

DECEMBER 2024

RESELLER'S EDGE

2025 RETAIL TREND PREDICTIONS

pg.8-9 Create with next-level power

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1 TI-30XIIS Scientific Calculator
DSC# 10017 | SRP \$17.00

2 Skullcandy Jib In-Ear Bud w/Mic
DSC# 117614 | SRP \$9.99

3 Roaring Spring Blue Examination Book
DSC# 89035 | SRP \$0.47

4 3M Soft Chemical Splash and Impact Safety Goggles
DSC# 143235 | SRP \$6.85

5 BIC Xtra Precision Mechanical Pencil
DSC# 74061 | SRP \$3.53

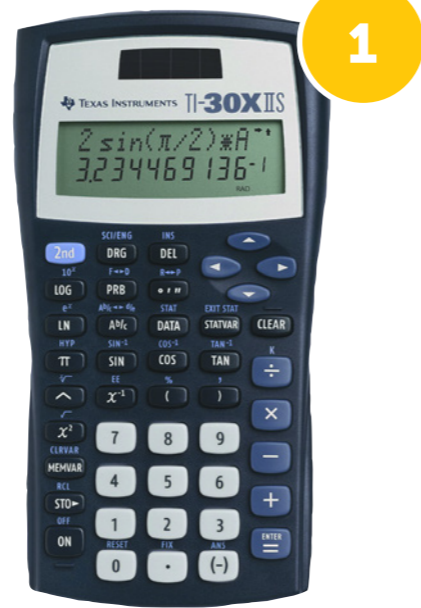
6 Duracell Coppertop Alkaline AA Batteries
DSC# 56104 | SRP \$7.42

7 Five Star 1-Subject 100 Sheet Notebook
DSC# 64613 | SRP \$9.09

8 Encon Veratti 900 Safety Goggles
DSC# 155995 | SRP \$20.35

9 Scotch Packaging Tape with Dispenser
DSC# 58444 | SRP \$4.68

10 OnHand Dual USB Wall Charger
DSC# 125677 | SRP \$9.98



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.





MUSIC WITHOUT THE NOISE

JBL Tune 670NC headphones feature renowned JBL Pure Bass sound—the same that powers the most famous music venues all around the world. The Adaptive Noise Cancelling means zero distractions when it's time to focus on studies—or get a groove on. And if users want to hear the world around them without removing their headphones, Ambient Aware and TalkThru sharpen the sounds of their surroundings or voices.

COMPARE PRODUCTS »



PRODUCT COMPARISON



JBL TUNE 670NC



JBL TUNE 660NC

SRP	\$99.95	\$199.95
Battery Maximum Play Time (hours)	70	50
Adaptive Noise Cancelling	✓	✓
Ambient Aware	✓	✓
TalkThru	✓	✓
JBL Pure Bass Sound	✓	
Voice Assistant Integration	✓	✓
Foldable	✓	

Find an Inspiron Right for You

Stock up on Student Favorites



Inspiron 15 3520

A classic choice, the Inspiron 15 3520 continues to be chosen by students because they experience responsive yet quiet performance thanks to the 12th generation Intel® Core™ processors combined with PCIe SSD options.



Inspiron 14 5440

Students continue to come back to the Inspiron 14 5440 because of the portability and productivity of the latest Intel® Core™ processors along with Intel® Graphics.

DELL Technologies

Create with next-level power

Inspiron 16 Plus

Maximize students' influence with a performance-focused machine. Unleash their creativity with 13th Gen Intel® Core™ H-series processors as they rapidly multitask and switch apps with ease. Get 50% more bandwidth while using the latest generation of memory.





Calculate in Style

with TI-30XIIS™ scientific calculators

This fundamental, two-line calculator combines statistics and advanced scientific functions for math and science and is allowed on exams. A student staple that is now available in fun, vibrant colors!

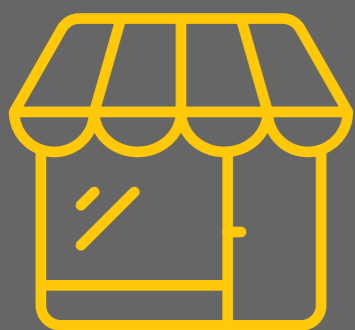
Key features:

- Two-line display
- Fraction features
- Conversions
- Basic scientific and trigonometric functions
- Edit, cut and paste entries
- Solar and battery powered
- One- and two-variable statistics





RETAIL TRENDS FOR 2025



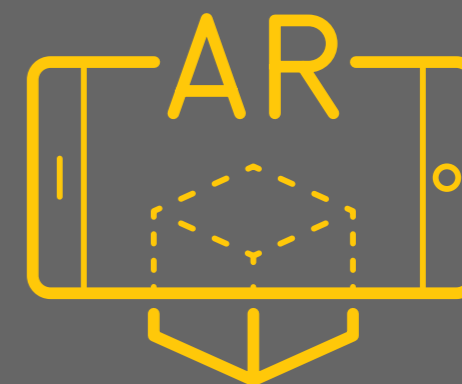
Enhanced Omnichannel Experience

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.

SONY[®]

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.





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.





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trends by following us on social media**