



Inside Live Shopping

Trends, insights, and strategies
shaping the next era of commerce



Welcome to the retail revolution

Live Shopping isn't just trending—it's transforming retail as we know it. Once a niche experiment in China, it's now a global phenomenon that's driving billions in revenue, reshaping how consumers discover and buy products, and setting a new standard for engagement across digital channels.

This report explores how markets in Europe and North America are catching up fast, with case studies revealing jaw-dropping results—like 200% sales increases in under an hour and product return rates as low as 1%. It highlights emerging patterns, such as mid-week primetime dominance, the growing preference for Facebook and Instagram over TikTok Shop, and the rise of “Live Shopping Experts” as a legitimate job title.

Whether you're a seasoned pro or just getting started, this guide is packed with strategic insights, survey data, and practical steps to help you stay ahead of the curve. If you're not already investing in Live Shopping, you might be leaving serious revenue—and customer loyalty—on the table.

The future of e-commerce is live. Let's dive in.



How it all started

Live Shopping originated in China and has become a significant component of the country's e-commerce landscape. The concept began gaining traction in 2016 when platforms like Taobao Live, operated by Alibaba, introduced live streaming features that allowed sellers to showcase products in real-time, interact with viewers, and facilitate immediate purchases¹.

This innovative approach quickly resonated with consumers, blending entertainment with shopping convenience. As of December 2023, around 597 million people have used live commerce in China, accounting for nearly 55% of the total internet users². We anticipate that 2024 and 2025 numbers will be even higher.

Such rapid adoption underscores China's pioneering role in integrating live streaming with e-commerce, setting a model that has inspired similar initiatives worldwide.

In 2025, sales through social platforms are projected to make up approximately 17% of total global online sales and are forecasted to reach nearly \$700 billion

Global phenomenon

Live Shopping, which seamlessly blends real-time streaming with e-commerce, has seen significant global adoption beyond its origins in China.

For example, in the United States, sales from live and social commerce reached an estimated \$50 billion in 2023, with platforms like Facebook, Instagram, and YouTube integrating Live Shopping features to cater to this growing trend.

Moreover, projections show that by 2026, revenue from live online shopping is expected to increase by 36%, accounting for over five percent of total e-commerce sales in the US³.

In Southeast Asia, countries like Indonesia, Thailand, and Vietnam are witnessing a surge in live commerce activities, driven by the popularity of platforms such as **Shopee** and **Lazada**. These platforms offer Live Shopping events that attract large audiences and generate significant sales, combining entertainment with shopping to captivate consumers.

Overall, the global live and social commerce market is flourishing. In 2025, sales through social platforms are projected to make up approximately 17% of total global online sales and are forecasted to reach nearly \$700 billion⁴. Even more growth lies ahead, with a projected compound annual growth rate (CAGR) of 32.0% from 2024 to 2030, highlighting its increasing impact on the retail landscape worldwide⁵.

Understanding Live Shopping:

A glimpse into the terminology

Live Shopping has emerged as a revolutionary way of engaging consumers, but it's often referred to by various terms. Understanding these different names helps in grasping the concept's full depth and significance.

Live Commerce: This term describes the combination of live video streaming and e-commerce. Brands utilize platforms to host live events where products are showcased, allowing real-time interaction with viewers. This approach strengthens consumer engagement and fosters a sense of community. The distinguishing feature is that the content is “live.”

Video Commerce: This emerging term encapsulates the broader phenomenon of using video content to drive sales. It includes not only live streaming but also pre-recorded video content where products are showcased and linked to purchasing options, supporting an engaging shopping experience across various video platforms.

Live Selling: This term is another synonym for Live Shopping, primarily used among influencers and small businesses. It focuses on the act of selling during a live interaction, often creating a unique experience for buyers who feel more connected to the seller.

Interactive Shopping: This term highlights the interactive aspects of the shopping experience. It conveys that consumers are not just passive viewers but active participants in the selling process, asking questions and engaging with the brand's representatives.

