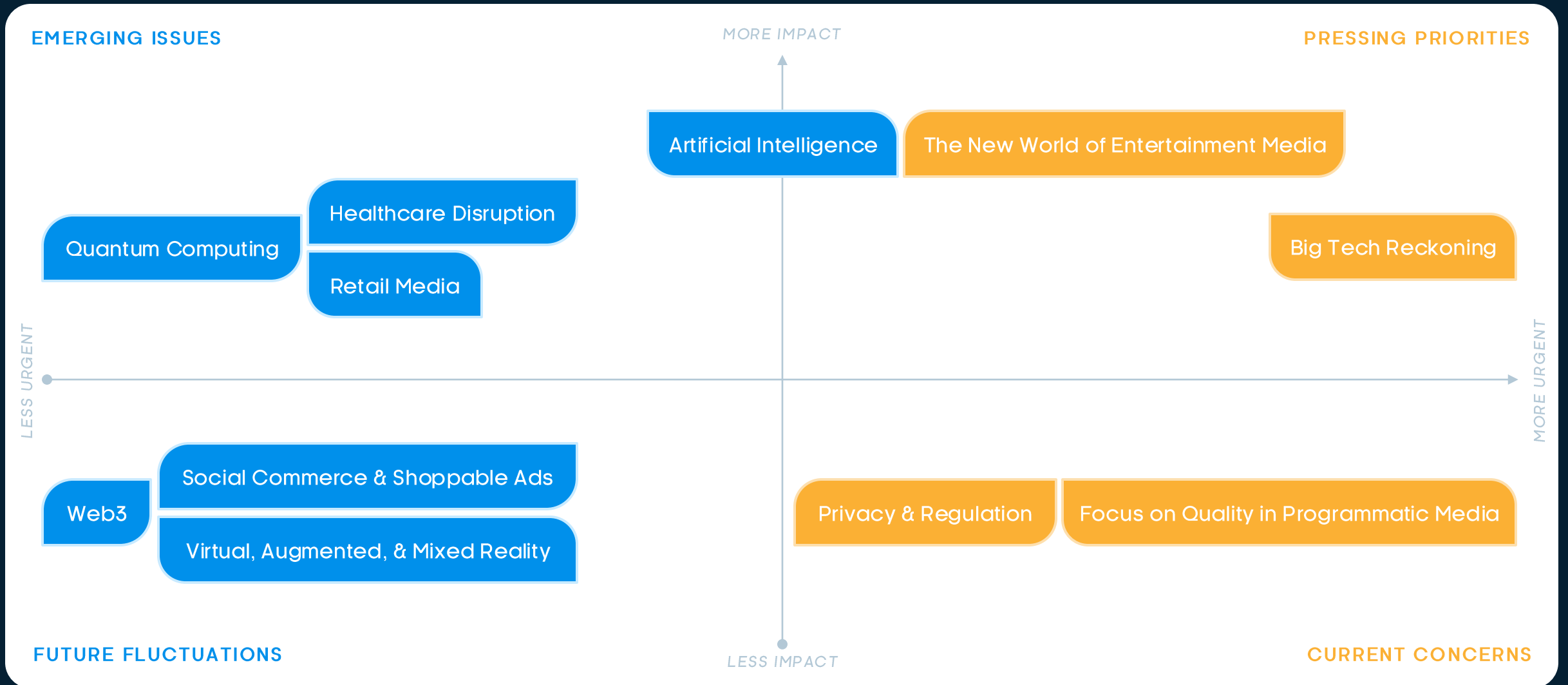


# 2025

TWO THOUSAND TWENTY FIVE **TRENDS REPORT**

# Trendspotting

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# EMERGING ISSUES

# Quantum Computing

Quantum computing represents a groundbreaking shift in the fundamentals of computing—the first since the computer’s invention. By moving from binary to multi-state calculations, quantum computing offers the potential to process information millions of times faster than today’s most advanced conventional systems.

Unsurprisingly, this transformative technology has spurred a surge in global investment as industries race to harness its possibilities.



## IMPLICATIONS

What does this mean for the world of marketing?

