



THE FUTURE OF RETAIL

Navigating 2024 E-commerce: Predictions from 5 industry experts



2024 E-commerce

An insider's view

Introduction

E-commerce never stands still. To stay competitive, retailers must keep a keen eye on emerging trends and predictions.

This eBook offers an 'insider's view' of the e-commerce horizon in 2024 and beyond. It brings together seasoned perspectives from five leading voices at the intersection of retail, digital commerce, and live shopping technology.

Drawing from decades of experience, **Steven Hubbard** anticipates how live shopping will not only complement, but reinvigorate brick-and-mortar retail. He sees huge potential for retailers embracing 'phygital' models.

Ian Rabbidge spotlights the increasing need for partnerships as smaller brands look to hold their own against e-commerce behemoths, and as **Luis Esteban** surveys the scene, he expects live shopping to explode in 2024 amidst intensifying competition for viewers and prime programming real estate.

Krister Karjalainen meanwhile urges retailers to double down on trust and customer experience even as business models shift to hybrid commerce, and **Christian Vester** predicts that authentic commerce will become one of the primary purchasing drivers for consumer brands in this decade, and it will be spearheaded by live shopping.

Together, these experts ultimately all paint a data-rich picture of trends spanning social commerce, retail partnerships, and beyond. These '2024' predictions are a showcase of how forward-leaning brands can continue engaging loyal customers amid new eras of e-commerce.

This eBook is essential reading for retailers aiming to not just survive but thrive.



Corey Morris
CMO at Sprii

Corey Morris

[Table of contents](#)



By Steven Hubbard

Strengthening Conventional Retail: How Live Shopping Boosts, Not Competes

[→ Read article](#)



By Christian Vester

Authentic Commerce: The New Consumer Driver

[→ Read article](#)



By Ian Rabbidge

Partnerships Will Give Power Back to Smaller Brands

[→ Read article](#)



By Krister Karjalainen

Hybrid Retail Will Create Best-in-Class Experiences

[→ Read article](#)



By Luis Esteban

2024 Will be the Year of Live Shopping Consolidation and Explosion

[→ Read article](#)

Strengthening Conventional Retail: How Live Shopping Boosts, Not Competes

All articles



Author | Steven Hubbard, Non-Executive Director, Sprii



Over the past couple years, live commerce has surged at a pace even I didn't fully expect; forever changing retail across platforms.

Simply put, I believe live shopping represents the future of retail customer engagement. While the UK is still early with only a few hundred brands using it consistently, I predict it will surpass £5 billion market share by 2025, as awareness and best practices spread.

Let's be clear though - none of the CEOs or retail leaders I've spoken with see live shopping as replacing physical stores. Rather, it's an economical way for brands to entice viewers to visit locations and

experience more products in person after discovering them virtually. It works the other way too - every retailer can have a "Red Button" moment by utilizing digital channels for shared benefit across online and offline retail.

£5
billion
by 2025

Reinventing the Bedrock of Commerce

In 2024, I predict long established retailers like Marks & Spencer will adopt live shopping shows on social media into their digital ecosystem and marketing mix. They recognize that ‘times they are a changing’, to borrow Bob Dylan’s words. In 2001, online shopping barely existed, but now claims £1 in every £5 spent in the UK. Live shopping enables personal connections impossible through even high-resolution product images.

And it delivers results. At Sprii, we regularly see 60% sales conversion from live shopping versus 2-3% industry averages. This is the future - an evolution supercharging retention, so brands depend less on replacing lost web traffic.

Rather than conflicting, social commerce’s symbiotic relationship with conventional retail will only grow, each channel supporting the other. Online shopping grabbed eyeballs over the past 20 years. Now, live shopping woos them back to physical shops, much as pop-ups complemented e-commerce in the 2000s.



Even more, live shows give retailers more control - rather than forking over commissions, merchants retain data, own the journey, and drive incremental revenue.

Omnichannel is multi-channel. As consumer demographics like Generation Z integrate smart phones into their shopping experience, retailers must meet them where they are. Even more, live shows give retailers more control - rather than forking over commissions, merchants retain data, own the journey, and drive incremental revenue

A Future in Harmony

I urge retailers not to delay embracing live shopping in 2024, as they risk falling behind consumer expectations. Yes, it marks a strategy and priority pivot for legacy players regarding talent, marketing, and tech.

