

Executive Research Report

Market trends in 2025

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As we approach 2025, businesses must be aware of the emerging market trends that will shape their operations and strategies. According to recent research, several key trends are expected to dominate the market landscape.

Firstly, digital transformation will continue to be a crucial factor in business success. Companies that have embedded digital transformation into their core operations will gain efficiency and agility, enabling them to react faster to customer expectations and market shifts (Kalam, 2025) [1]. Moreover, businesses that integrate multilingual chat support, localized digital platforms, and region-specific content strategies will be able to build authentic engagement with customers across borders, leading to long-term market presence.

The use of Artificial Intelligence (AI) is also expected to be a major trend in 2025. Businesses will leverage AI for predictive analytics, decision-making, and operational efficiency, potentially reshaping customer experience (Quantive, 2025) [4]. In fact, 50% of businesses already state that AI helps them offer 24/7 customer support (Quantive, 2025) [4]. The blending of AI, multilingual support, and skilled human teams will consistently outperform competitors in efficiency, innovation, and customer satisfaction (Kalam, 2025) [1].

In the marketing sphere, trends in 2025 will be characterized by a focus on customer strategy and digital media. According to Deloitte Digital, marketing trends will be driven by the need for businesses to craft tailored strategies using advanced analytics (Deloitte Digital, 2025) [2]. GWI also highlights the importance of understanding marketing trends, including the

role of social media and independent creators in shaping consumer behavior (GWI, 2025) [3].

The digital media landscape is also expected to undergo significant changes in 2025. Top studios are spending more than ever to produce content for their services, but video content is increasingly being produced by independent creators and consumed on social platforms (Deloitte Insights, 2025) [5]. The costs of producing and distributing TV and films continue to rise, while revenue generation has decreased, highlighting the need for businesses to adapt to these changes.

In conclusion, the market trends in 2025 will be shaped by digital transformation, AI, and changing consumer behavior. Businesses that are able to adapt to these trends and leverage them to their advantage will be well-positioned for success.

Sources

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