Quantum computing’s unprecedented speed and capability could revolutionize how brands engage with consumers. Agencies may unlock new formats and interactive experiences, enhancing personalization and engagement. The acceleration of artificial intelligence could further automate complex tasks, increasing efficiency and scalability.

However, with these opportunities come challenges. Quantum computing also raises significant security concerns, as it could render current encryption standards obsolete, necessitating new approaches to data protection and cybersecurity.

## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



## FURTHER READING

[What Is Quantum Computing?](#)

[Scientists Discover a Way to Shrink Quantum Computer Components by 1,000x](#)

[Quantum Computers Could Crack Encryption Sooner Than Expected With New Algorithm](#)

[Quantum Computer-Powered Robots Could Soon Match Humans, Scientists Predict](#)

# Healthcare Disruption

The healthcare market is ripe for disruption. Healthcare costs have skyrocketed over the past four decades, while outcomes have trailed behind other developed economies. The lagging patient experience and dearth of tech-enablement of this space, coupled with growing cost inefficiency, make it the ideal target for growth-hungry tech companies.

Amazon is the clear first mover, having opened its own pharmacy online and purchased OneMedical, a large primary care practice with physical locations. Other tech giants and large companies are almost certain to follow suit.

## IMPLICATIONS

This level of potential disruption has huge implications for healthcare marketing. Brands operating in this space will increasingly need to embrace value-based care, a model that focuses on improved patient outcomes, quality of care, and patient experience. This shift necessitates closer collaboration between healthcare systems and doctors to manage patients' overall health.

Just as the pandemic accelerated pent-up demand for services like telehealth, disruption in cost efficiency will push healthcare businesses towards AI adoption and predictive medicine in areas such as patient triage, clinical trials, and marketing budgets with accelerating speed.

As patient expectations evolve, brands (including pharma) must pivot to prioritize the patient experience. Those brands that are able to disrupt themselves and change their approach to marketing will come out the winners.

## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



## FURTHER READING

[Special Report: How 7 Disruptors Will Transform Healthcare in 2023](#)

[Amazon Introduces Low Upfront Pricing for Treatment Plans on Variety of Health, Beauty, and Lifestyle Conditions](#)

[Can GenAI Help Make Healthcare Affordable? Consumers Think So](#)

[Mark Cuban's Pharmacy Adds 50+ Drugs, Rolls Out Social Media Community](#)

# Retail Media

The rapid rise of the retail media category has retailers of all sizes racing to embrace the media company model. Once the domain of monolithic giants like Amazon and Walmart, this trend has now expanded to include regional retail chains and unexpected players such as Western Union and 7-Eleven.

While things like sponsored listings and other owned and operated inventory opportunities persist, the use of audience data for programmatic, social, search, and other channels is driving the exponential growth of this space.



## 💡 IMPLICATIONS

Retail media has evolved far beyond its origins with brands selling physical products online or in-store. Its scale and influence on the marketing landscape make it a must for consideration for virtually every client.

In an era of diminishing online addressability—especially with cookie deprecation—the first-party nature of retail media data makes it an increasingly essential part of almost any marketing strategy. Couple the richness and durability of retail media's shopper data with its inherent measurability, and you can see why it's projected to be a \$100 billion category over the next few years.

## Back to Trends Quadrant

### ⚡ POTENTIAL IMPACT



### ⌚ DEGREE OF URGENCY



### 📖 FURTHER READING

[2025 Will See Retail Media Networks Launch a Charm Offensive](#)

[The Ultimate Guide to Retail Media in 2025](#)

[Retail Media Will Account for Almost a Quarter of All U.S. Media Ad Spend in 2028](#)

[Retail Media's 3 Biggest Challenges](#)

