

MARKETING TRENDS

2025

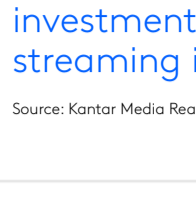
1 The voyage to total video

Over the past decade, smart TVs have become mainstream, and the choice between broadcast and streaming TV has become invisible to viewers. Broadcast TV still dominates reach, yet 50% of people say most of their TV watching is streaming, according to TGI 2024 data. And marketers are struggling to figure out how to place their TV advertising.

The solution is diversity. People value individuality and variety more in this fragmented media landscape: viewing habits differ across different demographics and geographies. Many people still watch broadcast TV, while consumers in some markets prefer Subscription Video on Demand (SVOD) over Ad-Based Video on Demand (AVOD),

and vice versa. Marketers who take these nuances into account will be successful in 2025.

The journey towards total video is a balancing act. While a net 8% of marketers globally are planning to decrease their investment in broadcast TV in 2025, a net 55% are planning to increase their investment in TV streaming, according to Kantar's Media Reactions 2024. The heavy investment that has gone into broadcast TV advertising will continue to be spread across the TV portfolio, and further into video advertising as platforms like YouTube re-join TV bodies like BARB in the UK. It is key for marketers to test and learn what the right video mix is for their brand and for different objectives.



A net **55%** of marketers globally are planning to increase their investment in TV streaming in 2025

Source: Kantar Media Reactions 2024

How Kantar can help

Kantar can help you measure your overall campaign performance, each channel contribution to brand-building, and channels synergies enabling you to deliver the most cost-effective results.

2 Social media needs to up its game

Marketers' understanding of attention is evolving, with a greater emphasis on the quality of engagement, as it has the most impact on creative effectiveness. In Kantar's Media Reactions 2024, 31% of people globally claim that ads in social media platforms capture their attention, which is a marked decrease over last year's 43%.

Previous debate has centred on the idea of an attention deficit in younger audiences, but this disenchantment is experienced by all generations. People have grown accustomed to the dynamic social media landscape, and the bar is rising for what captures their attention.

In 2025, attention will need to be earned continuously and consistently, and brands can't settle with 'suited for platform' with instead, they need to stand out.

The way to distinctiveness is not one size fits all. As our Media Reactions data shows, humour is the highest ad receptivity driver for Gen X and Boomers, Gen Y is equally receptive to humour and good music, and for Gen Z, music stands out. Creative innovation will be key. This could take the form of visual theatre, experimenting with camera shots, cuts, and bringing in new ways of telling an old story. Ads need to be so well conceived and made that viewers derive instant meaning.

2023

43%

2024

31%

of people say that ads in social platforms capture their attention

Source: Kantar Media Reactions 2024

How Kantar can help

LINK+ on Kantar Marketplace is the fast and most flexible solution, giving you the power to create strong ads that will increase sales impact and build brand value.

3 Safety first: Generative AI has to reassure marketers

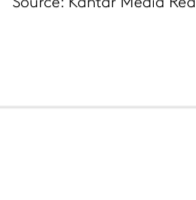
The conversation around Generative AI continues, with new capabilities and claims emerging daily. This is a challenge for marketers who need to know where best to deploy Generative AI, to understand its impact, and what to watch out for.

We predict that in 2025 marketers will pay more attention to data provenance. And there will be more need for transparency in consumer-facing uses of Generative AI, which may come from consumers.

Positivity towards GenAI among marketers is growing: 68% are positive towards it, and 59% excited about the

application of AI to ads (Kantar Media Reactions 2024). But there are watchouts about lack of transparency: 36% of marketers don't think they or their teams have the skills required, and 44% say they can tell if an ad has used AI. Meanwhile, 43% of consumers say that they don't trust ads that are AI-generated.

Whether using GenAI to generate insights or for content asset creation, marketers need to know that the training data the models are based on are trustworthy, relevant, and reliable over time. Marketers need to make crucial data-led investment decisions, so they must be assured by their providers about data provenance.



36% of marketers don't think they or their teams have the skills required to leverage AI

Source: Kantar Media Reactions 2024

How Kantar can help

Artificial Intelligence is not just a trend, it's rapidly reshaping the marketing landscape. Kantar has a suite of AI solutions, from innovation to creative, to help you fuel better insights and accelerate your marketing impact.

