



**E-COMMERCE IN**

**2025**

**A TRADEBYTE  
REPORT**



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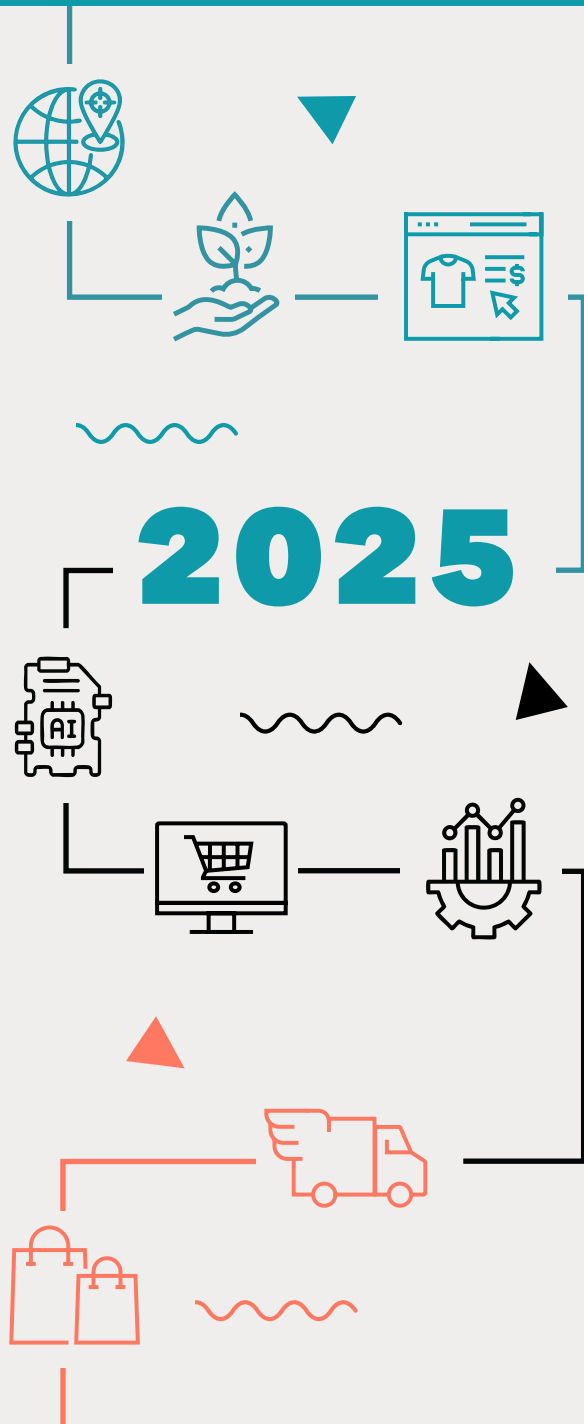
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# **THE STATE OF E-COMMERCE IN 2025**

# THE STATE OF E-COMMERCE IN 2025



It's 2025, and we're back with our third edition of the Tradebyte Report, exploring the key opportunities, challenges, and trends shaping fashion and lifestyle e-commerce this year.

With retail e-commerce revenues set to exceed €500 billion, Europe remains a global leader in online trade, just behind China and the U.S. (*Businesswire, 2024*). But growth comes with challenges. Consumers demand seamless, hyper-personalised experiences, while AI and automation continue to reshape operations and customer engagement. Social commerce is opening new revenue streams, and businesses must balance sustainability with profitability. At the same time, supply chain disruptions add another layer of difficulty to market expansion.

Particularly in the fashion and lifestyle industry, success in 2025 requires **agility, innovation, and a data-driven approach.**

## WANT TO GIVE YOUR E-COMMERCE STRATEGY THE EXTRA EDGE?

We've gathered insights, backed by Tradebyte's data, to help refine your approach, boost performance, and uncover new market opportunities.



