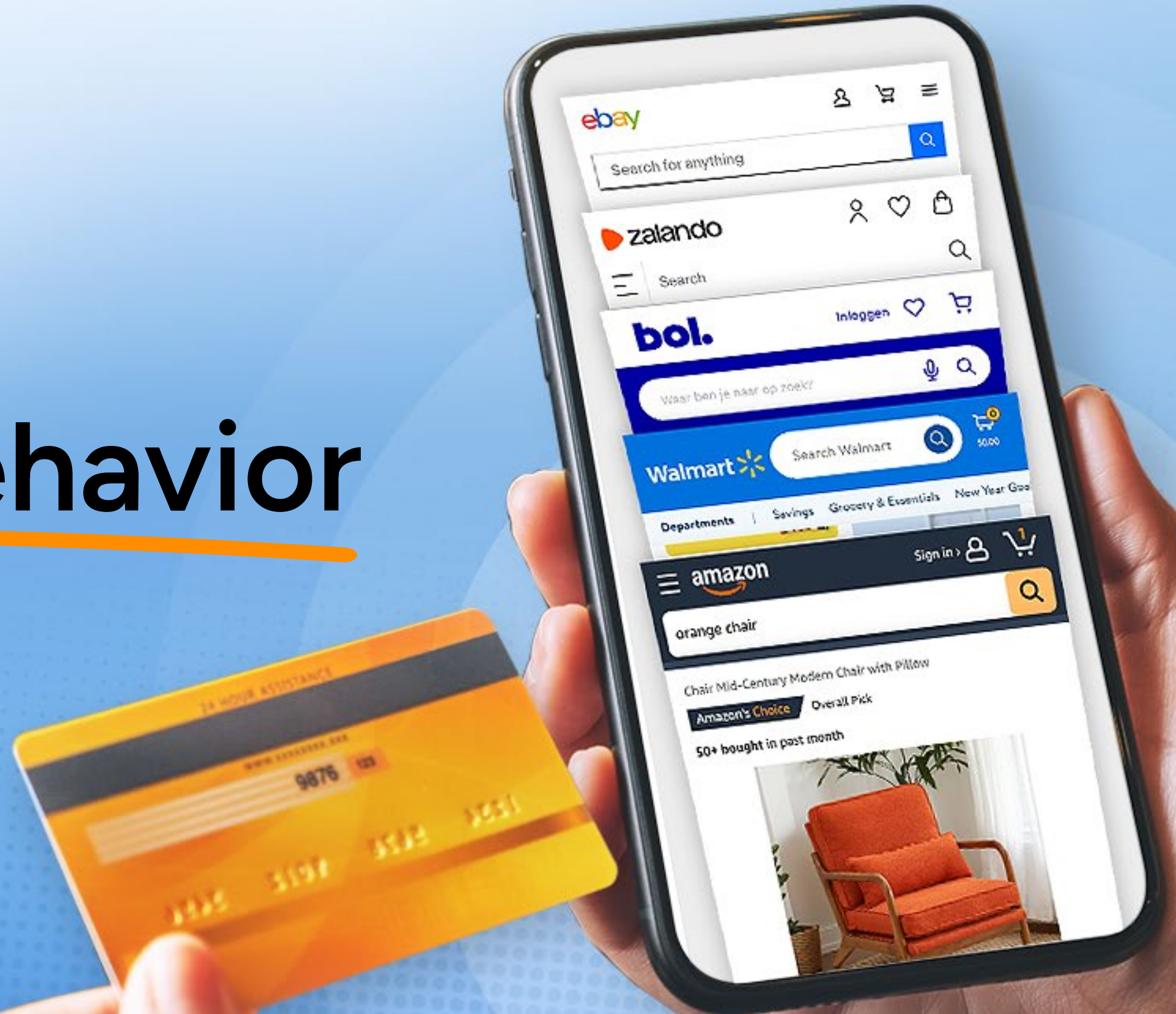




Marketplace Shopping Behavior Report 2025

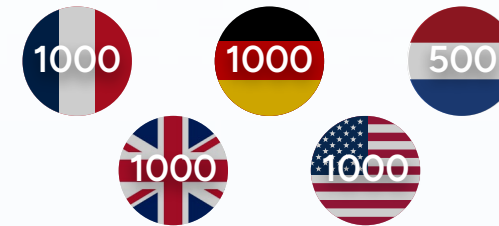


Thousands of shoppers, one unique report

We surveyed 4,500 online marketplace shoppers in France, Germany, Netherlands, the UK, and the US to explore consumer behavior in relation to marketplace adoption, usage and preferences. By focusing purely on marketplaces, including local heroes, social commerce platforms, niche channels and high-volume discounters, this report provides a unique insight into a large and growing slice of the ecommerce market.

Interviews were carried out by Sapio Research in October 2024, using an online survey.

Country of residence



Gender



52% 47%

Age

Age group	% of respondents
GenZ, 18 - 27	17%
Millennials, 28 - 34	13%
Older Millennials, 35 - 43	18%
GenX, 44 - 59	25%
Boomers, 60+	26%

Household income

Income (EUR)	% of respondents
Less than €9,000	7%
€9,000 - €22,499	20%
€22,500 - €44,999	34%
€45,000 - €89,999	25%
More than €90,000	9%

Top3 Online marketplaces





Why experts trust this report

"We are excited that this in-depth research underscores bol's popularity among Dutch consumers.

For 25 years, we have been collaborating closely with local brands and partners to build an exceptional shopping experience, and we remain fully committed to continuing these partnerships.

As consumer demand changes in our increasingly globalized world, we are also focused on improving our platform by welcoming experienced, high-quality international sellers."



Oscar Hundman
Chief Ecommerce Officer,
bol

"ChannelEngine's latest report really outlines the key drivers behind marketplaces: convenience and selection. Despite popular reports, most buyers simply have more confidence purchasing from a marketplace than a brand's own website."



Rick Watson
CEO and Founder,
RMW Commerce

"The Marketplace Shopping Behavior Report 2025 confirms an important trend: today's online shoppers are demanding more than ever before! More choice, lower prices and immediate order availability.

A great report with even greater insights!"



Martin Heubel
Founder,
Conslterce

"This report really digs into marketplace buyer psychology in some of the most hotly contested eCommerce markets in the world.

It's my pleasure to collaborate with ChannelEngine to help get this info distributed widely across the eCommerce community to help us all get better at our craft and ultimately sell more".



Jason Greenwood
Founder & Lead Consultant,
Greenwood Consulting

"Marketplaces are a fixed part of the shopping experience of European online users. They are looking for larger assortments, better prices and better comparisons on platforms.

And it doesn't stop with Amazon: While 3 out of 4 shoppers are Amazon customers, the typical customer journey involves stops at four different marketplaces. It is essential for brands and retailers to meet the customers at these Points of Sale - and diversify their marketplace presence in order to do so."



Valerie Dichtl
Co-Founder,
Marketplace Universe

"What this report (and others) highlights, to me, is that we have strong behavioral data that tells us how and where consumers are showing up to purchase.

Brands will continue to ignore this at their own expense and in a game of fine margins, this could be fatal for those failing to act."