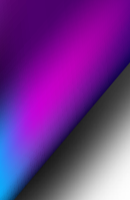
4 Sustainability and marketing must merge

In 2025, we will see a ramp-up in sustainability legislation in major economies that accelerates the corporate ESG (Environmental, Social, and Governance) agenda. In addition, 93% of consumers globally say they want to live a more sustainable lifestyle. This will force businesses to see sustainability as a risk and opportunity. So far, marketers have performed poorly in integrating sustainability effectively, creating meaningfully different propositions and communications that resonate with consumers.

Despite what seems like the well-intentioned failure of sustainability marketing, analysis of Kantar's BrandZ data suggests that sustainability already contributes \$193B to the value

of the world's top 100 brands. Kantar's Worldpanel data projects the continued growth of the most sustainably active consumer segments from 22% in 2023, to a conservative estimate of 29% by 2030. Marketers are equally keen globally 94% say that their sustainability agendas need to be more ambitious (Sustainable Marketing 2030).

As PepsiCo International Foods' EVP and Chief Consumer and Marketing Officer and Chief Growth Officer Jane Wakely says, "Sustainability can't be a marketing agenda. It has got to be a company-wide agenda, where marketing's job is to find the authentic connection to make things relevant to the consumer and turn sustainability initiatives into growth drivers."



Sustainability contributes

\$193B

to the value of the world's top 100 brands

Source: Kantar BrandZ

How Kantar can help

Our Sustainability Practice brings together expertise and solutions from across Kantar to support brands in the definition, activation, and measurement of powerful sustainability strategies. Our solutions and expertise across strategy, innovation and activation deliver the insights brands need to open new spaces, overcome the Value-Action gap to be more present and deliver engaging activations that will predispose more people.

5 Brands tap into creator communities

Communities are thriving in new ways. Today creators, rather than brands, are building those communities and aiming to establish trust. Goldman Sachs estimates that in 2024 the creator economy is a \$250 billion industry and could reach \$480 billion by 2027.

The tight-knit communities that creators bring together, whether about parenting, sports, beauty, or anything else, hold a great deal of power for brands to Predispose More People, and can drive equity and love with future audiences. Kantar's Creator Digest reveals that creator-led content in the US is a strong differentiator for brands, exceeding US benchmarks in brand distinction by 4.85x.

Creators that have an authentic voice will be a key way to reach audiences and establish trust with consumers in 2025.

Collaboration is fundamental: brands need to align creator-led content with their larger strategy to generate resonance across channels. Not all content creators are competing for the dollar; platform experience, clout, and longevity are also important considerations. Understanding content creators' evolving choices is vital for platforms aiming to grow their user base and ad revenue.



In US, creator-led content exceeds benchmarks in brand distinction by **4.85x**

Source: Kantar's Creators Economy report

How Kantar can help

Kantar's Digital Analytics (DX) helps you better understand the latest trends through a range of online and digital marketing data, such as search and social media data. We codify them into meaningful signals that brands can tap into to answer their business questions and drive their brand growth.

6 Woke and definitely not broke: The inclusion imperative

For years, marketers have underestimated inclusion as a strategic lever for growth, despite mounting evidence of its impact.

In a connected world shaped by demographic shifts, inclusivity will continue to rise in importance as we see more people caring about it. According to Kantar's Brand Inclusion Index 2024, the perception of a brand's diversity and inclusion efforts influences buying decisions among almost 8 in 10 people worldwide, especially among Gen Z and Millennials, LGBTQ+ communities, people with thinking and learning differences, and people with disabilities.

Diversity, fairness, and inclusion are also more important to high-growth yet

underserved populations: 89% deem it important in emerging economies compared to 71% in developed markets.

Additionally, UN data says that by 2050, 1 in 4 people in the world is expected to be African. This 'Africanisation' of the world presents a unique opportunity for brands to connect with diverse audiences seeking inclusivity and authentic representation.

A generational shift has opened the door to a wider range of identities, while also creating a new culture that expects everyone to be welcomed and understood. In 2025, brands will need to embrace the inclusion imperative as more than just a box to tick, to Predispose More People for future brand growth.



