# E-commerce and international trade transform in 2025



As the new year unfolds, the landscape of e-commerce and international trade is witnessing significant transformation, shaped by evolving consumer behaviours and technological advancements. According to the Independent, the global e-commerce market is anticipated to reach approximately $6.56 trillion by the end of 2025, reflecting a 7.8 per cent increase from the previous year. The persistence of consumer interest in cross-border shopping highlights a growing demand for unique products globally, demonstrating the industry’s resilience amidst economic uncertainties.

In light of this shift, e-commerce businesses are encouraged to harness emerging trends to thrive. A key area of focus is identifying and seizing opportunities in emerging markets. Nations such as Turkey, Romania, Poland, and Hungary are noted for their exceptional potential, fuelled by significant growth in GDP, enhanced access to high-speed internet, increased mobile commerce, and a rising class of consumers with disposable income. To effectively tap into these new markets, businesses must conduct comprehensive market research, evaluate trade agreements, and adapt their offerings to local preferences by creating tailored web pages and payment options. Additionally, proficiency in customs regulations and local compliance is essential for success in these regions.

Simultaneously, while uncertainty surrounds future trade dealings with the United States, cross-border commerce with Europe is reportedly becoming easier, characterised by clearer regulations and familiar customs processes. Businesses looking to expand might find that these conditions offer predictability, albeit within a complex framework of varying VAT rates, compliance requirements, and logistical challenges. Establishing robust logistics partnerships and optimising cross-border payment systems are recommended strategies to navigate these complexities.

The transformation of B2B sales is another notable trend, driven by younger generations of business buyers who expect a seamless digital experience akin to B2C transactions. Industries such as manufacturing and automotive are increasingly adopting online selling platforms, acknowledging the new market dynamic where modern B2B buyers demand the same convenience as their consumer counterparts. Simultaneously, established consumer e-commerce businesses are exploring revenue diversification through B2B channels and wholesale models, presenting additional avenues for growth.

Sustainability is identified as a critical influencer of consumer behaviour, with online shoppers progressively gravitating towards brands that demonstrate environmental responsibility. Research indicates that 59 per cent of online shoppers consider sustainability a key factor in their purchasing choices; furthermore, 54 per cent actively seek information regarding the carbon footprint associated with their deliveries. Businesses that aim to meet these consumer expectations may find success by integrating sustainable practices throughout their operations, from sourcing and manufacturing to packaging and shipping.

The rise of social commerce is another trend shaping the future of retail, with social media platforms gaining prominence as channels for product discovery and purchasing decisions. According to the Independent, three out of four consumers now turn to these platforms when making buying decisions. As such, businesses that cultivate a strong social media presence and produce platform-specific content will likely engage more effectively with a global audience. Employing data analytics to refine targeting strategies will be crucial in this endeavour.

In a climate marked by market volatility and potential supply chain disruption, consumers and businesses alike are seeking swift and dependable delivery options. Partnering with logistics experts equipped with a robust infrastructure and advanced technology is cited as a viable strategy to streamline operations, ultimately propelling sales success as we progress into 2025.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://www.investopedia.com/terms/e/e-commerce.asp> - This URL explains the basics of e-commerce and its various models, including B2B and B2C, which are relevant to the article's discussion on market trends.
* <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-future-of-commerce> - This URL discusses future trends in commerce, including the impact of technology and changing consumer behaviors, aligning with the article's themes.
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