Vinny O'Brien
Producer,
RMW Commerce

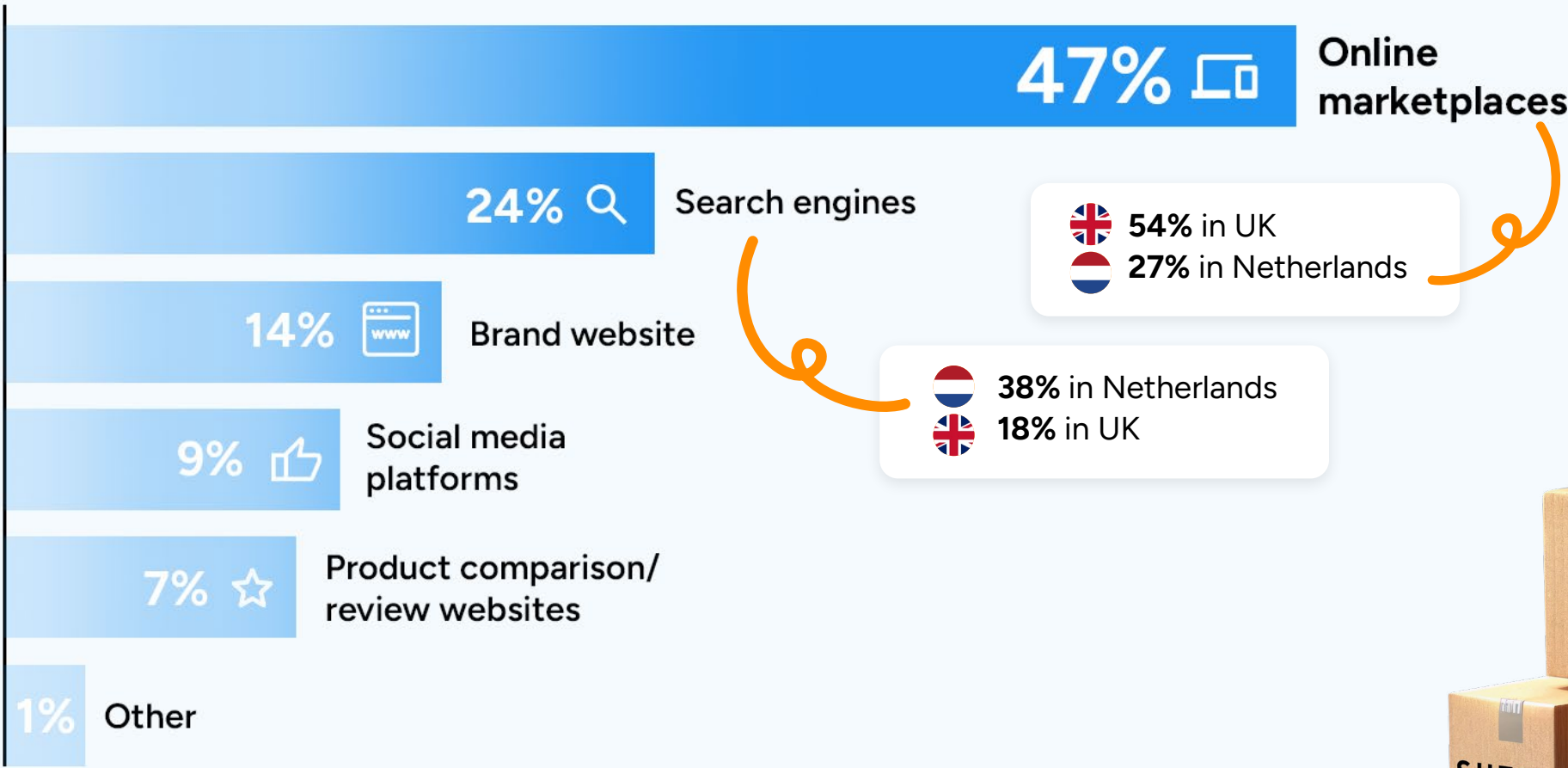
Where do online purchases usually start?

Marketplaces have replaced search engines as consumers’ first step in the purchase journey: For 47% of shoppers, product discovery starts on marketplaces rather than search engines like Google (24%)—a pivotal shift in consumer habits.

“Marketplaces have surpassed brand websites and search engines like Google as the primary destination for product discovery. Consumers now shop across so many marketplaces that brands and retailers must embrace a multichannel strategy to stay competitive—or risk being left behind.”



Jorrit Steinz
CEO, ChannelEngine



Q: When looking to purchase a product online, where is the first place you tend to look? Select one.





Where do online shoppers do their research?

Displaying reviews on product detail pages is crucial and most online marketplaces simplify leaving reviews, recognizing feedback's impact on sales.

Sellers looking to boost reviews can try marketplace initiatives like Amazon's Vine program, which offers select reviewers free products in exchange for unbiased reviews.

Q: How do you typically research products before making a purchase on an online marketplace?
Select all that apply.

What role do customer reviews play?

We've seen that reading customer reviews is the most common way consumers research products online. However, buyers bring a level of skepticism to their consideration of reviews further along the purchase journey. While **77% say reviews influence their purchases, only 33% fully trust them.**

The issue of fake reviews

A lack of trust in reviews is damaging to retailers. Disreputable brands posting fake reviews to attract buyers erodes trust in reviews overall. However, while this was a major issue in the infancy of online marketplaces, platforms have developed strategies to minimize the problem.

Amazon has introduced monitoring technology and taken legal action to shut down fake review brokers¹ while Zalando has gone one step further and removed reviews entirely, to be replaced with customer surveys².



Q: To what extent do you trust customer reviews on online marketplaces? Select one.

Q: To what extent do customer reviews influence you when deciding to make a purchase on online marketplaces? Select one.



How long do shoppers spend researching?

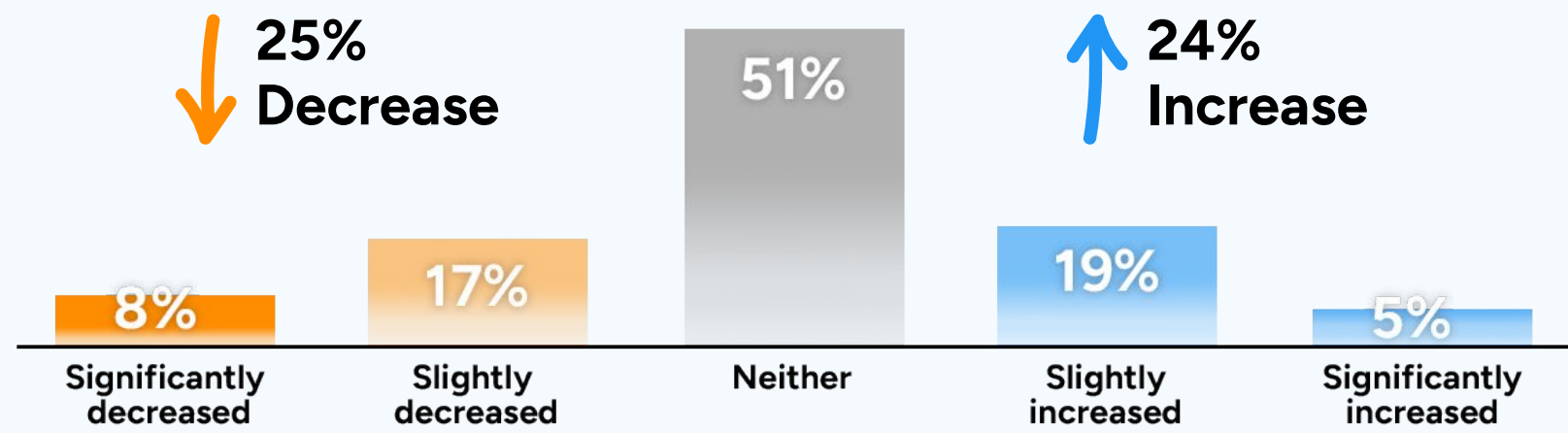
Our data shows how important researching is in the buyer journey — and not only for big-ticket items. When it comes to parting with any amount of money, people are prepared to give up their valuable time. **The average person spends as long researching a cheap item (54 minutes) as they might dedicate to an episode of their favorite Netflix show.**

How many marketplaces do shoppers visit and buy from?