Social Shopping: While broader in scope, social shopping incorporates Live Shopping as a facet. It focuses on the social elements of purchasing products, such as recommendations from influencers or peer feedback, often leveraging platforms like Instagram and Facebook. This also implies that the shopping takes place directly on a social media platform, integrating the purchasing experience with social interactions.

Shoppable Live Streams: Often used interchangeably with Live Shopping, shoppable live streams emphasize the ability to purchase products directly during a live broadcast. This name highlights the convenience and immediate action that viewers can take while watching. What sets this term apart is the focus on “streaming” or broadcasting.

The evolution: While these terms have subtle differences, they all stem from the same “tree”—the desire to create an immersive, engaging shopping experience that blends entertainment with commerce.

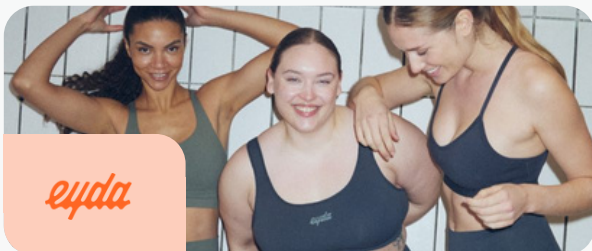
As technology evolves and digital platforms continue to innovate, the terminology may expand, but the core essence of Live Shopping remains consistent: fostering a deeper connection between brands and consumers in a dynamic way.



Live Shopping expands to Europe

Not to be outdone by the rest of the world, Europe has also embraced Live Shopping, experiencing an 86% increase in livestream shoppers as brands rapidly adopt this interactive sales approach⁶. The success of Live Shopping in Asia has influenced the continent, including major e-commerce markets like the UK, which are exploring live streaming as a global opportunity for brands and retailers. With growing consumer engagement and impressive results, Live Shopping is quickly becoming a key component of digital retail strategies across Europe.

Danish sportswear brand **EYDA's** Live Shopping events exemplify the power of the format, driving a **200% sales increase** in just one hour and **75% new customer growth** compared to typical performance.



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sales increase

75%
new customer growth

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Similarly, **Flying Tiger Copenhagen's** inaugural Live Shopping event to UK audiences attracted over **3,200 viewers** and **2,300 comments** in one hour, exemplifying the massive engagement and success this relatively new sales format offers.



3,200
viewers

2,300
comments



Live Shopping gains traction in the DACH region

In Germany, Live Shopping is experiencing steady growth. According to a recent study by Simon Kucher, 40% of respondents participated in a Live Shopping event in 2024, and 50% of Live Shopping participants have already participated in Live Shopping events several times.

While still trailing behind China's dominance in the sector, German retailers are increasingly integrating live commerce into their sales strategies.

Social media platforms play a crucial role in Live Shopping adoption, with 56% of consumers engaging via networks like TikTok and Instagram, compared to 35% who prefer brand websites. Younger consumers, particularly those aged 18-34, are driving this trend, with over 60% of them having participated in a TikTok Live Shopping event.

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Germans are known for being pretty careful about jumping on new trends. But once they get into something, they usually nail it and end up leading the pack. Right now, we're seeing a big boom, with Social Commerce popping up all over the place

Alexander Lischke
Managing Director at Bellbyrd

Fashion and electronics dominate as the most popular product categories, with 51% of male consumers favoring electronics and 40% of female consumers leaning towards fashion. Market leaders such as Zalando, MediaMarkt, and Amazon have been quick to capitalize on this behavior, integrating Live Shopping experiences into their platforms⁷.

According to Alexander Lischke, Founder and Managing Director at the Live Shopping production company, Bellbyrd, "Germans are known for being pretty careful about jumping on new trends. But once they get into something, they usually nail it and end up leading the pack. Right now, we're seeing a big boom, with Social Commerce popping up all over the place."

40%

of Germans have already participated in Live Shopping

Despite some consumer hesitation, offers and discounts remain a strong motivator for participation, with 34% of German shoppers attending Live Shopping events in search of exclusive deals⁸. As more retailers experiment with interactive and real-time commerce, Germany is positioning itself as a key European player in Live Shopping, adapting its traditional e-commerce approach to embrace a more engaging and community-driven model.