8 in 10 people worldwide are influenced by diversity and inclusion in their buying decisions

Source: Kantar's Brand Inclusion Index

How Kantar can help

Kantar generates growth by including across four key pillars including inclusion insights, metrics, marketing and innovation. We also recently launched the most inclusive market research study to date, the Brand Inclusion Index, that reveals how underrepresented groups perceive your brand compared to competitors, how to close inclusion gaps and best in class industry practices.

7 The puzzle of slowing population growth

Population growth is one way for categories to grow penetration, which makes slowing growth a threat: fewer people mean fewer shoppers. Global population growth is now under one percent annually, well below the 1963 peak. Projections are one-half percent growth at mid-century, and negative growth by this century's end. Slowing growth is true across geographies - with a few countries' populations already declining.

Holding market share might get easier, as slower growth means that fewer new shoppers are needed each year to stay even. But growth will get harder. Kantar's Worldpanel data shows that brands are 5x more likely to grow if their categories are growing. And there are other compression

forces at play. Young people are marrying later, having children later, living in smaller households. Declining fertility means lower-spending older shoppers will comprise more of the marketplace. On the upside, smaller households mean more total households.

Faced with slowing population growth, brands will need to get up to speed immediately to leverage the growth accelerators identified in Kantar's Blueprint for Brand Growth: Predispose More People, especially since no brand has moved out its penetration potential; Be More Present, especially in high-growth or underserved pockets, new occasions and premiumisation.



5x

chances of growth if your category is growing

Source: Kantar Worldpanel data

How Kantar can help

With the largest consumer panel in the world, Kantar Worldpanel understands brands and retail dynamics and where it matters. Our experts and solutions measure what matters, when it matters and where it matters.

8 Stretching the limits of innovation

We see more brands stretching to reach new pockets of innovation for incremental growth. Examples include Oreo and Ferrero pivoting to ice cream products to grow their occasion coverage, and Oral B investigating more ways to expand their presence in the bathroom. The most radical end of the spectrum is exemplified by Samsung stretching beyond its category boundaries into 'extra mile' convenience stores in the US. In 2025 we will see more brands radically stretching their boundaries.

Although it is imperative for larger brands that can't easily grow in other ways, successfully stretching via innovation

is never simple; incrementality comes with risk. Radically stretching into new territories must be undertaken with an understanding of the overall opportunity.

We know that our Blueprint for Brand Growth holds that brands that Find New Space double their chances of growth. Brands with high penetration and strong probability of growth in the future (Future Power) have momentum to reimagine what their purpose can be, and can stretch into new spaces to open new revenue streams.

2x

chance of growth if you can find new uses for your range

Source: Kantar's Blueprint for Brand Growth 2024

How Kantar can help

Identifying and nurturing the right concepts is key to innovation success. Kantar ConceptEvaluate helps you screen concepts in as few as 24 hours, with double the accuracy of traditional approaches, so you can accelerate and optimise concept development.

9 Retail media networks are evolving

Retail Media Networks (RMN) encompass sophisticated retailer-operated digital advertising platforms that allow brands to reach highly targeted audiences through personalised ads on retailer websites, apps, and even in-store digital displays. And with that, they play a key role in helping brands Be More Present with consumers.

Studies show that retail media will account for almost one-quarter of all US media ad spend in 2028. RMN's first-party data enables precise targeting and personalised marketing. This means an opportunity to leverage detailed consumer insights to optimise ad spend and improve campaign effectiveness. In 2025, we see RMNs becoming full-funnel marketing assets specifically for CPG brands - they are not just a short-term play. Kantar Media Reactions 2024 shows that 41% of marketers

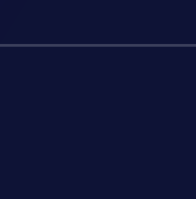
globally are planning to increase their advertising investment in retail media in 2025.

A few suggestions to take full advantage of RMNs:

-Collaborate with retailers to analyse their first-party data, allowing for more targeted and relevant advertising.

-Tailor creative content to align with the specific consumer segments identified through RMN data.

-Be transparent about the key challenges holding back more RMN investments, including improved data access, specific media measurement needs, alignment on time frames, and the ability to drive brand equity.



41% of marketers globally are planning to increase their advertising investment in retail media in 2025

Source: Kantar Media Reactions 2024

How Kantar can help

Kantar has an extensive offer to help you understand how your brand performs in different contexts. Uncover which aspects of your creative are impacting brand lift, so you can adjust campaigns in flight.

About Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

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