Consumers choose marketplaces based on shopping preferences, budget, and product needs. Temu and Shein attract casual browsers, Etsy appeals to vintage and handmade shoppers, while fashion lovers turn to Zalando. Limiting sales to one marketplace risks missing potential customers, so brands should use a multichannel marketplace strategy.



Browsing trends over time



Q: How has the amount of time you have spent browsing on online marketplaces changed in the past year?
Select one.

Do shoppers make impulse purchases on marketplaces?

Online marketplaces are designed to encourage browsing and impulse buys, with features like “customers also bought” and trending items.

So it’s understandable that **over half of shoppers (56%) make unplanned purchases at least sometimes.**

Window-shopping is happening on marketplaces in the same way as it does in brick-and-mortar stores, with consumers looking for ideas and often making unplanned purchases along the way.





Online marketplace

The brand webshop

The brand webshops vs the online marketplace

Brand websites are losing out to marketplaces as consumers prioritize convenience and variety, with **63% now preferring to buy from marketplaces.**

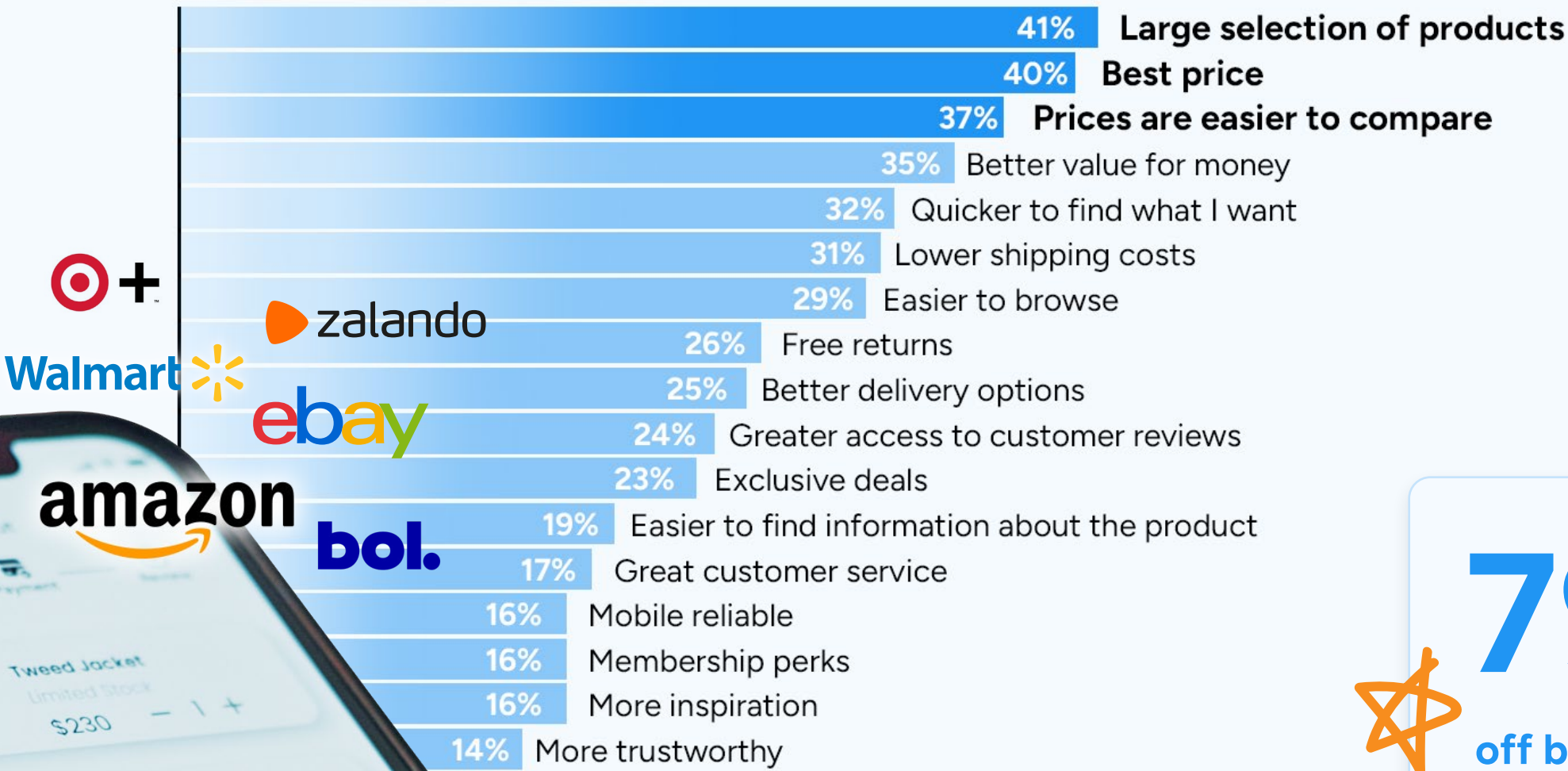


63% A massive percentage of shoppers are now more likely to buy from **an online marketplace** than a retailer's own site.

Q: When thinking about making a purchase online, would you be more likely to buy on a brand's website or on an online marketplace?

Why do shoppers prefer online marketplaces?

Q: Why are you more likely to shop on online marketplaces than going to a brand’s website? Select all that apply.



Brands and retailers can benefit from understanding why consumers prefer marketplaces and using these insights to guide their strategy.

Shoppers prioritize product variety, especially Boomers (55%), and value easy price comparisons. So brands should optimize for product visibility against competitors and make competitive advantages extra clear.

**79%**

of respondents were confident of getting the best deals on marketplaces – meaning shoppers start off believing they would pay less.