Live Shopping is captivating customers in the United Kingdom

In the United Kingdom, Live Shopping is revolutionizing the retail sector by merging the convenience of e-commerce with the interactive nature of social media. This innovative approach allows brands to showcase products dynamically, respond to questions in real-time, and offer time-limited promotions to inspire urgency. As a result, the customer journey is streamlined, accelerating awareness, consideration, and conversion in one seamless flow. The numbers speak for themselves—conversion rates can reach up to 60%, which is 20 times higher than traditional e-commerce.

UK-based plus-size fashion retailer **Curv'it'icious** has transformed its sales strategy by hosting 4-5 Live Shopping events weekly, resulting in over **£750,000 in sales within two years**. Each event attracts 50 to 300 live viewers and garners between **500 to 3,000 comments**, making Live Shopping their primary revenue generator.



£750K

in sales within two years

500 - 3,000
comments

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This is the transformational power Sprii can bring to British retail. Our technology, expertise, and hands-on approach can provide strategic and practical guidance at every step of the Live Shopping journey

Steven Hubbard

Non-Executive Director at Sprii

TikTok capitalized on this trend by launching its Live Shopping experience (TikTok Shop) in the UK in December 2021. Brands and retailers were quick to jump on the trend with over 200,000 businesses utilizing the feature, including prominent brands like Sweaty Betty, Karen Millen, L'Oreal, and Nivea⁹.

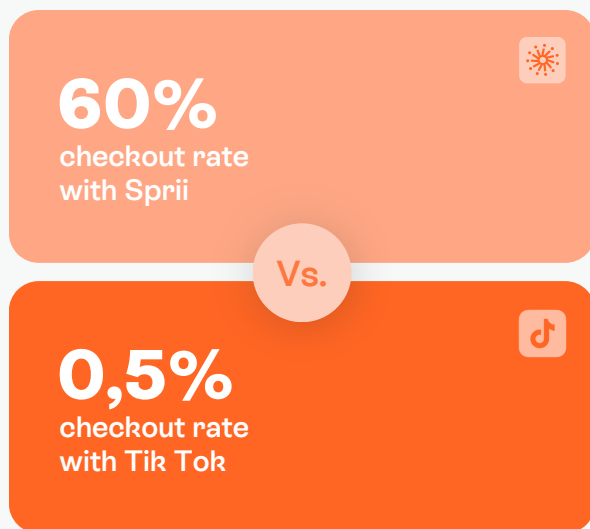
25%

of UK shoppers have
purchased a product during
a Live Shopping event¹⁰

However, as TikTok's future in the UK remains uncertain due to ongoing security concerns and potential regulatory actions, brands and retailers are increasingly exploring alternative platforms like Instagram and Facebook to continue engaging consumers through Live Shopping.

TikTok Shop vs. Live Shopping on Facebook & Instagram

Despite TikTok's rapid rise in Live Shopping, Facebook and Instagram remain powerful platforms for brands looking to engage and convert shoppers. Meta's combined audience of nearly 3.5 billion users far surpasses TikTok's nearly 2 billion, offering a broader reach across multiple demographics. While TikTok's younger audience (41% under 24) drives impulse purchases, Facebook and Instagram cater to a wider age range with higher purchasing power, leading to a checkout rate of up to 60% on Sprii (compared to TikTok Shop's 0.5%).



Higher Average Order Value (AOV) is another key advantage, with Meta transactions averaging £50-75, compared to TikTok's low-cost, flash-sale-driven orders of £1-£10. Additionally, brands on Meta retain full data ownership, as transactions happen through external checkouts, unlike TikTok's closed ecosystem.

From a time and effort perspective, Meta also demands less commitment. Successful brands stream for just one hour per week versus TikTok's four or more hours daily. Longer average view times (20-30 minutes vs. TikTok's 15-20 seconds) suggest that Facebook and Instagram audiences are more engaged, making them prime platforms for brand storytelling and community building.

