

DECEMBER 2024

# RESELLER'S EDGE

# 2025 RETAIL TREND PREDICTIONS

pg.6 Powerful Noise-cancelling Headphones

pg.7 New Surface Copilot+ PCs

pg.8 5 Retail Trends for 2025

# TABLE OF CONTENTS

- 3 Top Sellers
- 4 Factoids
- 5 What to focus on in 2025
- 6 Sony
- 7 Microsoft
- 8 5 Retail Trends for 2025
- 9 Skullcandy

- 1** **Skullcandy Jib In-Ear Bud w/Mic**  
DSC# 117614 | ESRP \$14.06
- 2** **Roaring Spring Blue Examination Book**  
DSC# 89035 | ESRP \$0.66
- 3** **BIC Xtra Precision Mechanical Pencil**  
DSC# 74061 | ESRP \$4.97
- 4** **Duracell Coppertop Alkaline AA Batteries**  
DSC# 56104 | ESRP \$10.44
- 5** **Five Star 1-Subject 100 Sheet Notebook**  
DSC# 64613 | ESRP \$12.79
- 6** **Mead Index Card White 3x5in 100Ct Bulk Ruled**  
DSC# 64865 | ESRP \$3.36
- 7** **OnHand Dual USB Wall Charger**  
DSC# 125677 | ESRP \$14.04
- 8** **Pilot G2 Retractable Gel Pen**  
DSC# 59238 | ESRP \$3.80
- 9** **Sharpie Permanent Marker Black Fine**  
DSC# 56215 | ESRP \$2.80
- 10** **Sony Wireless Noise-Cancelling Headphones**  
DSC# 157277 | ESRP \$562.80



# TOP SELLERS

**Today's consumers** move across digital, physical, virtual, and social platforms while seamlessly switching from browsing, researching, and buying.

Retailers will need to **create more seamless omnichannel shopping experiences** by leveraging in-store digital to enhance the experience, testing next-gen technology like shoppable videos, and getting real customer feedback.

**YouTube** is more likely than other video and social media platforms to meet Gen Z's top shopping needs, whether they're making a quick decision for an **impulse buy or need guidance and trustworthy information** for a more considered purchase.

**Younger shoppers are 2X to 3X as likely** to have shopped using emerging media such as social media, virtual try-ons, or video live-streams.

**At least 70%** of people say they are willing to continue buying from companies that increase their prices if they feel valued as a customer.

Gen Z is nearly **30% of the total global population**, and it's predicted that they'll make up about 27% of the workforce by 2025.

Online marketplaces will account for **45% to 50% of online spending** by 2025.

Gen Z is the first generation **fully raised in a digital world**, spending more time online than any other. And their spending power is growing.

**Gen Z and millennial consumers** are twice as likely as older shoppers to state that watching an online video was their most influential shopping activity.

**73% of shoppers** expect brands to understand their unique needs and expectations.

# FACTOIDS

**Source:** [Think with Google](#)

# WHAT TO FOCUS ON IN 2025 →



## Experiential Retail

Focus on providing unique, memorable experiences that cannot be replicated online. This could include interactive displays, events, workshops, and personalized services that engage customers on a deeper level.



## Health and Wellness

There is a consumer awareness of physical and mental wellbeing that will continue to grow in 2025. Focus on stocking products that cater to health and wellness.



## Sustainability and Ethical Shopping

Consumers will increasingly demand transparency regarding the environmental and ethical impact of their purchases. Focus on adopting more sustainable practices and offering more eco-friendly product options.



**SONY**<sup>®</sup>

# Industry-Leading Noise-canceling Headphones

Sony WH-1000XM5

## ***Industry-leading noise cancellation***

Sony's best noise-canceling technology gets even better.

## ***Extraordinary sound quality***

Awe-inspiring audio quality delivered directly to you.

## ***Crystal clear call quality***

With Precise Voice Pickup Technology, calls come in crystal clear.

## ***All day listening for the day ahead***

Ultra-comfortable, lightweight design made for all day listening.



# Built to do the impossible

## New Copilot+ PCs from Surface

### Get it done, fast

Not just faster. Smarter. The AI-accelerated Surface Laptop 7th Edition, a Copilot+ PC, puts next-generation performance and Copilot experiences at your fingertips so you can work, play, and create without limits.

### Built to do the impossible

The most flexible, most powerful 2-in-1 out there. With AI-accelerated Copilot experiences and features built to keep you on the go, Surface Pro 11th Edition, a Copilot+ PC, is a laptop reimaged.

### The ultimate pro keyboard for unrivaled flexibility

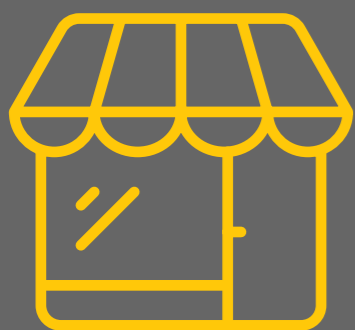
Unrivaled flexibility comes in the perfect pair—Surface Slim Pen stores and recharges in the premium Surface Pro Flex Keyboard designed to be used either attached to your Surface Pro for the ultimate laptop set-up or detached as a standalone keyboard for a new level of flexibility. The new Copilot key brings the power of AI to your fingertips.

\*Accessories sold separately.





# RETAIL TRENDS FOR 2025



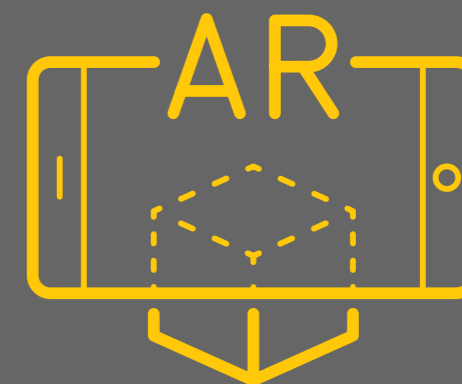
## Enhanced Omnichannel Experience

Retailers will continue to integrate online and offline experiences, offering seamless shopping across various platforms.



## Growth of Subscription Services

Subscription models will continue to grow, providing consumers with regular deliveries of curated products. This model will expand beyond traditional categories like beauty and food to include a wider range of goods and services.



## Augmented Reality (AR) and Virtual Reality (VR)

AR and VR technologies will become more widespread, allowing customers to virtually try on clothing, visualize furniture in their homes, and experience products in a more immersive way before purchasing.



## Social Commerce

Social media platforms will become even more integral to the shopping experience, with increased integration of shopping features. Influencer marketing and shoppable posts will drive sales directly from social media platforms.



## Flexible Payment Options

Payment innovations such as buy now, pay later (BNPL) services, cryptocurrency payments, and other flexible financing options will become more common, catering to consumers' diverse financial needs.





# MAXIMUM FUN PUSH PLAY ACTIVE

Push Play Active is built for any active lifestyle, any weather, and any condition. It shrugs off sweat, water, and even dust and dirt. Secure, low-profile ear hangers keep the buds comfortably in place, no matter how hard you play, and 34 hours of play time means Push Play Active won't quit until you do.





**Stay up to date on educational  
trends by following us on social media**