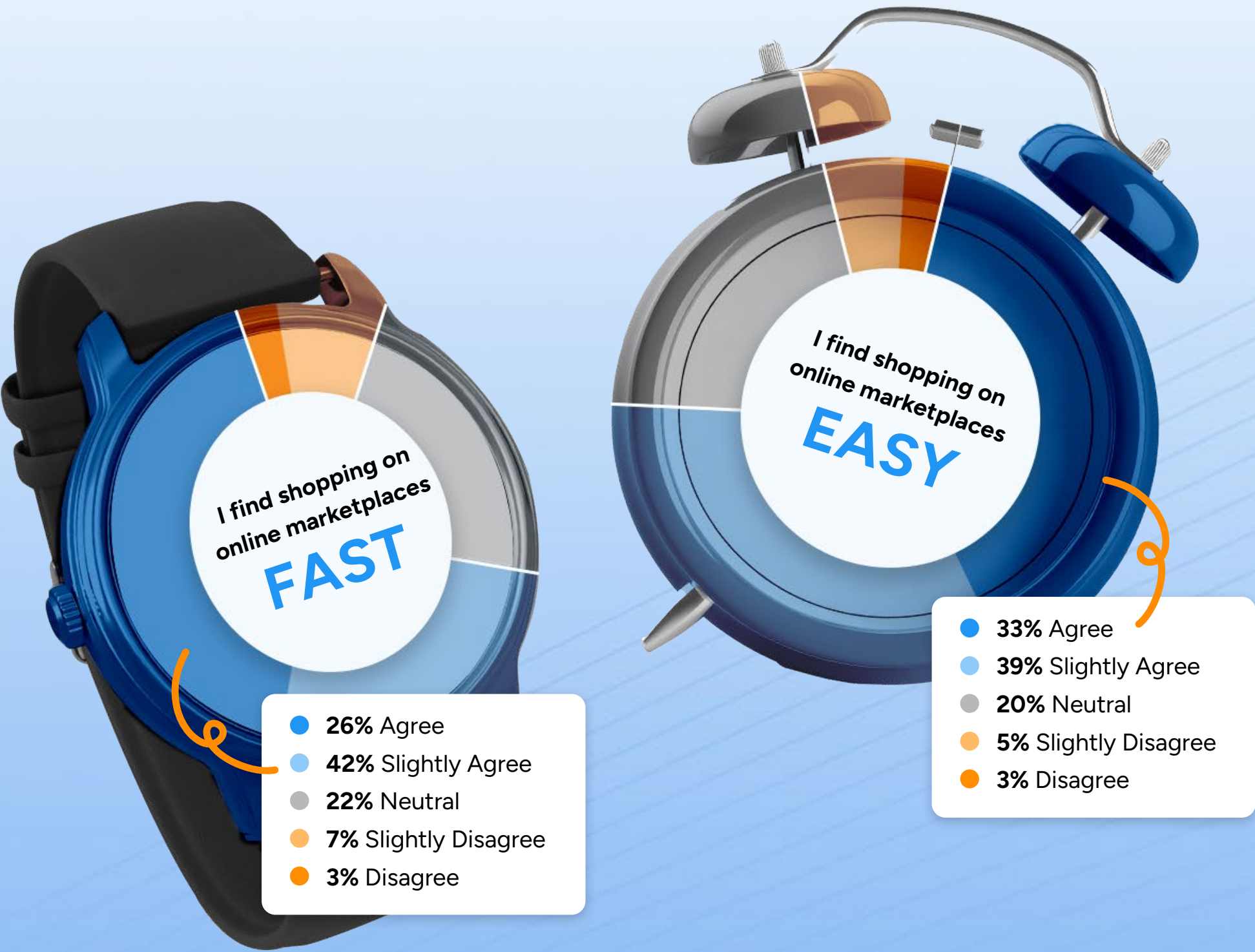
Where could both brand sites and marketplaces improve?

Online marketplaces invest heavily in creating excellent customer experience – and it shows. Recognizing the importance of the customer experience in generating sales, many marketplaces offer tools like brand storefronts, early reviewer programs, and advertising to help retailers deliver the best possible experience on their platforms.



In a hypercompetitive world, where’s the blue ocean?

Marketplaces are valued for choice and price, while brand websites are seen as trustworthy. Both can improve by focusing on exclusive deals and membership perks to gain a competitive edge.



Consumers value ease and speed

Shoppers may spend up to 90 minutes researching but expect a fast, easy checkout — a strength of marketplaces. Amazon aims to be “Earth’s most customer-centric company,” while Bol calls itself “customer crazy.” Innovations like TikTok Shop’s shoppable videos further simplify shopping, making it tough for brand sites to compete.

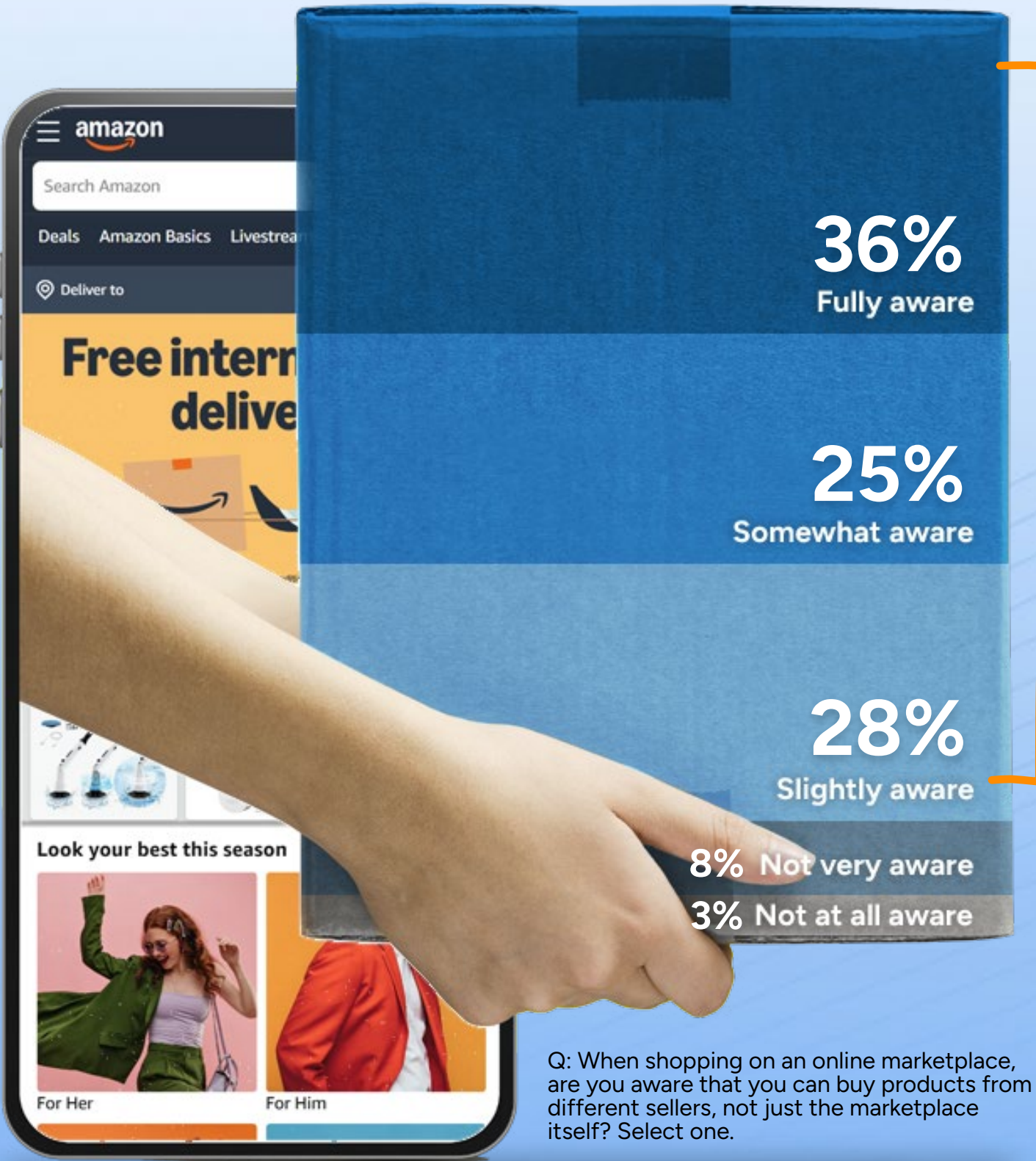
Q: To what extent do you agree or disagree with the following statements.

Attitudes to different marketplace selling models

Online shoppers are generally informed about marketplace operations and the prevalence of third party sellers on marketplaces. Our findings show that very few prefer to buy from third party sellers, although **44% of respondents think it doesn't matter**, indicating ambivalence around the issue.

89%

know that they can buy from different sellers on the platform, not just the marketplace itself.

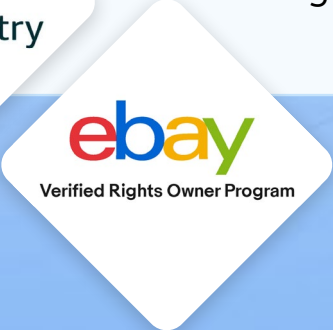


What damages trust in online marketplaces?