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Lastly, Meta's fewer restrictions, greater customization, and lower commission rates (6-8% on TikTok) allow brands to control their messaging, branding, and profitability more effectively. With these advantages, Instagram and Facebook remain essential channels for Live Shopping, particularly for brands seeking sustainable growth and long-term customer relationships.

As European consumers continue to embrace this interactive form of shopping, retailers are increasingly integrating live commerce into their strategies to meet evolving consumer preferences and stay competitive in the digital age.

Live Shopping is booming in the Nordic countries

Live Shopping is gaining momentum in the Nordic countries, reflecting a broader shift towards interactive and engaging e-commerce experiences. In 2022, approximately one-third of online shoppers in the Nordics purchased products via social platforms¹¹. This trend indicates a growing consumer comfort with interactive and social forms of online shopping, creating a conducive environment for Live Shopping initiatives.

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The Nordic region is at a tipping point. Consumers here are not just ready for Live Shopping—they're embracing it. We're seeing a shift from passive browsing to real-time, interactive shopping experiences. The potential in this region is enormous, and we're just getting started

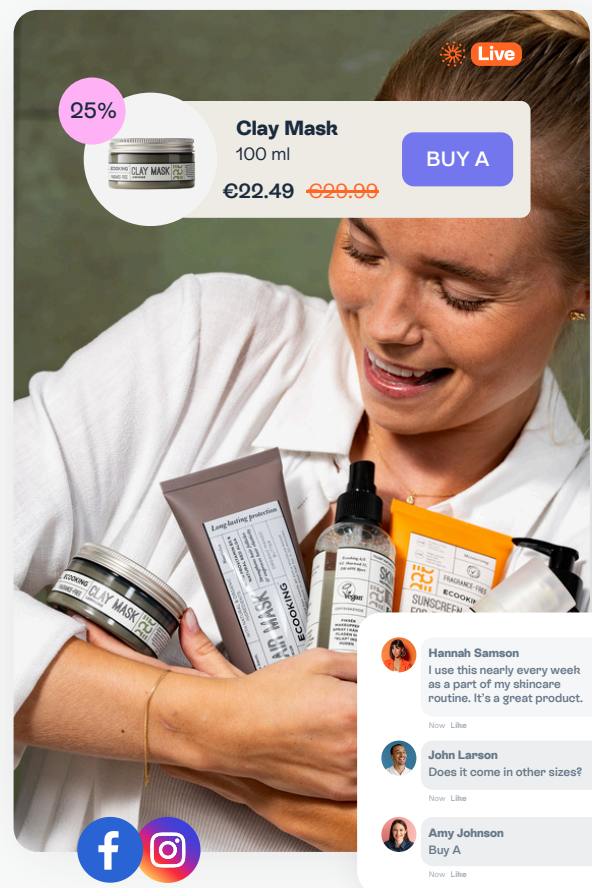
Christian Vester
CEO and Co-Founder at Sprii

As consumers become more accustomed *to interactive and real-time online shopping experiences, retailers have the opportunity to leverage live streaming platforms to enhance customer engagement and drive sales. The existing comfort with social commerce indicates a readiness to embrace Live Shopping as a natural progression in the digital retail evolution.



1 out of 3

online shoppers in the Nordics purchased products via social platforms in 2022



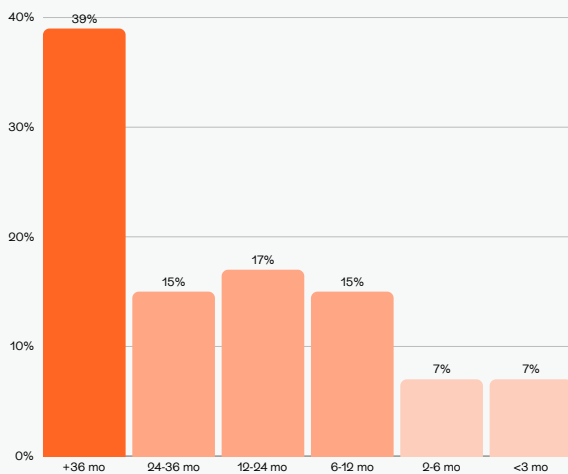


Live Shopping deep dive

At Sprii, we're thrilled to partner with top brands and retailers across an impressive 18 markets, including the vibrant hubs of Denmark, Sweden, Norway, and the United Kingdom. We've delved deep into the world of Live Shopping with our latest survey, uncovering strategic and operational insights that are sure to captivate and revolutionize your approach.