# Artificial Intelligence

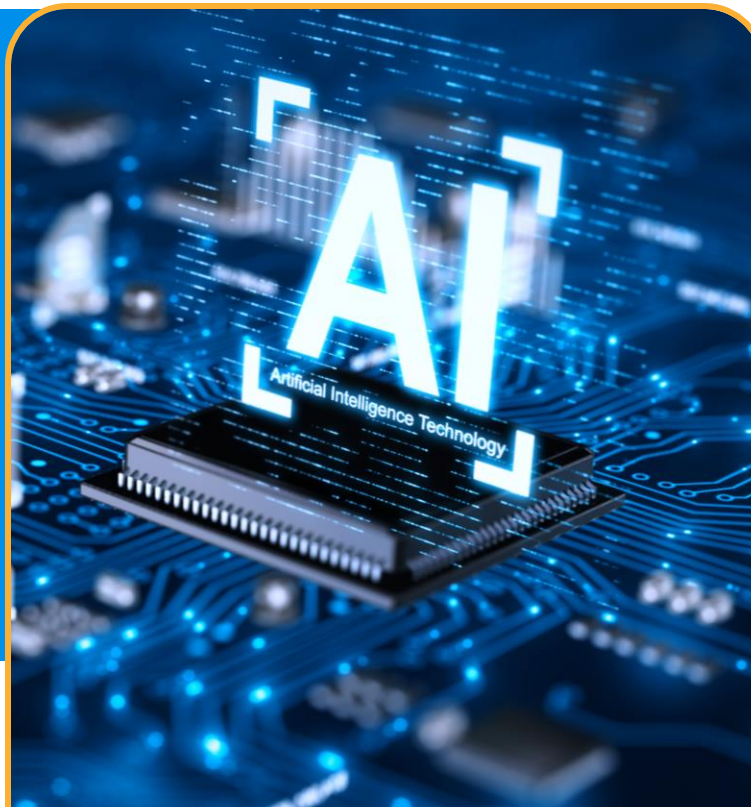
The concept of Artificial Intelligence, particularly what's become known as Generative AI, has quickly become top of mind for leaders in all points around the marketing value chain. Tools like ChatGPT, Google's Bard, DALL-E, Midjourney, and others have burst onto the scene with their capabilities in generating text, images, and other media.

These advancements have captured widespread media attention, prompting a reevaluation of how AI could transform the marketing industry. From the near term to the long term, the question isn't if AI will automate aspects of marketing—but which ones, and how soon.

## IMPLICATIONS

Automation has always been a focal point in marketing, traditionally limited to highly repeatable, standardizable tasks that can be codified into processes digestible for standard computer models.

Generative AI pushes that conversation from tasks like trafficking ads and pulling reporting into the realm of writing copy, designing images, and even coding web properties and software. The industry is grappling with how to ethically and strategically leverage this disruptive technology into the work that they do.



## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



### FURTHER READING

[Hype Cycle for Artificial Intelligence](#)

[Building Generative AI into Marketing Strategies: A Primer](#)

[How CMOs Are Succeeding with Generative AI](#)

[Generative AI Revolutionizes Marketing Creativity](#)



# **PRESSING PRIORITIES**



# The New World of Entertainment Media

Today's consumers aren't just looking for content—they want immersive entertainment that helps them unwind, connect, and engage. From video games and streaming a series to exclusive artist releases, audiences are drawn to personalized, seamless, and interactive experiences.

Digital ad spend on video, audio, and gaming is expected to soar by 2025, fueled by advances in targeting, cross-platform measurement, and premium content. Key drivers of this evolution include interconnectivity and personalization. Interconnectivity bridges media experiences, blending storytelling across platforms. Examples like Spotify's Soundwave Series, Disney's collaboration with Fortnite, and ABC News' "The Dropout" showcase how multi-platform strategies deepen engagement and expand brand touchpoints. Meanwhile, personalization is redefining entertainment. Platforms like Netflix and Spotify use tailored recommendations to enhance discovery and strengthen audience connections. By delivering curated content, they foster deeper engagement and lasting loyalty.

## IMPLICATIONS

This evolving media landscape offers brands unprecedented opportunities to connect with highly engaged audiences across video, gaming, and audio platforms. To thrive, media strategies must seamlessly integrate these domains, enabling meaningful interactions with today's consumers. Success in this space requires a mix of strategic vision and technical expertise. Teams must master cross-platform integrations, optimize programmatic tools, and measure emerging metrics like attention and engagement. Creative content should align with the tone and sentiment of the media, tapping into emotional connections to strengthen brand affinity. By blending innovation with emotional resonance, advertisers can craft campaigns that drive immediate results while building lasting loyalty in an increasingly interconnected media ecosystem.

## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



## FURTHER READING

Digital Media Makes Up Nearly Two-thirds of Consumers' Total Time Spent with Media

The Major Gen Z Trends That Are Shaping Audio Streaming

Gaming Trends to Watch Out for in 2025

Forecast: Linear Ad Market Collapsing

# Big Tech Reckoning

As tech companies like Meta, Google, and Amazon have grown in size and influence, lawmakers, consumers, and regulators have become increasingly concerned about the amount of power they hold across numerous industries, along with the potential negative impacts they have on their users. These companies and others have been called before Congress to testify about their practices, and anti-competitive action lawsuits have been filed against them.

Google is facing two anti-trust actions in the United States for its search and advertising businesses. Meta is facing backlash on multiple fronts, including antitrust, child safety, and privacy. Amazon is facing similar actions on anti-trust, labor practices, and pricing.



## IMPLICATIONS

While the wheels of justice and regulation grind slowly, many of these actions have already come to a head. Google is dealing with government demands to break up parts of its business. Meta is paying fines for data breaches, while facing intense backlash over the impact of its algorithms on young people. Amazon is facing the reality of following Google as the government's next big antitrust target. Marketers need to prepare for a future where a few monolithic technology companies no longer command such a large portion of marketing budgets and consumer attention. This is likely to lead to further fragmentation in the digital marketing space, as concerns over control and user wellbeing give rise to new players and business models.

## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



## FURTHER READING

[Google's Chrome Worth up to \\$20 Billion If Judge Orders Sale](#)

[FTC Sues Amazon for Illegally Maintaining Monopoly Power](#)

[Facebook Must Face FTC Antitrust Lawsuit, Judge Rules](#)

[Google Faces U.S. Antitrust Lawsuit Over Ad Tech](#)

# **FUTURE FLUCTUATIONS**

# Web3

Web3 represents the next evolution of the internet—a shift toward a more decentralized digital ecosystem powered by blockchain technology. Often referred to as the third generation of the internet, Web3 is fundamentally different from its predecessors:

- Web 1.0: The era of static websites and early e-commerce.
- Web 2.0: The rise of platforms, social media, and advanced digital commerce.
- Web3: An economy that is defined around digital assets transacted and valued in a fully decentralized manner.

Core concepts of Web3 include cryptocurrency, nonfungible tokens (NFTs), and the metaverse—offering new opportunities for innovation and value creation in a fully decentralized framework.

## IMPLICATIONS

While Web3 may no longer dominate headlines, it still has meaningful long-term implications. One of the main promises of Web3 is that it could empower individuals over companies and platforms. A commerce framework based on blockchain could operate exclusively on a peer-to-peer basis. An identity solution based on blockchain could put online footprints into the hands of users, allowing them to consciously trade with their own data online versus being tracked. NFT marketplaces allow users and brands to trade digital assets directly with no fear of counterfeiting or theft. The long-term implications of Web3 point to a more transparent, user-centric digital ecosystem where individuals have greater autonomy and control over their online experiences.

## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



## FURTHER READING

[Emerging Trends in Web3](#)

[Web3-AI: What's Real, and What's Hype](#)

[5 Charts on Web3 Adoption Trends and Challenges](#)

[Web3 Social Media Platform Socrates Hits 1 Million Users in Just 8 Days After Its Launch](#)

# Social Commerce & Shoppable Ads

Social commerce and shoppable ads are quickly gaining popularity. These ad formats allow consumers to purchase directly from paid social, video, or other advertising experiences. Experts' forecasts predict its potential to reach trillions of dollars in the coming years. Major players like Amazon and NBC Universal are making big moves, while a growing number of emerging brands are leveraging this nontraditional ecommerce model. The trend is fueled by strong consumer adoption, especially among Gen Z and younger demographics, who are increasingly comfortable shopping directly within their social feeds and digital experiences.