# WHAT TO FOCUS ON IN 2025

# UNLOCK THE POWER OF DATA AND ANALYTICS IN FASHION AND LIFESTYLE E-COMMERCE

Success in fashion and lifestyle e-commerce isn't just about selling more. Leveraging data and analytics effectively enables brands and marketplaces to forecast demand, reduce churn, and optimise performance. Whether it's understanding customer behaviour or improving profitability, data and analytics hold the key to staying competitive in a fast-moving landscape.

## 01

### BENCHMARKING FOR STRATEGIC DIRECTION

**How do you measure up?** Benchmarking isn't just about comparison, it's about knowing where you stand and where you can improve. By analysing industry standards, competitor performance, and internal trends, brands and marketplaces can uncover opportunities, set clear goals, and refine their strategies. After more than 15 years of working closely with these challenges, we know that the biggest hurdle is often reliable data. Having the right insights can make all the difference in making informed, strategic decisions with confidence.





## 02

### ADAPTING WITH REAL-TIME ANALYTICS

**E-commerce moves fast, and the ability to react in real time is crucial.** Whether it's adjusting pricing, managing inventory, or enhancing customer experiences, real-time data enables fashion brands and marketplaces to respond quickly to changes. With clear visibility across categories and articles, companies can make informed decisions quickly, adapting to market changes and keeping their strategies on track.



## 03

### BOOSTING CUSTOMER LIFETIME VALUE

**Retaining customers is just as crucial as acquiring new ones.** Data-driven retention strategies help identify high-value segments, personalise experiences, and drive long-term loyalty. The ability to track performance in real time makes all the difference, helping teams act on opportunities and address challenges before they impact results. This is where clear, reliable data becomes invaluable.