Get ready to feel inspired and motivated by these game-changing insights from our survey!

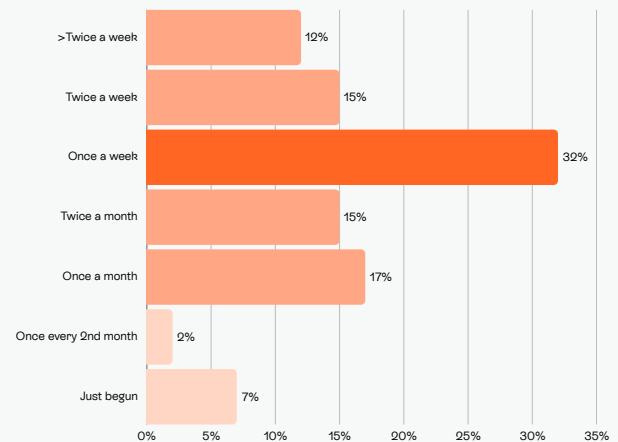




Most businesses stick with Live Shopping once they master it

The people who took our survey are quite knowledgeable about Live Shopping. In fact, 39% have been using it for more than three years, and at least 71% have been engaged in Live Shopping for at least a year. These early adopters have learned how to effectively make the most of this format.

Live Shopping isn't just a new trend anymore; it's become a solid strategy for many businesses. Companies that have been part of this for over three years likely have honed their best practices and developed a loyal following.



Determining how often to go live is a matter of trial and error

Streaming once a week has become the norm in the industry because it helps keep audiences engaged without putting too much pressure on the teams producing them. If a brand has a loyal following and frequently releases new products, it might benefit from streaming 2-3 times a week. However, this approach requires a steady flow of content.

For those new to Live Shopping, starting with monthly or bi-weekly shows is a smart move. You can gradually increase the frequency as you analyze performance data and see how your audience responds.





Wednesday is the most popular day to host your show, but...

Mid-week Live Shopping shows appear to be the most effective at engaging audiences. Brands that do not stream on weekends may be overlooking potential sales from customers with more free time. A mix of weekday and weekend slots could help businesses reach different audience segments.



Prime-time is the most popular time for brands to go live

The most popular time to go live is around 7 PM. Morning and early afternoon slots see significantly less activity, with minimal engagement before noon. Prime-time streaming is the most effective for engagement, likely because audiences are more available in the evening. However, with the rising popularity of Live Shopping, competition for prime-time slots is expected to intensify as brands compete for consumer attention.



7PM

76% go live around 7 PM, as prime-time streaming is the most effective for engagement