Sources

Statista, 2023

Ruleranalytics, 2023

The future of retail

But the rewards make it vital – not just increased sales but brand differentiation and loyalty too. Even the most ‘traditional’ brands will see the value of a hybrid, multi-omnichannel approach.

In 2024, live shopping will ‘awaken’ brands. The intimacy of live shows conveys values, messaging, and storytelling impossible via static web pages. Real-time interaction more excitingly and accurately communicates offerings through personal connections.

Just as television did not replace cinemas, live shopping strengthens conventional retail instead of supplanting it – a key realization for brands in 2024. Consumers already demonstrate omnichannel behavior, surveying and buying across touchpoints.

Live content provides space where established brands shine while giving disruptive upstarts room.



Live shopping brings balance through fusion. In 2024 it will hit full momentum, letting retailers rebuild revenues without inefficient mass marketing or heavy discounts.

Far from threatening, live shopping brings balance through fusion. In 2024 it will hit full momentum, letting retailers rebuild revenues without inefficient mass

marketing or heavy discounts. As digital channels intertwine with physical outlets, it breaks zero-sum commerce assumptions.

There need not be channel supremacy winners and losers; all commerce and retail can thrive when creatively blended from old and new.



Steven Hubbard

Steven Hubbard, with a 25-year tenure in retail, led Ideal Shopping Direct as Managing Director, innovating in e-commerce and live shopping, and has collaborated with major brands including Next, Debenhams, and Arcadia Group.

Authentic Commerce: The New Consumer Driver

Author | Christian Vester, CEO, Sprii

All articles



Let's start with a question: what is authentic commerce?

While there is no single definition of authentic commerce, eCommerce Fastlane describes it as a meaningful interaction between e-commerce brands and their customers. This definition, while accurate, fails to get to the heart of the matter. As I see it, authentic commerce is more than just a “meaningful interaction”; it’s the new driving force for consumers. But why is it so important?

According to a 2020 analysis by Dentsu, 80% of today's consumers (Gen Ys) value authenticity, and a recent study by

Salesforce has shown that the next generation (Gen Zs) demand it. In fact, almost 9 out of 10 Gen Z'ers prioritize a real connection over a purchase. When consumers are so clear about their purchasing motivations, retailers and brands take notice and reconsider their e-commerce strategies.

80%

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value authenticity

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Authentic commerce will become one of the primary purchasing drivers for consumer brands in this decade.

For this reason, I'm making a bold prediction: Authentic commerce will become one of the primary purchasing drivers for consumer brands in this decade, and it will be spearheaded by live shopping.

In fact, I strongly believe that authentic commerce, like live shopping, has the potential to revolutionize e-commerce and retail in general, and bring about an era of real brand experiences.

E-commerce Must Leave Mass Media Behind

Of course, authenticity in commerce has long been a goal among marketers and branding specialists. Based on my experience, authenticity has struggled to shine through because most retail brands have historically been associated with mass media brand awareness. In this context, the brand experience has been influenced by flashy, celebrity-filled content designed to appeal to a broad audience.

Nowadays, technology has made it possible for even self-made productions to look like a million dollars. This has had a significant impact in the world of social media influencers, who were previously known as the champions of authentic and self-made

content. In short, I believe that this branding formula has become weak and ineffective. Even personal reels or social media posts end up looking like a duplicate of something we've already seen. And with that, any originality and authenticity go by the wayside.

Fortunately, e-commerce has continuously evolved and re-invented retail throughout the last three decades. And with the emergence of authentic commerce, I believe we're on the cusp of yet another evolution, where we can go beyond the hype and leave mass media-strategies behind. This time, the focus is on consumer demand, real connections, and brand experiences. The days of mass media-strategies are coming to an end.

Sources

eCommerce Fastlane, 2023

Dentsu, 2020

Salesforce, 2022

The future of retail

Genuine Brand Connections are Live, Unfiltered and Social

Live Shopping is the e-commerce (r)evolution that finally allows for genuine connections with customers rather than relying on formulaic brand awareness campaigns. I say this with confidence, because when we founded Sprii during the pandemic, it was clear from the start, that what initially attracted people to the live shopping-experience, was the opportunity to connect with the real people behind the product or brand.

In essence, live shopping allows customers to virtually meet the same people they would encounter in a physical store. And with the pandemic in our rearview mirror, live shopping continues to gain popularity

and value, demonstrating impressive growth compared to other retail categories. The driving force behind this trend is the authentic connections made between regular people and viewers, without relying on superstars or artificial personas.