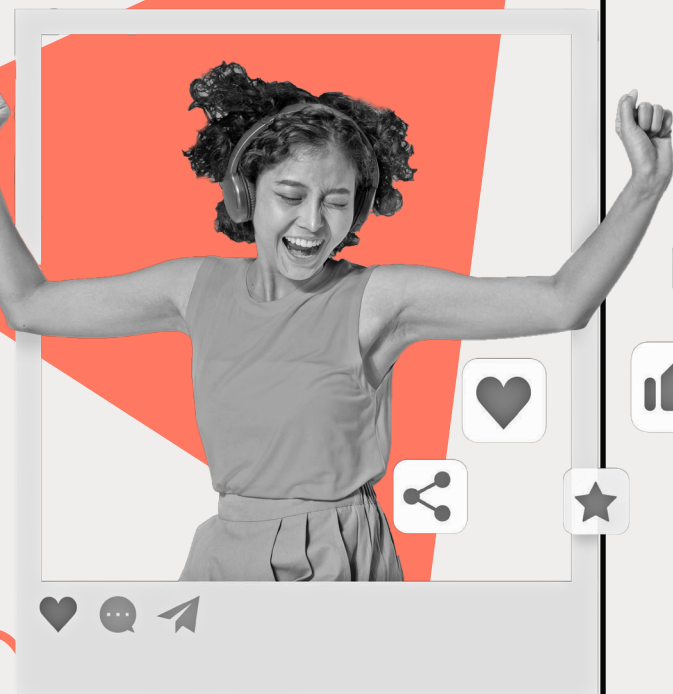
# SOCIAL COMMERCE: A MIX OF COMMUNITY, CONTENT AND COMMERCE

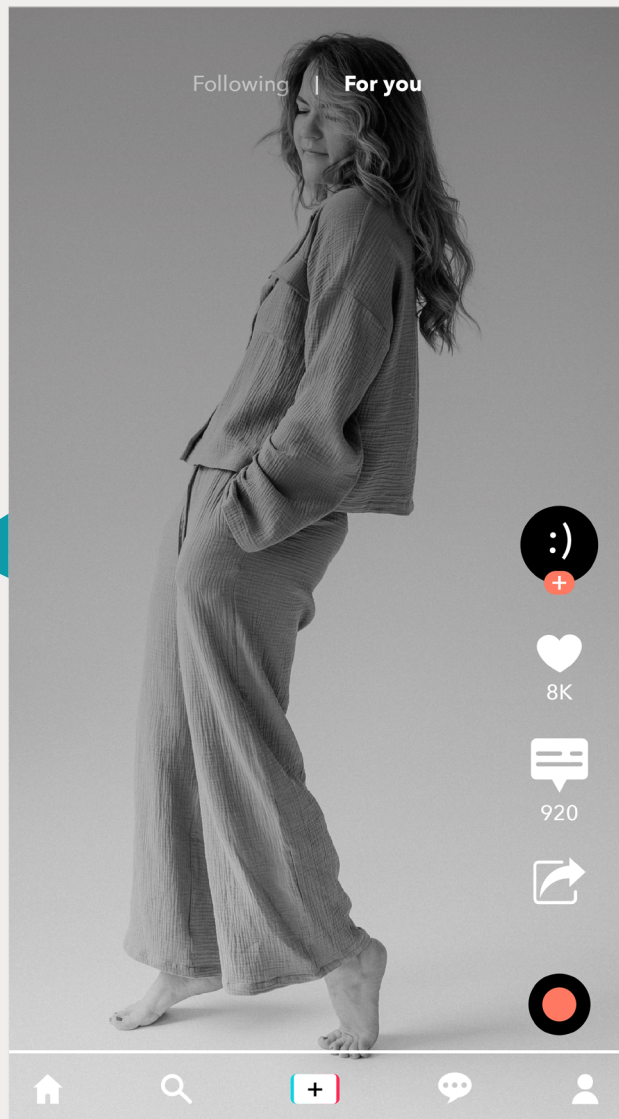
Social commerce is transforming online shopping, merging the best of social media, marketplaces, and e-commerce into one dynamic ecosystem. With 67% of consumers using social media to discover new brands, social commerce revenues in Europe hit \$33 billion in 2024 and are set to grow to \$48 billion by 2028. For fashion brands and marketplaces, staying ahead of this shift means focusing on authenticity, innovation, and a smooth shopping experience. When the journey remains smooth and consistent across platforms, customers are more likely to complete their purchases, fostering loyalty and driving repeat sales.

## SHOPPABLE POSTS

## INSPIRATION THAT DRIVES INSTANT BUYS

**Social media isn't just about scrolling anymore, it's now a key part of the shopping journey.** Shoppable posts make it easier for customers to go from discovery to checkout in just a few clicks, helping e-commerce businesses convert curiosity into sales. With social commerce projected to account for **20% of total global e-commerce sales by 2025** (Statista, 2024), the opportunity for fashion brands and marketplaces is massive.





## **TikTok Shop**

TikTok Shop is setting the bar for how content, community, and commerce come together.

As Tradebyte partners, we've seen that selling on TikTok is more than just being present; it's about crafting a strategy that fits how users discover and shop. For brands, this means going beyond traditional marketplace integration methods and creating a tailored approach that taps into the power of social influence and instant shopping.



**SOCIAL COMMERCE IS BECOMING A CORNERSTONE OF GROWTH, WITH THE GLOBAL SOCIAL COMMERCE MARKET SIZE EXPECTED TO REACH \$1.2 TRILLION BY 2025.**

(MCKINSEY, 2024)

# UNLOCKING NEW MARKETS: THE POWER OF EXPANSION

Expanding into new markets isn't just about crossing borders, it's about understanding where demand is growing and how to tap into it effectively. While the US market presents fresh opportunities, our data analysts at Tradebyte have looked into our data and found that Europe continues to see impressive momentum.