Most shows last around 1 hour

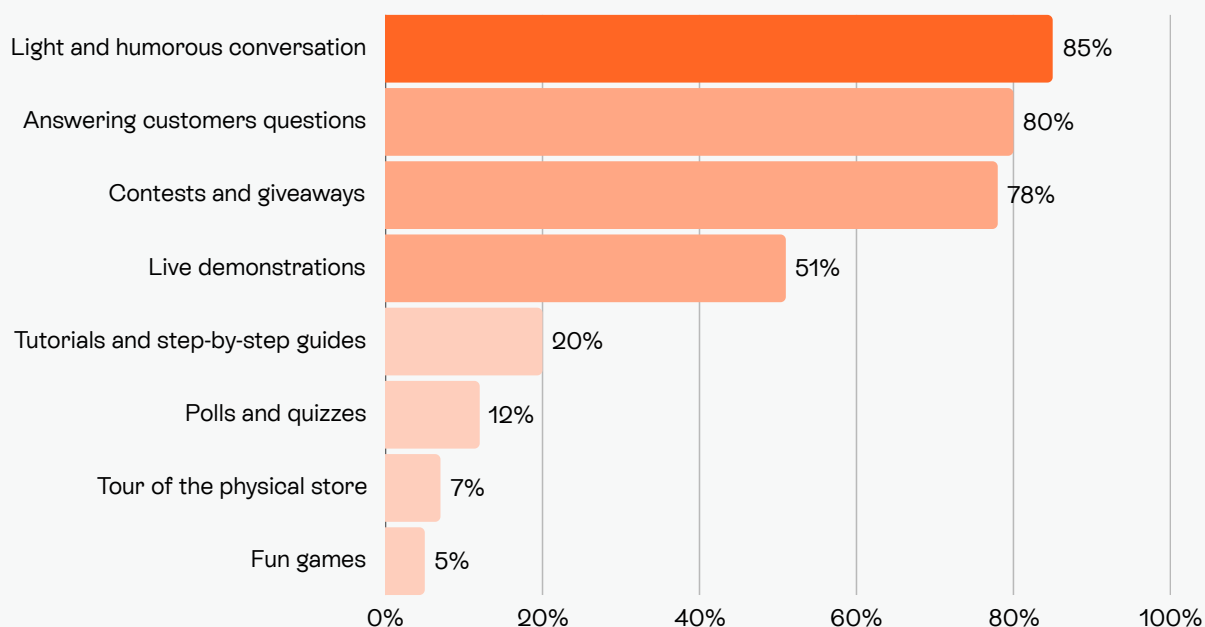
An optimal Live Shopping session typically falls within the 30 to 90 minute range, allowing sufficient time for engagement without overwhelming the audience. Shorter sessions may struggle to drive conversions, while longer ones risk losing the audience's attention. Businesses can test shorter, more frequent sessions or longer, more in-depth showcases based on their audience's engagement patterns.



30-90 min

The ideal length of a Live Shopping show as per Sprii customers





Effective strategies for boosting customer engagement in Live Shopping sessions

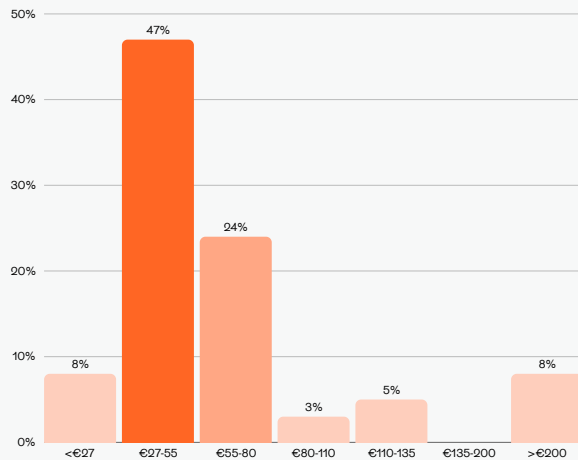
When it comes to engaging customers, light and humorous conversations top the list, making up 85% of the strategies used. This shows that shoppers enjoy a fun and relaxed experience while browsing. Another effective method is answering customer questions, which accounts for 80%. This highlights just how important it is to interact directly and provide real-time feedback to keep the conversation flowing.

Contests and giveaways also play a significant role, with 78% of brands using them to inspire participation. It's clear that adding a little excitement can really boost customer engagement and loyalty! Live demos are crucial too, making up 51%,

especially for products that benefit from visual explanations. Even though customers reported that techniques like tutorials (20%), polls (12%), and store tours (7%) are less common, experimenting with them might open new doors to engagement. For example, several Sprii customers consistently use polls and quizzes in collaboration with contests and giveaways.

To truly captivate your audience, brands should strike a balance between fun and education. This way, shoppers stay engaged and informed all at once. A well-rounded engagement strategy, supported by the right platform, is key to keeping the excitement alive during a Live Shopping session!