## 💡 IMPLICATIONS

Social commerce is changing the way that people view buying things online. For many newer companies, the social media presence is the primary (if not the only) storefront. Consumers can discover, browse, shop, and purchase without ever visiting a retailer's website. This shift could dramatically alter the needs of businesses. Will websites still be necessary for sales? Will marketing efforts outside of native social ads become obsolete? By lowering barriers to entry, social commerce has the potential to empower a wave of new businesses that may not have been able to thrive in traditional ecommerce models.



## Back to Trends Quadrant

### ⚡ POTENTIAL IMPACT



### ⌚ DEGREE OF URGENCY



## ➔ FURTHER READING

[Social Commerce: How Brands Can Capitalize on a \\$3 Trillion Opportunity](#)

[1 In 3 Young People Shop on Social Media Every Week as Social Commerce Surge](#)

[Streamers Keep Leaning in on Shoppable Ads. Who Will Get It Right?](#)

[Warner Bros. Discovery Taps AI to Create Ads That Ask Viewers to Shop for Products Similar to Ones in Their Favorites Shows](#)

# Virtual, Augmented, & Mixed Reality

Virtual, Augmented, and Mixed Reality have been industry buzzwords for years, but recent innovations have made these technologies more accessible and widely adopted.

- Virtual Reality (VR) creates a fully immersive, separate reality, typically experienced through headsets like Oculus Quest or PlayStation VR.
- Augmented Reality (AR) overlays visuals or information onto the real world, accessible via devices like smartphones or other smart devices.
- Mixed Reality (MR), which blends VR and AR, allows users to interact with real and virtual elements simultaneously, with tools like Microsoft's HoloLens and Magic Leap leading the charge.



## 💡 IMPLICATIONS

These technologies open exciting opportunities for marketers to craft innovative experiences and create dynamic content for their audiences. For example, in healthcare, they could transform telemedicine and enable procedures to be performed virtually. In retail, features like visualizing furniture in your home or trying on clothes virtually are just the beginning.

Marketers should start exploring how these advancements will impact their strategies and reshape their industries.

## Back to Trends Quadrant

### ⚡ POTENTIAL IMPACT



### ⌚ DEGREE OF URGENCY



## 📖 FURTHER READING

[Meta Unveils High-End Quest Pro VR Headset](#)

[Marketing Using Virtual and Augmented Reality](#)

[Virtual-Reality Tech is Fast Becoming More Real](#)

[How VR Will Impact the Future of Marketing](#)