## 61%

YoY GMV increase  
- Eastern Europe -

**LEADING COUNTRIES:**

*Romania  
Croatia  
Poland*

BASED ON OUR OWN DATA



## +14%

YoY GMV increase  
- Western & Central Europe -

**LEADING THE WAY AT +27%:**

*Austria  
Spain*



## +16%

YoY GMV increase  
- The Nordic Region -

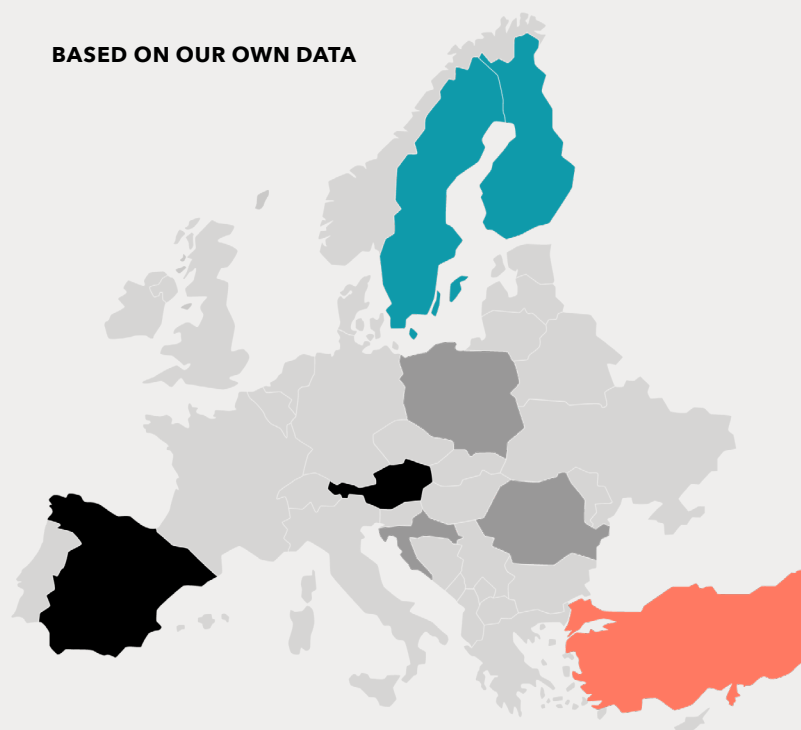
**LEADING THE WAY AT +18%:**

*Sweden  
Finland*



## \$10B+

Total exports by 2025  
- Turkey\* -



\* Turkey aims to increase its e-export share in total exports to 10% by 2025, with a target of over \$10 billion in e-exports in 2025 and up to \$37.5 billion in the next five years. HURRIYETDAILYNEWS.COM)

**CROSS-BORDER E-COMMERCE**

**BREAKING GEOGRAPHICAL BARRIERS**

**Expanding internationally into new markets requires balancing global reach with local relevance.** Marketplaces offer a streamlined entry by providing infrastructure and audience access, but brands still need to localise pricing, product selection, and messaging to connect with regional preferences. Logistics remains a key challenge, from navigating shipping complexities to ensuring compliance with local regulations. That's where strong fulfilment partnerships make all the difference.

**TRADEBYTE'S EXPERTISE IN MARKET GROWTH****DATA-DRIVEN INSIGHTS**

As e-commerce evolves, strategies like Marketplace Fulfillment are becoming increasingly important. According to our experts at Tradebyte, this method has shown a solid **26% YoY GMV increase**, helping brands manage supply chain challenges and expand efficiently. Eastern Europe, in particular, saw strong growth (+57%) in this area, with Marketplace Fulfillment representing 72% of the region's GMV.



Finding the right fulfilment setup plays a key role in managing supply chain challenges, streamlining logistics, and optimising costs. For example, with 12 fulfilment centres, 20 return hubs, and over 40 local carrier partnerships, our partner **ZEOS** streamlines logistics and shipping, optimising product placement, managing inventory, and reducing costs. In key markets like DACH, France, and Italy, this enables smoother cross-border expansion while keeping costs under control.