The most successful brand experiences will become live, unfiltered, and unscripted.

So, as live shopping becomes a bigger part of the strategic retail mix and consumers demand more authenticity, I believe the most successful brand experiences will

become live, unfiltered, and unscripted. It's here that brands and consumers truly embrace the imperfect nature of live shopping. It's this way; consumers will actually and genuinely connect with brands and retailers (or rather the people behind them) in a truly social and shared experience - warts and all.



Christian Vester

Christian Vester is the CEO and co-founder of Sprii, Europe's leading live shopping tech company. His background includes valuable contributions to a wide range of e-commerce brands and retailers.

Partnerships Will Give Power Back to Smaller Brands

All articles



Author | Ian Rabbidge, Founder, Alvio



Partnerships have always been massively important in e-commerce. But I'm going to make the prediction that in 2024, partnerships will become more crucial to us than ever before.

So, let's set the scene: the world as we know it is changing. That's a fact.

Smartphones and the massive availability of fast wireless internet – and the rise of live shopping – have changed the landscape of e-commerce beyond recognition. But in the coming years, who's to say the industry won't be radically changed again?

When you look around at cutting-edge tech news right now, you'll read about things like blockchain technologies, advancements in

AI, and whispers about the coming "metaverse." There are a lot of highly skilled and intelligent people out there working away on potential new breakthroughs that could drop any day now and immediately transform the industry all over again. Change is the new normal.

So how do you prepare for that change? How do you prepare for the unpredictable? The answer is you don't go into it alone.

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E-commerce partnerships are going to be more important than ever.

Collaboration Beats Competition

The Shopify Commerce Trends report in 2023 gave us some interesting predictions. From the report, we can see that social commerce sales worldwide are projected to rise from \$992 billion in 2022 to almost \$1,7 Trillion in 2024, and all the way to \$2,9 Trillion by 2026. Already, 28% of brands are using their social channels to drive that growth.

\$1,7T
social commerce
sales in 2024

Shopify stressed the ever-growing importance of social media in e-commerce – telling us that more than ever, successful brands would be using social media to “engage, convert, and retain customers.” But they also warned us that thanks to the same technology, “brands now find themselves up against global competitors.”

This is the danger – for small brands navigating the e-commerce landscape alone. Pretty soon, they’re going to find themselves competing against the likes of massive e-commerce marketplaces like Amazon and AliExpress.

As Shopify said: “Marketplace giants have dominated on convenience, speed, and lowprices, while many independent digital

retailers struggle to stand out in a saturated market.”

To put it simply, you can’t compete with them. Not on your own.

And that’s why e-commerce partnerships are going to be so important going into 2024. We need to completely reject the philosophy that tells us small brands are in competition with one another. We’re not – we can work together.

Building Powerful E-commerce Partnerships

Building strong partnerships is always about the consumer because that’s where the whole process begins. Picture a

Sources

Shopify, 2023

The future of retail

scenario where small brands collaborate, offering complementary products to a shared consumer database. Imagine extensive networks of small brands in partnerships, mutually supporting one another. The consumer reaps the rewards as well; within this community of like-minded brands, a unique form of quality control emerges, benefiting the consumer experience. Quality recognises quality, as they say.

Partnerships are the way we take on the changing world in 2024. When small brands form mutually beneficial partnerships, they turn would-be competitors into collaborators.

Think about it this way: As a new supermarket establishes itself in an area, the

smaller independent shops find themselves losing their customer base to this new competition. In response, they join forces and collaborate to create a market. Organizing late-night shopping events, implementing cross-store promotions, and offering enticing incentives, they do what the corporate giants cannot - they join forces and build a community. They give the consumer a reason to stay.

The same principle can also be used to great effect within the e-commerce space. Partnerships can be used to boost sales. You can share ideas, or you can even share segments of your supply chain – inventory or order fulfilment, for example.

The secret though, is to always build collaboration-friendly business models.

For a partnership to work long-term, you have to establish a mutual value proposition.

Ultimately, we're stronger together. And as the landscape of e-commerce continues to change and evolve, going into 2024, I predict that e-commerce partnerships are going to be more important than ever for independent brands looking to make their mark.



Ian Rabbidge

With +30 years in e-commerce, Ian Rabbidge has successfully grown businesses at Red Bull, P&O Ferries, and Simble and now facilitates collaboration across Shopify, WooCommerce, and Jonas Sports Retail as Founder at Alvio.

