

Marketplaces, social commerce gain traction with global shoppers

Article



Shoppers worldwide are flocking to online marketplaces and [social commerce](#) for convenience, variety, and competitive pricing. While price remains key, brand trust is becoming a major factor in certain markets. As these platforms drive discovery and sales, brands must adapt to stay competitive.

Here are three ways digital shopping habits are evolving among consumers worldwide.

Consumers turn to marketplaces for convenience, product selection

Over two-thirds (68.1%) of global digital shoppers bought from a marketplace like [Amazon](#), Walmart, or Mercado Libre in the past year, according to our “[Global Shopper Survey 2025](#)” report.

"Marketplaces are doing really well because they offer convenience, competitive pricing, and a vast selection of products," said our analyst Carina Perkins. "Consumers want value, and marketplaces allow them to compare products easily and often get free or fast shipping."

Marketplaces are also playing a bigger role in search and discovery.

- 20.5% of global shoppers say they typically begin their search for new products on a marketplace, according to the report.
- Shoppers in China (36.3%), India (30.1%), and the UAE (24.9%) are most likely to start their product search on a marketplace.

More consumers are shopping on social

Some 30.9% of consumers worldwide made a purchase on a [social media](#) platform in the past 12 months, per the report.

- Meta is the top platform for social commerce. A fifth (20.1%) of global consumers have bought something on Facebook Marketplace, 16% on Facebook, and 16% from Instagram.
- [TikTok](#), YouTube, and Pinterest are popular shopping destinations, too, with TikTok being the top social shopping platform in the UK.

While China leads in social commerce adoption, other markets are catching up fast.

"It's interesting to see how social media is evolving from being a discovery channel to a full-fledged commerce platform," said Perkins.

Price matters most, but trust is important, too

Price is the biggest factor influencing purchasing decisions for 35.5% of consumers worldwide, per the report.

- Trust in brands is a significant driver, especially in China (49.4%), India (32.1%), and the UAE (27.1%).
- This means that while discounts and competitive pricing are critical, building strong brand credibility is equally important.

“For shoppers in the UAE, a trusted brand is actually higher than price in terms of their top purchase considerations,” said Perkins. “Which shows why brands and [retailers](#) need to understand the specific nuances in their markets.”

The bottom line: Over half (55%) of global purchases are happening online, according to the report. In an increasingly crowded landscape, brands must:

- **Diversify sales channels.** A presence on marketplaces, [direct-to-consumer](#) (D2C) channels, and social commerce platforms ensures you meet shoppers where they are.
- **Enhance the digital shopping experience.** “The retail landscape is more competitive than ever,” said Perkins. “Even small changes—like showcasing [buy now, pay later](#) (BNPL) options earlier in the purchase journey or optimizing product pages for search—can make a significant impact.”
- **Invest in trust and engagement.** Consumers are drawn to brands they trust. Utilize user-generated content, detailed product descriptions, and demo videos to build credibility.

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