# BEYOND BORDERS: EXPANDING INTO NEW CUSTOMER SEGMENTS

Expansion isn't just geographical; it's also about tapping into new customer segments. A data-driven approach ensures brands and marketplaces don't just reach new audiences but connect with them in ways that drive lasting growth.

## EMERGING SECTORS ON THE RISE

## LUXURY AND BEAUTY

Tapping into sectors like luxury and beauty presents significant growth opportunities for online sales, but success hinges on understanding their unique dynamics.

Luxury consumers expect exclusivity and high-end experiences, while beauty shoppers seek innovation and personalisation to match their individual needs. Marketplaces provide brands with a scalable entry point, enabling them to reach new audiences without the complexities of direct distribution. However, brands must balance marketplace reach with tailored brand experiences to foster deeper connections and loyalty.

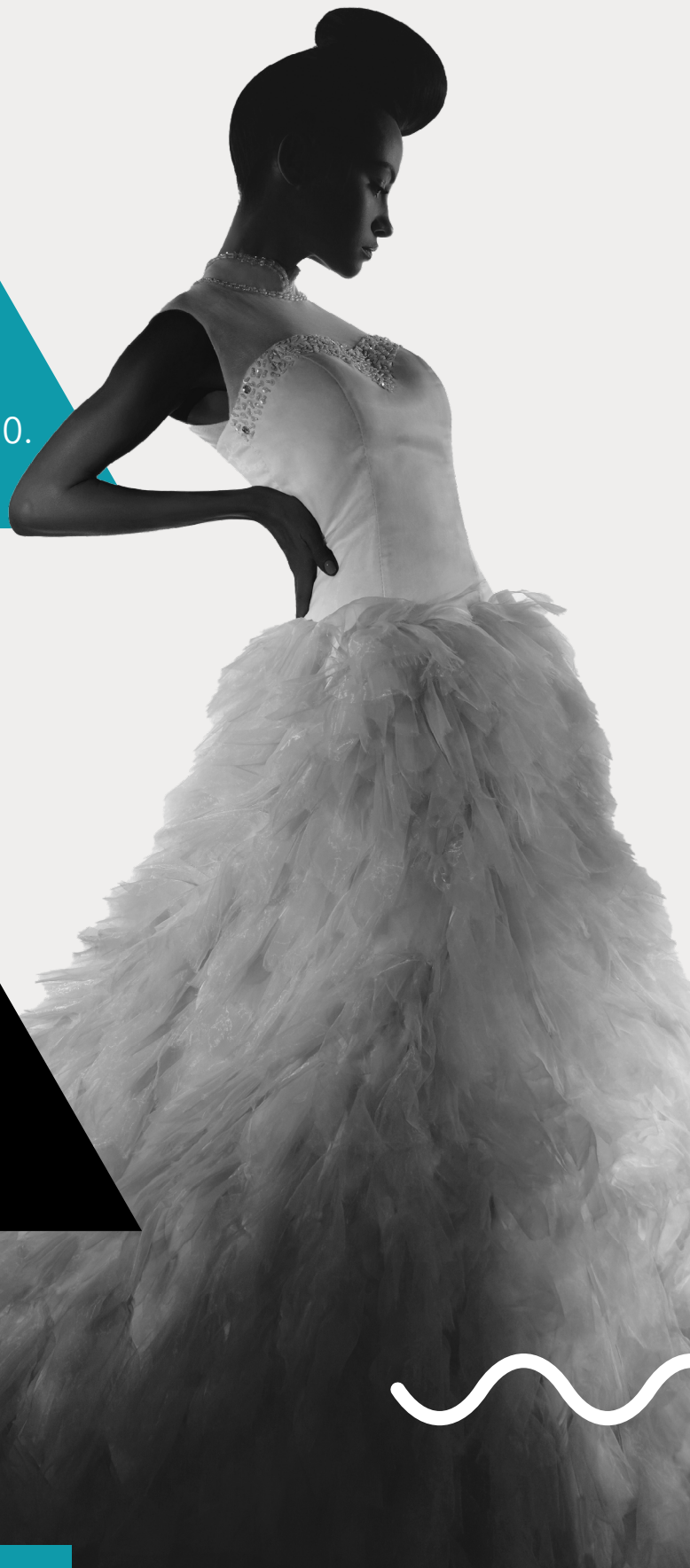




For luxury, markets like **India, Eastern Europe, the US, Japan, and the UK** remain dominant, with India's luxury market projected to more than triple to \$200 billion by 2030. (Forbes India, 2024)