Hybrid Retail Will Create Best-in-Class Experiences

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Author | Krister Karjalainen, Senior Executive Advisor, Sprii



4 out of 5 consumers today see the retail landscape as a mix between the physical and the digital world.

Yet since the inception of e-commerce, brick-and-mortar shops and online shopping have largely remained divided. Now with the rise in popularity of hybrid commerce, these once-disparate retail channels are converging – and the physical and digital worlds are becoming more intertwined.

Some in the e-commerce business affectionately refer to this convergence as ‘phygital.’ I simply call it hybrid retail. Hybrid retail, as I see it, is a subset of hybrid commerce. While hybrid commerce

focuses on acquiring the logistical and digital know-how to manage complex infrastructure, hybrid retail centers on customer-facing technology.

4/5
consumers perceive retail as “phygital”

From 'Bricks and Clicks' to Merged Best Practices

The concept of hybrid commerce is not new, despite gaining traction during the COVID-19 pandemic. However, the accessibility of mature technology and infrastructure for retailers to adopt a hybrid model is novel. Therefore, I believe it's time for retailers (and brands) to move beyond operating in silos and



The hybrid retail model entails providing top-notch experiences for customers, regardless of channel or touchpoint.

instead prioritize exceptional shopping, brand, and social experiences.



Brands providing the best overall experience will lead the pack.

The hybrid retail model entails providing top-notch experiences for customers, regardless of channel or touchpoint. Today, exceptional experiences involve fast, reliable service and personalized, trustworthy information from relatable people. In my 20 years in retail and e-commerce, I've learned that the brand or retailer providing the best overall experience will lead the pack.

This is where live shopping and hybrid retail are a perfect match. Cutting-edge live shopping technology like Sprii bridges the gap between physical stores and e-commerce by combining the best of both.

Customers can discover and buy products conveniently as with e-commerce while interacting with experts in real-time like in a store. It's truly the best of both worlds.



Customers can discover and buy products conveniently as with e-commerce while interacting with experts in real-time like in a store.

Sources

Lengow, 2022

Sngular, 2024

The future of retail

What is #NextPractice in Hybrid Retail?

While we wait for conventional retail and e-commerce to fully embrace the inevitable digital transformation, I believe hybrid retail 1.0 should encourage focusing on building trust and continuously improving customer experiences. That includes organizing e-commerce and retail teams into hybrid teams, breaking down internal silos, and nurturing a hybrid culture. Now there is a paradigm shift that could really move the needle.

Another best or next practice is utilizing live shopping technology for educational purposes, especially for high-involvement products. Key players in certain industries are already demonstrating this well, like General Motors (GM) with their live

shopping to educate viewers on their electric vehicles. Their focus on education around sustainability sets a great example for other industries to follow.

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As more conventional business models shift to hybrid commerce and retail, the next best practitioner will create the best-in-class consumer experience.

As more conventional business models shift to hybrid commerce and retail, the next best practitioner – the next thought leader – will create the best-in-class consumer experience.



Krister Karjalainen

With over 15 years in e-commerce, Krister Karjalainen held key managing positions at Safilo and P&G, where he played a pivotal role in transforming iconic brands like Gucci, Dior, Carrera, Hugo Boss, Tommy Hilfiger, and more for the digital age.

2024 Will be the Year of Live Shopping Consolidation and Explosion

All articles [←](#)

Author | Luis Esteban, CEO and Co-Founder, The Jump Live Commerce



While 2023 saw brands like Orange, IKEA, and Nivea experimenting with live shopping, 2024 will be the year of consolidation and explosion.

As I look ahead, several key predictions will shape the future of this dynamic industry:

Battle for Live Shopping Prime Time

As more and more B2C brands enter the world of live shopping, it's becoming increasingly important to find the right audience and timing. With multiple live shows taking place on the same date, all vying for the same audience, what will set one apart from the others? The key factors

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The winners will most likely be those brands that have a solid and long-term live shopping strategy.

that'll attract a qualified audience are experience in live shopping, knowledge of customer behavior during live events, high-quality content and scripts, seamless production, and of course, entertainment. The competition for prime-time slots will have winners and losers. The winners will most likely be those brands that have a solid and long-term live shopping strategy.

Attracting Mass Audiences

One of the major challenges retailers faced in 2023 was driving audiences to live shopping events on websites. However, with the rise and increasing adoption of social live commerce, brands and retailers can finally benefit from their social media efforts.