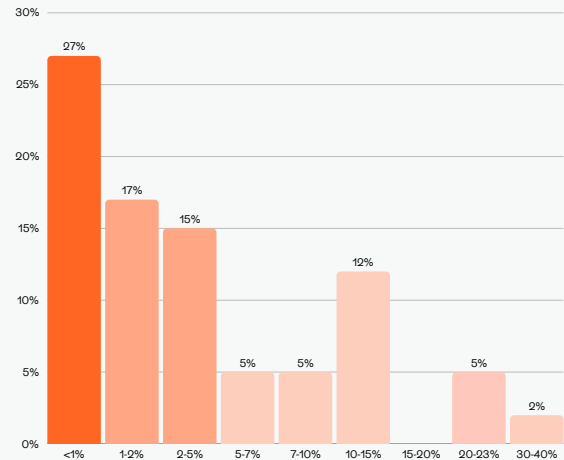


Average order values usually hover around mid-range spending

Live Shopping generally promotes mid-range spending, making it particularly effective for brands in the fashion, beauty, and lifestyle sectors. A noteworthy 71% of respondents indicated that their average order values fall between €27 and €80.

Nonetheless, brands that offer premium products can cultivate trust through meaningful interactions over time, which may result in successful conversions in Live Shopping environments.

Additionally, we frequently notice that bundled offers and time-sensitive upsells play a significant role in boosting average order values over time.

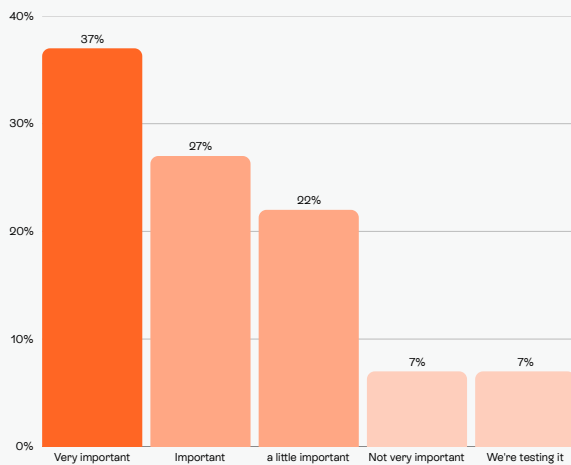


Return rates are low thanks to more intentional purchases

The majority of businesses enjoy return rates below 1%, reflecting strong customer confidence in their purchases. Some companies experience returns between 1% and 5%, which is still relatively low. However, a few outliers may see return rates ranging from 10% to 15% or even higher, suggesting potential issues with product expectations or quality discrepancies.

An exciting feature of Live Shopping is its ability to promote intentional purchasing, contributing to lower return rates. For brands struggling with higher returns, improving product descriptions, showcasing demonstrations, and properly setting customer expectations during live streams can significantly impact outcomes. Additionally, offering exclusive discounts and time-limited promotions can also reduce returns, as customers feel like they're obtaining a special deal!



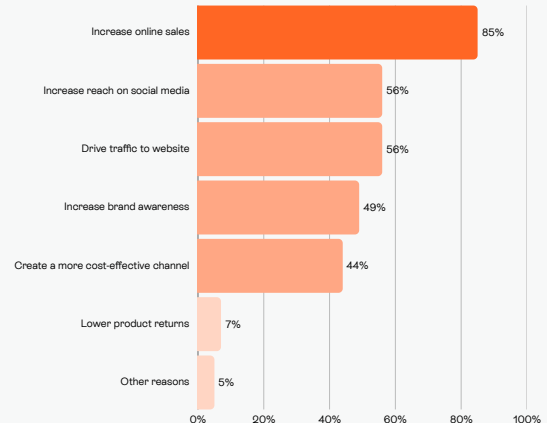


For most, Live Shopping is now core to reaching business goals

Many respondents consider Live Shopping to be a crucial component of their business strategy. This indicates that Live Shopping is increasingly recognized as a vital method for companies to boost their revenue and interact with their customer base.

However, there is still some complexity involved in mastering this approach. Brands may need to adjust their content, refine their presentation format, and develop an effective strategy before fully committing to this platform.

