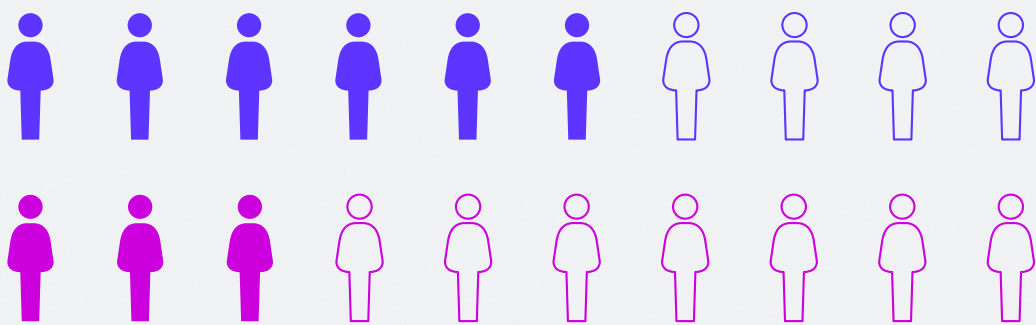


5 Game-Changing AI Trends for Retail Marketers in the United Kingdom

1 Omnichannel Matters

60% of marketers believe AI is essential for fully leveraging their customer data to achieve their business goals

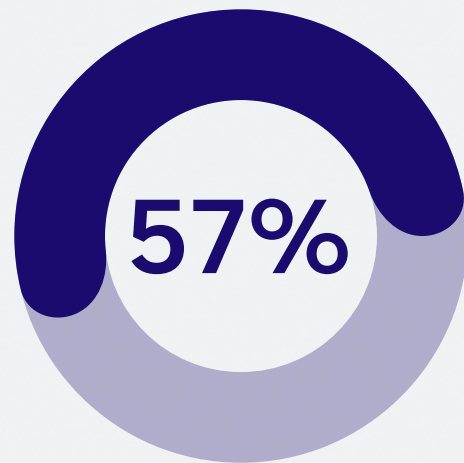


34% of shoppers would support brands bringing more AI into the buying experience

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

19% of shoppers believe brands personalize content to their needs

4 Investment is Accelerating

63% of marketers will invest more in AI to boost customer engagement in 2025

49% 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

76% of shoppers are not confident in the data privacy of AI

62% 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](#) →

About this research: Opinium surveyed 2,000 general respondents and 250 marketers in the United Kingdom.



Ready to go deeper?

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

About this research: Opinium surveyed 2,000 general respondents and 250 marketers in the UK.

[Download Full Report](#)