The magic lies in converting traditional branding channels like Instagram, Facebook, and TikTok into live shopping channels. With the advent of platforms such as Sprii, brands can organize live shopping events wherever their audience is. I predict that we'll witness a transformation of some brands' Instagram accounts into live shopping channels, featuring a weekly or monthly schedule of live events.

A New Revenue Stream for Retailers

Retail media is also going to be a big topic for 2024. E-commerce businesses have discovered a new way to generate revenue by allowing third-party brands to reach and engage with their customers via live shopping. In this new scenario, live shopping has emerged as a new in-store promotion format for brands to showcase their products. Many retailers in France like Carrefour, Auchan, and Fnac have already



In 2024, we can expect intensifying live shopping competition and rapid social commerce growth.

adopted this format. In Spain, we've seen the first successful tests, and I predict more countries and retailers will introduce in-store live shopping events in 2024 as a new way to generate revenue.

In 2024, we can expect intensifying live shopping competition and rapid social commerce growth. These developments will create an immersive shopping experience beyond traditional online retail. Live shopping promises to transform online shopping, offering businesses and consumers a truly immersive experience.



Luis Esteban

Luis Esteban, CEO and Founder of The Jump Live Commerce has more than +25 years in e-commerce, working with major global brands as Managing Director for Arvato Mobile and Netbooster Spain as well as CEO for iProspect.

The Future of E-commerce in 2024 and Beyond

Recap

The e-commerce landscape is primed for continued evolution in 2024. As our chorus of experts have mused, predicting the future is far from an exact science. Still, based on these decades of experience, and all available trajectories and insights, we can make some educated guesses about the years ahead.

It seems likely 2024 will be a landmark year - but no matter the 'specific' trends, e-commerce innovation, and growth, show no signs of slowing down.

Several themes shine through about the incoming winds of change on the horizon:

'Phygital Retail' Rises

Retailers embracing the fluid integration of physical and digital will gain advantages, according to Steven Hubbard. Blending real-world experiences with virtual conveniences can bolster customer engagement. And live shopping acts as an ideal bridge between store and website.

Even as new technologies emerge, humans still crave connection. Brands fulfilling those social motivations while offering multichannel flexibility are poised for success.

Partnerships Propel Brands

In the face of stiff competition, partnerships are predicted to become more pivotal than ever for independent brands in 2024. Joining forces not only unlocks economies of scale, but also creates community.

Smaller retailers can amplify their strengths while retaining their identity. And bonded together, they can enhance loyalty by giving customers a sense of belonging.

Live Shopping Offers Omnichannel Opportunity

Our experts foresee retailers embracing live shopping in new ways, integrating it into both digital and brick-and-mortar experiences. Luis Esteban expects prized programming slots and retail media networks to grow around live shopping.

Krister Karjalainen highlights its value for customer education and engagement, especially for more complex purchases.

While our own Founder and CEO, Christian Vester, argues the real human connections of live shopping will fulfill the demand for authenticity. As consumers fragment

across channels, live shopping offers brands a way to engage meaningfully everywhere.

Some Key Themes & Recommendations Emerge for Retailers:

- Adopt true omnichannel strategies spanning every touchpoint and integrating data.
- Build partnerships strategically, not just for scale but also community.
- Keep innovating but stay grounded in understanding customer motivations.

- Invest now in flexible commerce models and technologies ready for the future.
- Focus relentlessly on trust and experience - the fundamentals still rule.

The hype cycle means new e-commerce trends emerge constantly, but retailers shouldn't forget the fundamentals. As Krister Karjalainen wisely notes, the next disruptor will excel at experience, community, and authenticity.

The brands putting people first will maintain pole position regardless of the trends.

The e-commerce landscape five years from now remains uncertain. However, the insights of these experts suggest that retailers embracing change while doubling down on their core values will be poised to



By blending the best of innovation with old-fashioned customer service, e-commerce brands can craft memorable omnichannel experiences that turn one-time shoppers into lifetime advocates.

turn disruption into opportunity. With technological and social evolutions quickening, adaptability and human connections are key.

By blending the best of innovation with old-fashioned customer service, e-commerce brands can craft memorable omnichannel experiences that turn one-time shoppers into lifetime advocates.

The Only Constant is Change

In 2024, we seem to be at an inflection point, where retailers either harness new technologies and partnerships to drive growth, or risk being left behind.

With the pillars of trust and community holding strong, even amid digital transformation, the future looks bright for retailers focused on delivering true omnichannel experiences.

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