The top three factors which erode trust in marketplaces are **product quality, unreliable or dishonest sellers, and refund or return issues.**

Control over your brand online

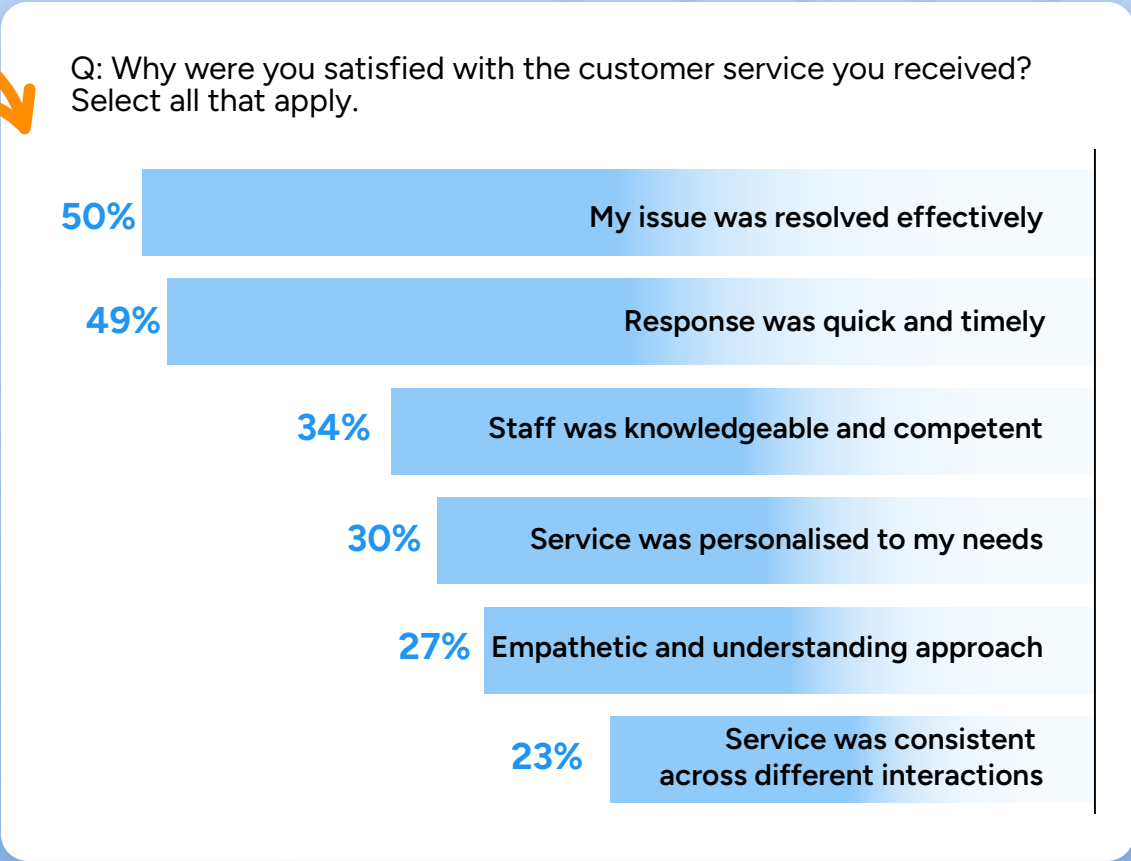
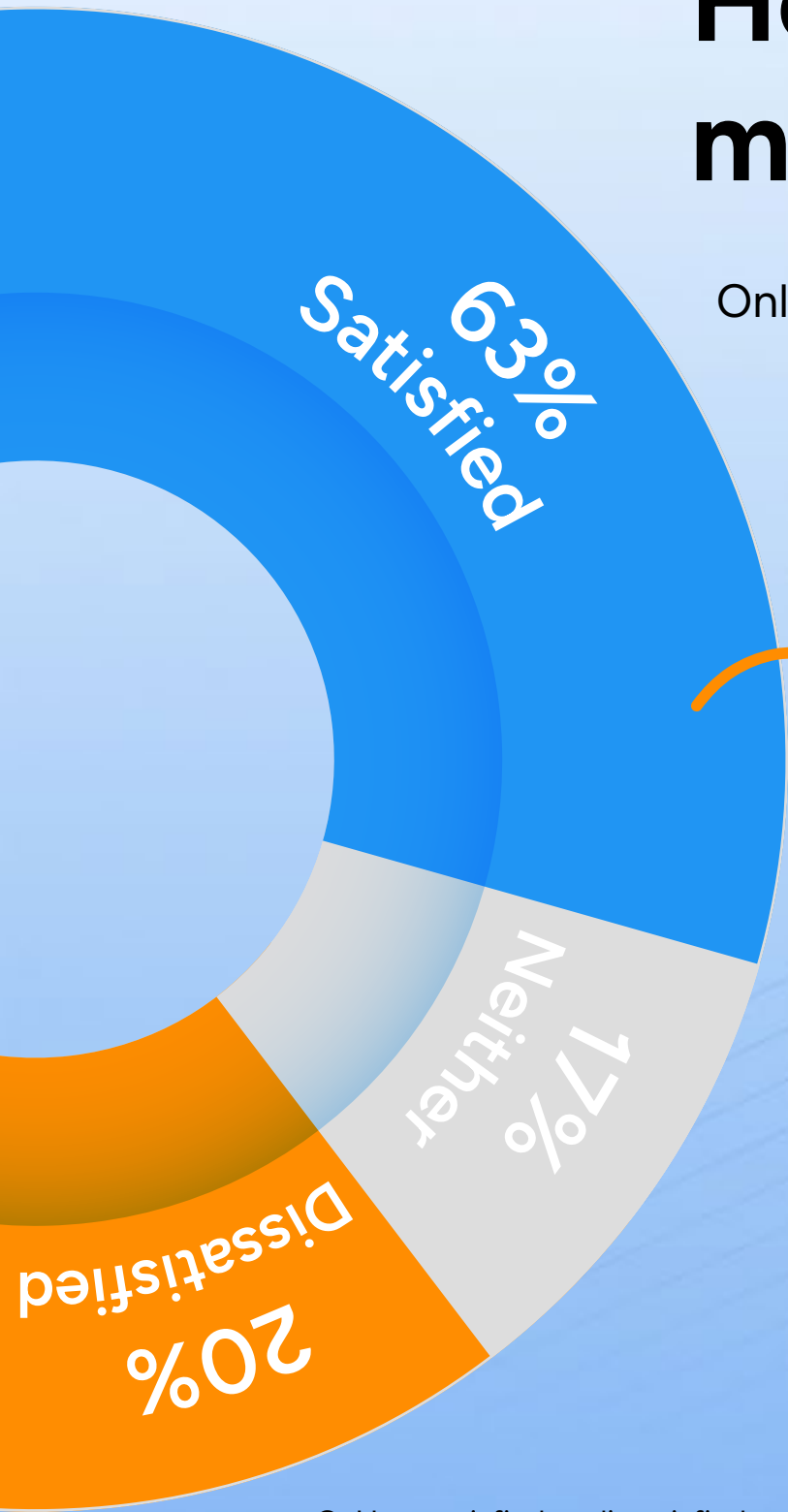
Choosing a reputable marketplace that aligns with your values and audience is key to protecting your reputation. With concerns like poor quality, unreliable sellers, and missing deliveries driving distrust, managing your online channels is crucial. Brands should leverage tools like Amazon’s Brand Registry and eBay’s VeRO Program to safeguard their brand and report IP infringement.