# **CURRENT CONCERNS**

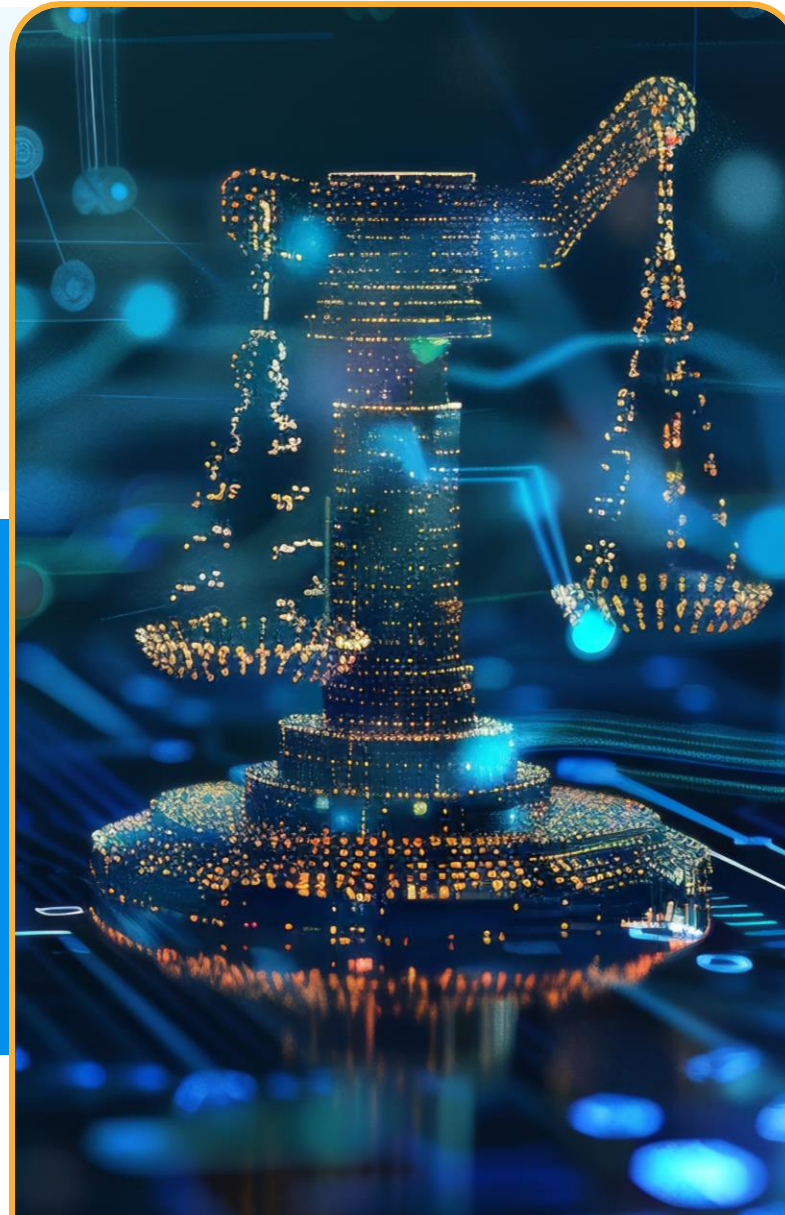
# Privacy & Regulation

Privacy has become a central focus for the industry, driven by increasing consumer awareness and a growing emphasis on protecting vulnerable populations like minors.

Regulations target companies profiting from consumer data, aiming to limit third-party data collection, and use without explicit consent. While privacy laws in the United States have mostly emerged at the state-level, momentum toward federal policy is steadily building.

## IMPLICATIONS

Ambiguity around the legality of marketing data has made innovation difficult. Third-party data for the purposes of targeting paid media will continue to become scarcer, making marketers focus on building and leveraging rich, first-party data assets to decrease reliance on third-parties and control their own data destiny. Agencies must be hyper-vigilant about how they are advising clients and handling personal data.



## Back to Trends Quadrant

### POTENTIAL IMPACT



### DEGREE OF URGENCY



## FURTHER READING

[U.S. Data Privacy Protection Laws: 2025 Guide](#)

[U.S. Lawmakers Unveil a Plan to Give All Americans a Right to Online Privacy](#)

[7 Things to Know About Sweeping Social Media And K-12 Privacy Regulations Moving Through Congress](#)

[New Laws and Regulations Around Child Safety and Privacy Raise Significant Questions](#)



# Focus on Quality in Programmatic Media

While programmatic has become a critical part of the media buying landscape over the past decade, the growth of open-web programmatic has plateaued over the past few years. This trend is due in part to persistent concerns over the quality of supply across the programmatic ecosystem.

Issues like low-quality inventory on made-for-advertising (MFA) sites, invalid traffic, and unsafe content have kept marketers watchful. These concerns were amplified by the ANA's 2023 Programmatic Media Supply Chain Transparency Study, which highlighted significant MFA spend across the ecosystem.

In response, the industry has ramped up quality initiatives to address these challenges and rebuild trust in programmatic channels.

## IMPLICATIONS

The open web is largely funded by the flow of programmatic media advertising dollars. Concerns about quality have pushed large portions of digital advertising budgets away from the open web and into walled gardens.

A continued plateauing of growth or even shrinking of open-web programmatic spend would have adverse effects on the ability of publishers to monetize quality content. This creates barriers to entry for publishers and would give marketers fewer options for media buys.



[Back to Trends Quadrant](#)

## POTENTIAL IMPACT



## DEGREE OF URGENCY



## FURTHER READING

[The ANA Says Advertisers Are Spending Way Less On MFA – But Programmatic Ain't Fully Transparent Yet](#)

['Made For Advertising' Websites Are The Marketing Industry's Latest Messy Situation](#)

[Which Media Types Are Most Vulnerable to Ad Fraud?](#)

[The ANA is Planning a Programmatic Benchmarking Service](#)

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