Businesses that have not yet embraced Live Shopping may find themselves at a disadvantage, as their competitors actively engage with consumers in real-time, potentially gaining a competitive edge.



Increased sales is the top motivator, but not the only goal

Live Shopping primarily focuses on driving sales; however, it also offers numerous significant benefits, such as enhancing your brand's visibility and fostering deeper customer engagement. By leveraging this innovative approach, businesses can not only increase their sales but also build a stronger connection with their audience, which is vital in today's competitive market.

For businesses aiming for sustainable growth, it's essential to prioritize audience engagement rather than solely focusing on immediate sales. By creating meaningful interactions with customers, companies can build loyalty and trust. Incorporating social media platforms and utilizing entertaining, interactive content will be crucial for sustaining interest and increasing sales over time.





6 key takeaways from this survey



Live Shopping is a well-established strategy, with numerous businesses having several years of experience



It serves as a high-priority channel for revenue and engagement, as brands focus on sales growth and customer interaction



Return rates are generally low, indicating high purchase intent and customer satisfaction



Influencer collaborations are often underutilized, representing a missed opportunity for many brands



Most sessions last from 30 to 90 minutes, and maintaining a balance between engagement and efficiency is essential



Mid-week evenings (7:00 PM - 8:00 PM) are the optimal times to stream, ensuring peak engagement



Challenges and lessons learned

Consistency is key

Live shopping works best when it's not just a one-time event. Brands should focus on creating regular, strategic series that foster engagement and build communities.

Multi-channel approaches

Many brands find it tough when they depend only on their websites. The most successful strategies blend social media, influencers, and multi-channel marketing to increase traffic and boost sales.

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Bridging the educational gap

Some brands might not have the know-how or means to fully take advantage of Live Shopping. Collaborating with agencies and tech partners can help close this gap.



Predictions for 2025 and beyond

Dedicated social commerce teams will become a thing

Brands will invest in specialized teams to manage Live Shopping strategies, reflecting its growing importance. Companies are now hiring dedicated employees whose sole responsibility is to manage and produce Live Shopping events. More and more job openings for "Live Shopping Experts" are being created, highlighting its increasing significance in retail and e-commerce.

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Retail media will expand to include Live Shopping

Just as brands invest heavily in securing prime shelf space in supermarkets, Live Shopping is poised to become the next battleground for visibility. Forward-thinking brands will compete for premium placement in high-traffic Live Shopping events, recognizing them as the new digital real estate that drives engagement and conversions. Major brands will pay for airtime during popular Live Shopping events, creating new revenue streams for retailers.

Shoppable videos will see a significant uptick

Shoppable videos will become a staple, allowing consumers to shop directly from engaging content at their convenience. Pictures aside, brands and retailers will start using interactive, shoppable videos on their E-commerce websites.

Live Shopping will grow beyond traditional retail

From real estate and travel to sports and non-profit organizations, we continually see Live Shopping being adopted by new and atypical business types. With time, more and more types of businesses will adopt Live Shopping to inspire and educate consumers, expanding its reach beyond traditional retail.





5 actionable steps for Live Shopping success in 2025 and beyond

1

Set clear goals

Start by defining your objectives. Think about what you want to achieve: boosting sales, building a community, or increasing brand awareness

4

Start small and grow

Kick things off with simple equipment—a smartphone, good lighting, and a stable internet connection. You can expand and enhance your setup as you get the hang of things

2

Create strategic plans

Develop a long-term strategy for your Live Shopping series and plan out the details for each individual show

5

Team up with experts

Work together with agencies and tech providers to make the most of your Live Shopping experience

3

Use multiple platforms

To reach more people, stream on different platforms like Facebook, Instagram, and your website

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Customers are 6 times more likely to engage with live video content than with static images



The road ahead

Live Shopping isn't just a trend; it's the future of shopping! With increasing consumer interest, exciting new technologies, and a variety of industry uses, 2025 is going to be a key year. Brands that get on board with this movement will boost their sales and create stronger connections with their customers.

Now is the perfect moment to dive into the Live Shopping experience. The revolution is here—are you ready to be a part of it?

[Learn more](#)