In beauty, the industry is projected to exceed \$650 billion in revenue by 2025, with **skincare** leading the market and accounting for 40% of total revenue. (Electro IQ, 2024)



# SUSTAINABILITY FOR A GREENER E-COMMERCE FUTURE

PwC's 2024 Voice of Consumer survey reveals that consumers are willing to pay an average of 9.7% more for sustainably produced or sourced products. With 85% of consumers acknowledging the disruptive effects of climate change, many are actively opting for eco-conscious choices, with 46% purchasing more sustainably to reduce their environmental impact.

## BUYING & SELLING OF PRE-OWNED GOODS ON THE RISE

As highlighted in last year's report, re-commerce (the practice of selling second-hand goods) continues to gain momentum. This trend is becoming a key strategy for fashion brands and marketplaces to foster sustainability and minimise overstock. As consumer demand for sustainable products grows, **re-commerce marketplaces are growing 20 times faster than the broader retail market**, reflecting a shift towards more conscious consumption. For brands, partnering with re-commerce platforms can extend the life of their products and enhance their sustainability credentials.



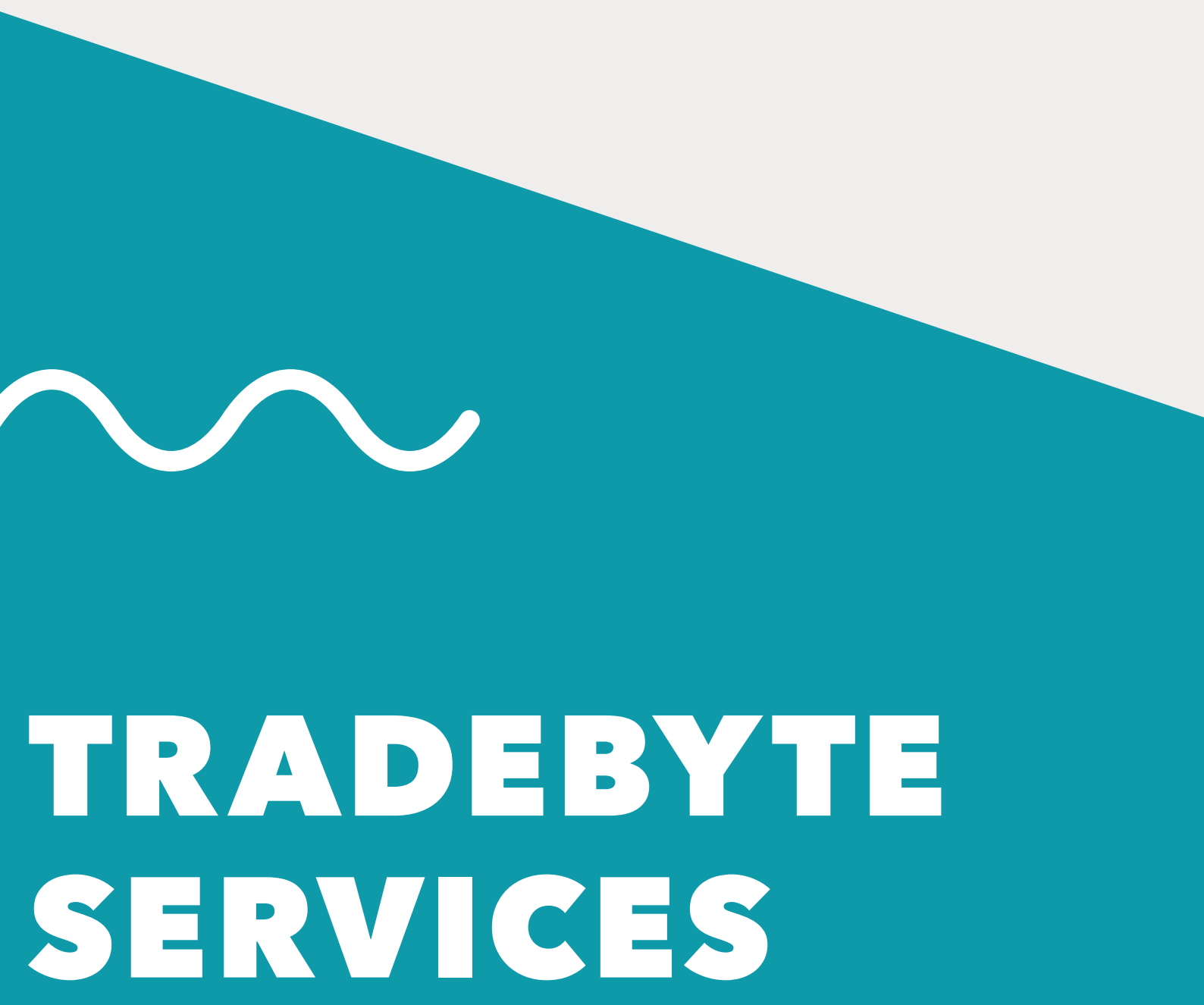
**GREEN LOGISTICS** **CONNECTING SUSTAINABILITY WITH SUPPLY CHAIN**

Logistics is a major contributor to global emissions, accounting for approximately 17% of total emissions worldwide, second only to the power sector (Statista). As a result, fashion brands and marketplaces