Q: Which of the following have caused /would cause you to lose trust in an online marketplace? Select all that apply.

How do shoppers feel about marketplaces' customer service?

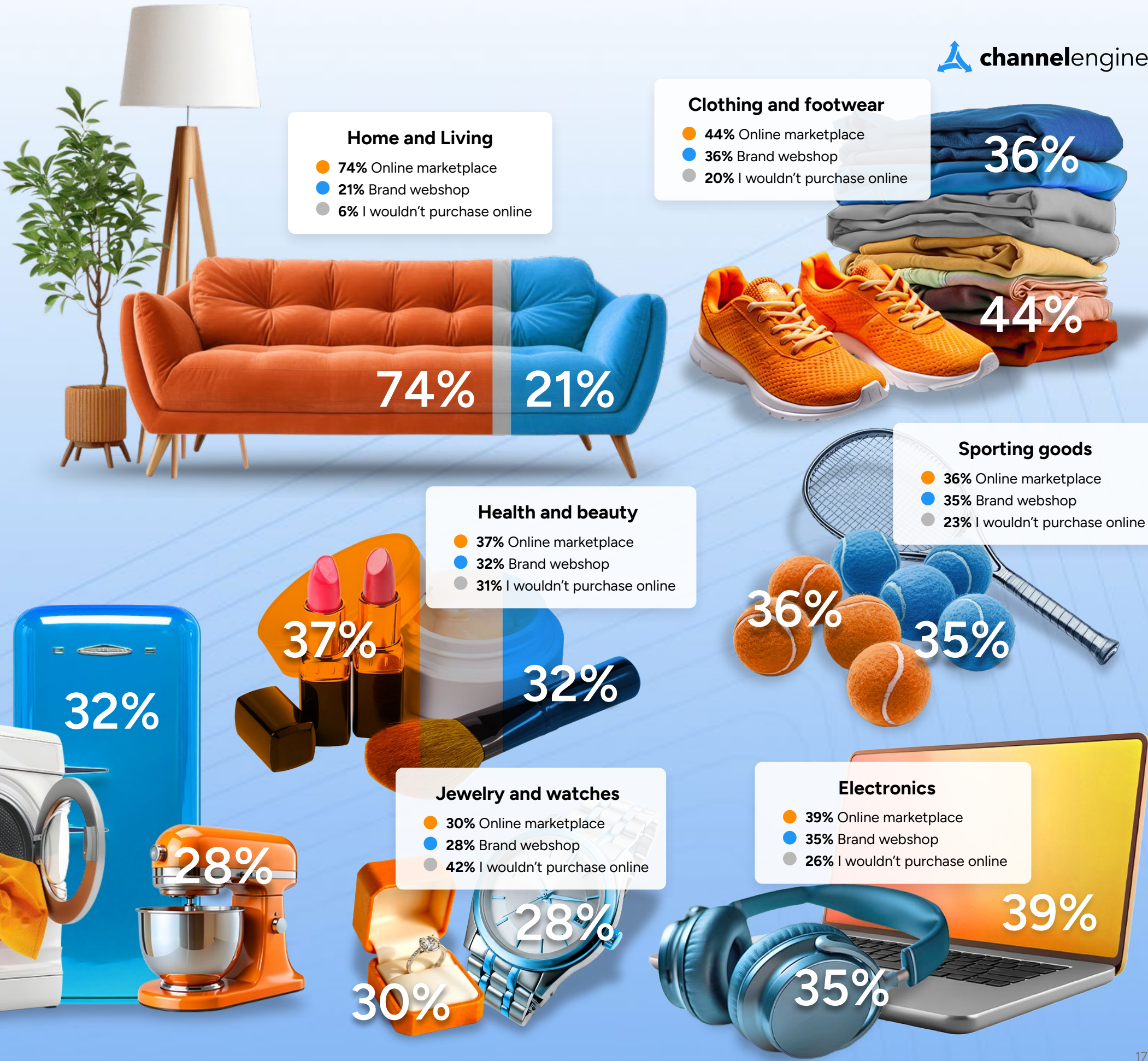
Online marketplaces rely on positive experiences for repeat purchases; investing in personnel and processes to make complaint resolution quick and painless is crucial. The strength of their customer service is another reason marketplaces are attractive to brands and retailers, who can benefit from the halo effect of positive service reputation. This is particularly true for third-party sellers making use of fulfillment services offered by marketplaces like Amazon, Temu and Walmart.



Q: How satisfied or dissatisfied were you with the customer service experience of the online marketplace you purchased from? Select one.

Which products are shoppers buying on marketplaces?

Certain product categories are seeing particularly steep growth trajectories on marketplaces. Retailers in the Home and living category who aren't selling via these platforms are missing out!



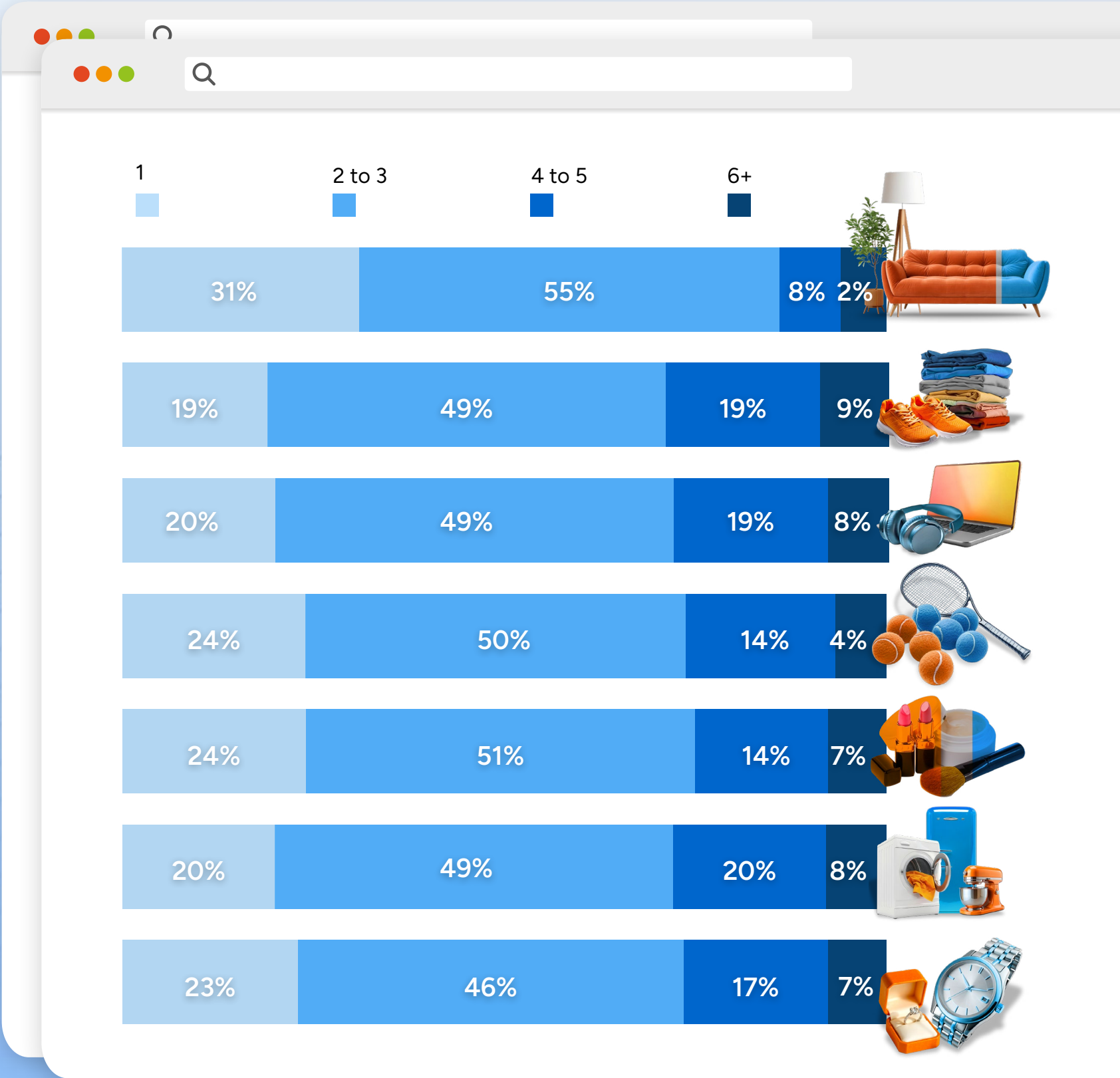
Q: Where do you or would you prefer to purchase the following types of products?

