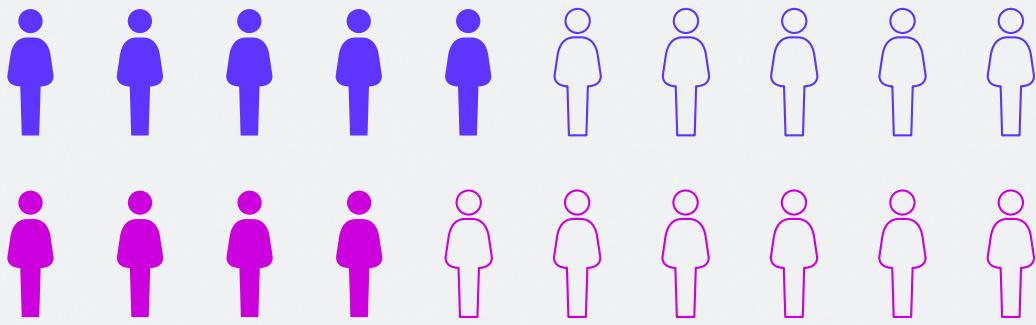


# 5 Game-Changing AI Trends for Global Retail Marketers

## 1 Omnichannel Matters

**65%** of marketers believe AI is essential for fully leveraging their customer data to achieve their business goals.

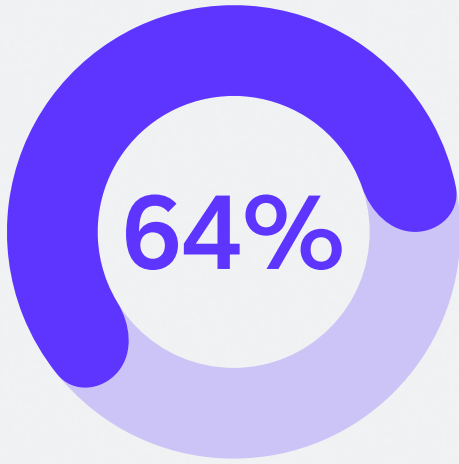


**48%** of shoppers would support brands bringing more AI into the buying experience,

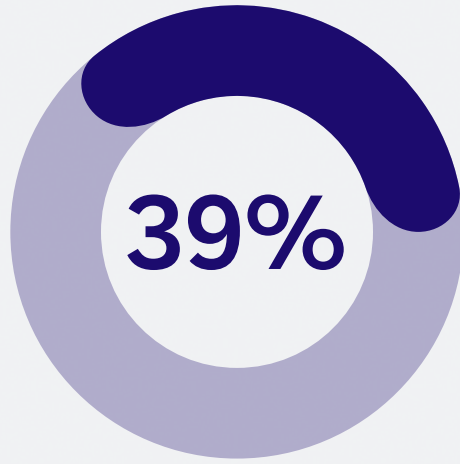
**Pro tip:** Unify customer data across your business, improve IT efficiencies, and deliver more personalized retail experiences.

[Learn more](#) →

## 2 The Strategy Shift is On



of marketers have saved time by using AI to launch a marketing campaign



of shoppers report a positive impact of AI on their retail experience

**Pro tip:** Focus on how AI can impact strategic retail goals that build trust and convert campaigns faster.

[Learn more](#) →

## 3 Personalization is Still a Gap

**Pro tip:** Start by analyzing the shopper lifecycle and see what data you have access to and where there are gaps.

[Learn more](#) →



**79%** of marketers are fully or partly using AI to personalize content and campaigns

**24%** of shoppers believe brands personalize content to their needs

## 4 Investment is Accelerating

**64%** of marketers will invest more in AI to boost customer engagement in 2025

**58%** of marketers have seen an increase in customer loyalty since the adoption of AI into their campaigns

**Pro tip:** Harness AI to identify which shopper lifecycle stage can offer the best current and future revenue opportunity.

[Learn more](#) →

## 5 Data Privacy is a Priority

**63%** of shoppers are not confident in the data privacy of AI

**64%** of marketers believe they offer consumers enough value in exchange for their data

**Pro tip:** Use progressive profiling to collect rich shopper insights across multiple touchpoints like SMS, email, and your website.

[Learn more](#) →

Opinium surveyed 10,00 general respondents and 1,250 marketers in the United Kingdom, United States, Germany, Taiwan, and United Arab Emirates.



**Ready to go deeper?**

Download the full “**AI in Retail Global Report: Advancing in the Engagement Era**” to unlock more insights and practical tips.

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