must prioritise sustainable logistics to reduce their carbon footprints. This includes adopting cleaner transportation methods, optimising packaging, and working with fulfilment partners who share these sustainability goals. With stricter emission regulations and growing corporate green initiatives, there is a strong push towards reducing supply chain emissions and complying with environmental standards.



**AS PER (MCKINSEY, 2024) THE GLOBAL MARKET FOR SUSTAINABLE FASHION IS PROJECTED TO REACH \$9.81 BILLION BY 2025, GROWING AT A CAGR OF 10%.**

**THIS GROWTH IS DRIVEN BY INCREASING CONSUMER DEMAND FOR ECO-FRIENDLY PRODUCTS AND A SHIFT TOWARDS MORE SUSTAINABLE PRODUCTION PRACTICES. FOR BRANDS AND MARKETPLACES, STAYING AHEAD OF THIS TREND WILL BE CRITICAL FOR LONG-TERM SUCCESS.**



# TRADEBYTE SERVICES

# TRADEBYTE SERVICES

E-commerce moves fast, and we're here to help you keep up and stay ahead. At Tradebyte, we're more than just a service provider, we're your partner in turning challenges into opportunities. From optimising your processes to scaling your growth, we empower you to make smart, data-backed decisions that drive success.

With a network of 1,000+ brands, 90+ retailers, and 30+ partners across Europe, we provide expertise in e-commerce, logistics, fulfilment, and data optimisation.



Our suite of tools and tailored solutions is designed to meet your unique needs, and if you're looking for something truly bespoke, we're all ears. Let's chat and create the perfect solution for you!