What does pre-purchase activity look like across different categories?

It pays to make products available across multiple sites. **Shoppers will browse at least two marketplaces (2.2), on average, before buying home and living products** – and around three (2.9) before making a clothing or footwear purchase. Health and beauty, home and living, and clothing are the most browsed categories.



One in five shoppers are visiting marketplaces at least **weekly**

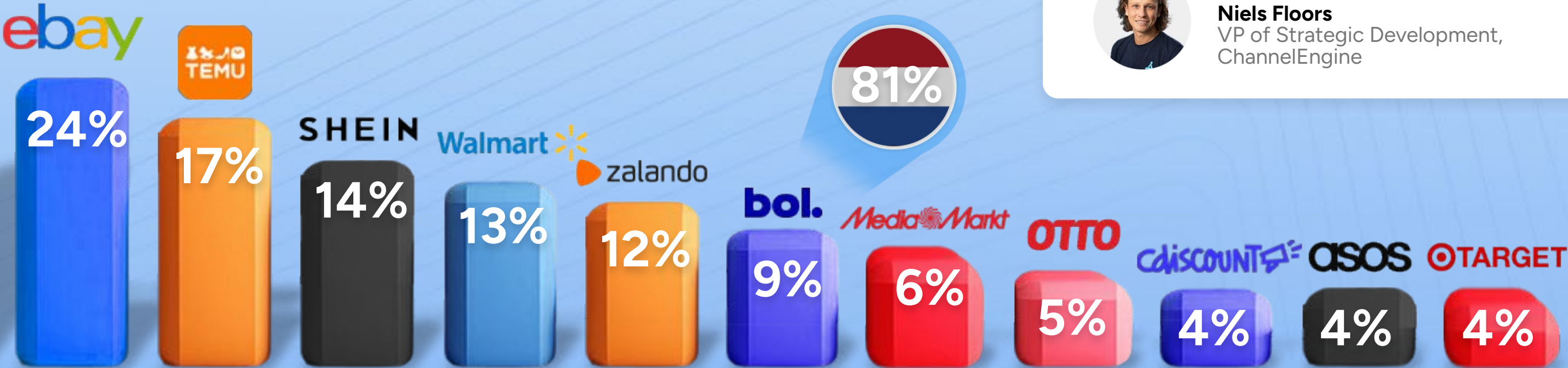


Q: Typically, how many online marketplaces do you browse before purchasing the following types of products?



Which are the most popular marketplaces?

Amazon dominates online marketplaces, but fast-growing disruptors like Temu and Shein are gaining ground. **The only exception is in the Netherlands, where local hero Bol leads with 81% of shoppers buying there in the past six months—more than double Amazon’s 34%.**



“Consumers are browsing, researching, comparing offers, and buying on multiple marketplaces. In terms of both brand awareness and sales, brands and retailers who restrict themselves to a single marketplace are neglecting growth opportunities - opportunities which will be grasped by their competitor”



Niels Floors
VP of Strategic Development,
ChannelEngine

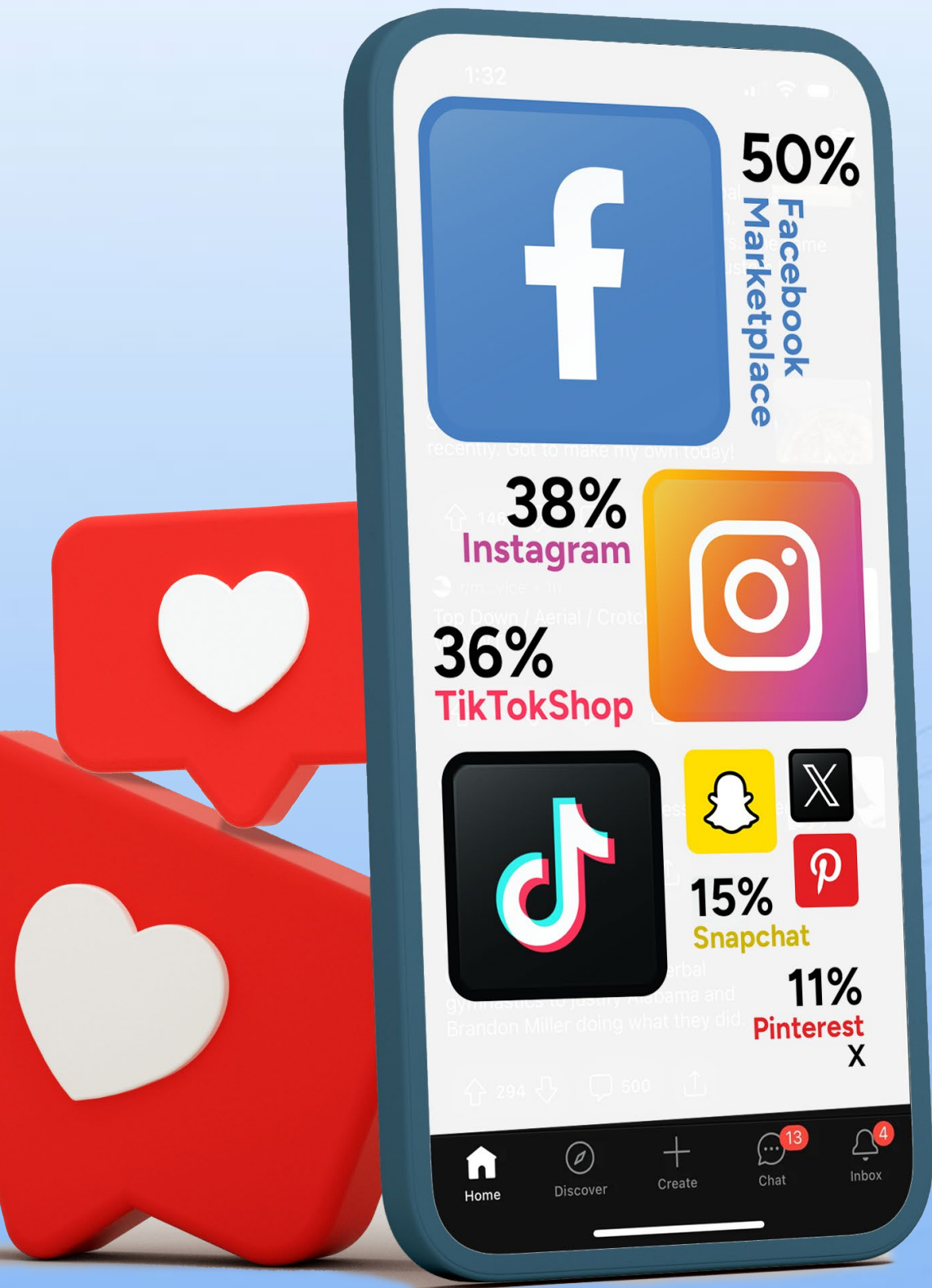
Q: Have you bought a product online from any of the following online marketplaces in the last six months? Select all that apply.

