eCommerce Trends Training

Duration: **1 Day**

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Overview

This course explores the five key trends shaping the future of e-commerce in 2025: social commerce, AI and automation, immersive AR, retail media networks, and data privacy. Participants will gain insights into how these trends are redefining the digital shopping landscape and learn actionable strategies to stay competitive in an evolving market.

With real-world case studies and practical recommendations, this session provides a roadmap for brands looking to adapt to the fast-changing e-commerce ecosystem.

Prerequisites

This session is open to all professionals interested in e-commerce and digital marketing. While no prior experience is required, familiarity with online retail trends and digital marketing strategies will be beneficial.

Target audience

This course is ideal for:

- E-commerce business owners and digital marketers
- Retail and brand strategists looking to future-proof their business
- Technology professionals interested in AI, automation, and AR in retail
- Executives seeking insights into emerging industry opportunities

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Outline

Why understanding these trends is essential for staying competitive in 2025

The evolution of social commerce on platforms like TikTok, Instagram, and Facebook

The role of AI in shaping personalised shopping experiences

How AR is improving consumer confidence in online shopping

How retailers are monetising their digital platforms through advertising

Growing consumer awareness of data usage and privacy concerns

Open discussion and participant questions

Hands-on learning

While this session does not include hands-on labs, attendees will gain:

- Practical case studies showcasing successful trend adoption
- Actionable insights for integrating these trends into their business strategies
- Live Q&A for personalised guidance and industry insights