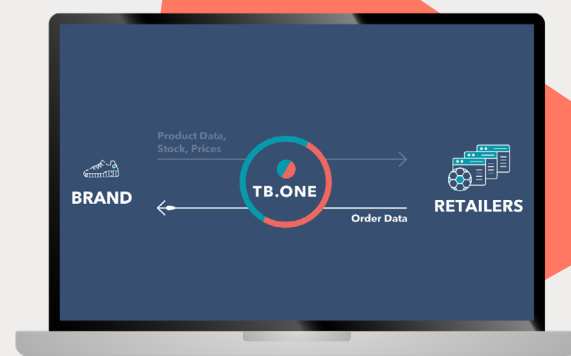


**OUR SOFTWARE SOLUTIONS  
STREAMLINE OPERATIONS**

**TB.One** empowers brands to centralise and analyse their data, managing everything from integrations and pricing to stock and orders. It simplifies marketplace distribution, ensuring efficient operations and optimised performance. Brands like [Marc O'Polo achieved 20 go-lives in just 9 months](#) with the platform.

**Marc O'Polo**

EST. IN STOCKHOLM

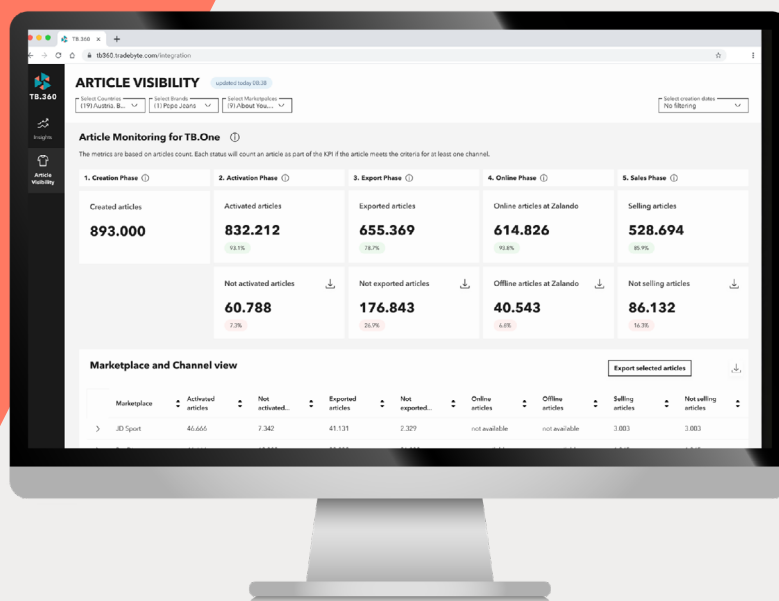


**TB.Market** enables retailers to expand their brand portfolio, maintain a centralised data hub, and manage e-commerce activities seamlessly, creating a scalable, effortless approach to assortment management and business growth. Just look at [how About You reached millions of customers across 25 EMEA countries with just one integration.](#)

**ABOUT YOU<sup>®</sup>**



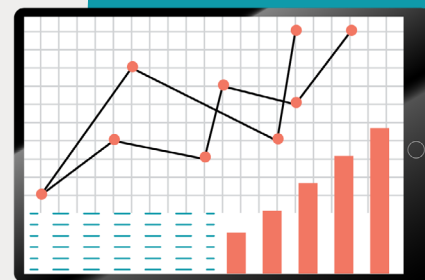
Success starts with understanding your business inside out, and that's exactly what **TB.360** delivers. TB.360 provides valuable insights into sales performance, order trends, product effectiveness, channel breakdowns, and article visibility, helping you stay on top of every aspect of your business.



## COMING SOON

## PREMIUM INSIGHTS

Launching soon, **Premium Insights** will provide deeper data to refine strategies and anticipate trends. Features include category and article data, onboarding KPIs, customer experience insights, competitor benchmarking, and API integration, **all built on 15 years of data from Europe's top fashion brands.**



## TB.MARKETING SERVICES

## SUCCESS ON MARKETPLACES STARTS WITH VISIBILITY



**TB.Marketing Services** ensures your products reach the right audience at the right time, driving growth and maximising performance.

Our expertise spans Zalando, Amazon, Otto Market, About You, bol.com, and Kaufland, helping brands optimise campaigns, track results in real time, and stay ahead in a competitive landscape.



**GET IN TOUCH  
WITH US!**

**CLICK HERE**



**LET'S  
CONNECT**