Which social channels are driving most sales?

As awareness and familiarity with the concept of buying products directly from social media grows, its importance as a channel is set to rise. **One in five who haven't bought this way previously say they would consider it in future.**

Despite the buzz around TikTok Shop, and its rocketing revenues in some regions (US sales in the first two weeks of 2024 November more than tripled compared

to the year before³) it lags behind other social commerce channels. Number of users is likely to be a factor: almost twice as many users visit Facebook monthly than TikTok (around 3.1bn compared to 1.6billion⁴).



Two in five

have bought something from a social media platform

and **24%** would buy from there again

Q: Which of the following social media sites did you make a purchase on? Select all that apply.

Main Takeaways:

Marketplace Shopper Behavior Report 2025



Online marketplaces are already the dominant ecommerce channel

47% of shoppers start their buying journey on marketplaces, significantly more than search engines (24%) and brand webshops (14%).

63% of shoppers prefer marketplaces as an online shopping destination, compared with 14% favoring a brand's webshop. This preference is driven by better variety, competitive pricing, and easier price comparisons.

58% of consumers think marketplaces offer the best deals, 72% people think shopping on marketplaces is easy, and 61% trust online marketplaces to deliver good quality products.

What this means for brands and retailers

Marketplaces level the playing field for agile brands that know how to leverage this environment, regardless of size. So relying on your brand recognition to translate directly into marketplace sales is not enough, you need a well-executed marketplace strategy to succeed on these channels.

As shoppers tend to start their journey on marketplaces, it's worth prioritizing your SEO there. Optimizing your product listings and ensuring you're ranking well for the right queries will make a big difference.

Due to the competitive nature of the marketplace, it is important to make your listings easy to browse and structure product information in a digestible format.

Consumers shop across multiple platforms and social channels, not just one

2-3 Consumers visit 2-3 different marketplaces on average before making a purchase.

40% of respondents have bought something directly from a social media site and 44% would consider doing so in the future.

50% of social media shoppers bought from Facebook Marketplace, with over a third purchasing from Instagram and TikTok.

Temu (93%) and Shein (89%) are widely known, but less than half of consumers are ready to buy (37% for Temu, 41% for Shein).

What this means for brands and retailers

Customers are shopping across multiple marketplaces and social channels, so not being present on all of them puts you at a disadvantage. Centralizing operations with marketplace integration software helps maintain efficiency.

Even if the majority of your revenue comes through Amazon, product research and discovery can often take place on other channels, so ignoring them can cost you sales indirectly.

Social commerce is now a thriving shopping destination. Consumers are ready to buy directly through social apps, and your competitors are already there.



Main Takeaways:

Marketplace Shopper Behavior Report 2025

Consumers frequently visit marketplaces for fun, making frequent unplanned purchases

51% of respondents often visit online marketplaces just for fun, browsing without a specific product need, similarly to how they behave in real life when 'window shopping' on a trip to the mall.

What this means for brands and retailers

Consumers often make unplanned purchases when they see something they can't resist. You can lean into this trend by increasing perceived value with a bundle offer, or a limited time discount.

56% of consumers make unplanned purchases at least sometimes with 13% making them often or very often. Considering the 'window shopping' tendency mentioned above, this is understandable.

By making sure your products are well-categorized and visually appealing, you can make them easy to discover during casual browsing sessions, which is likely to turn into sales.

Shoppers in the US (66%) and Germany (59%) are most likely to make unplanned purchases.

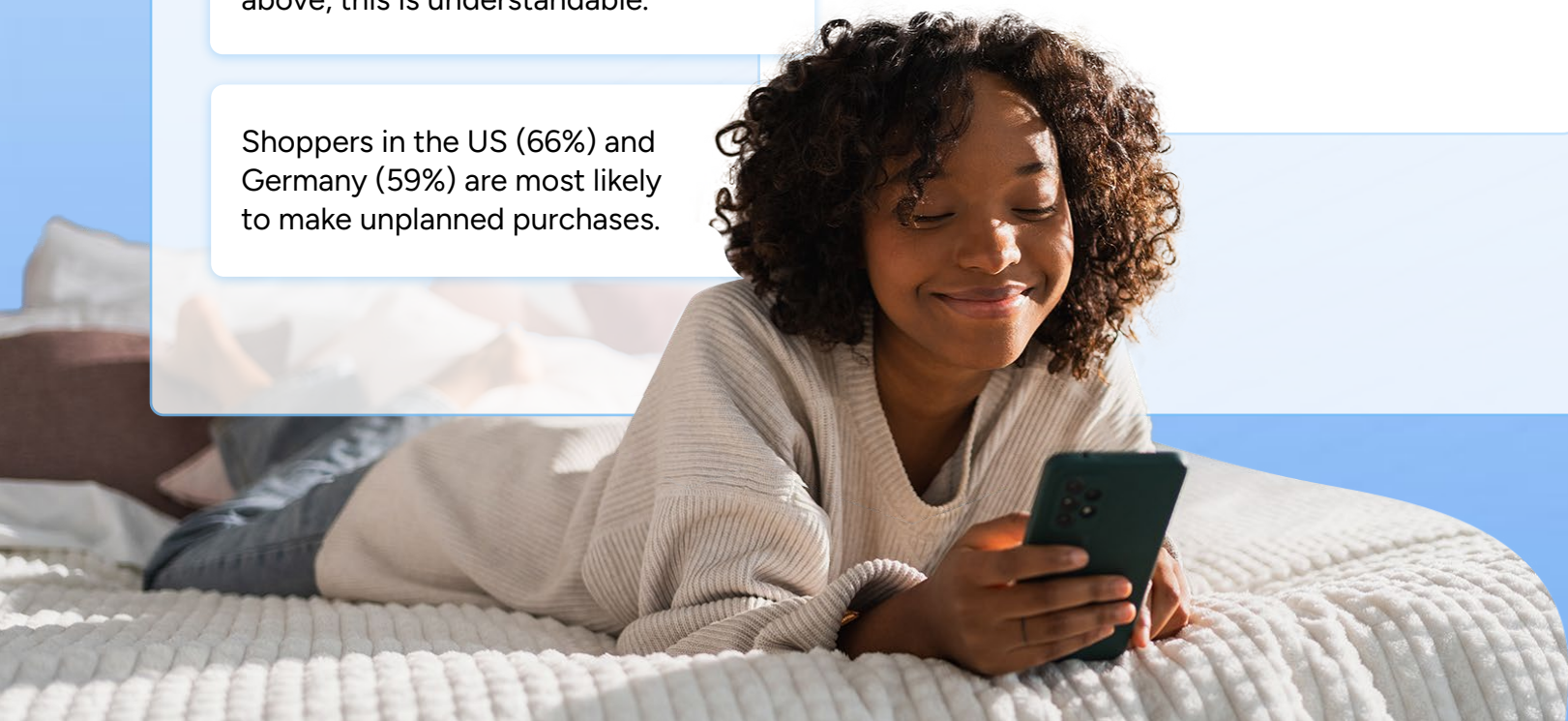
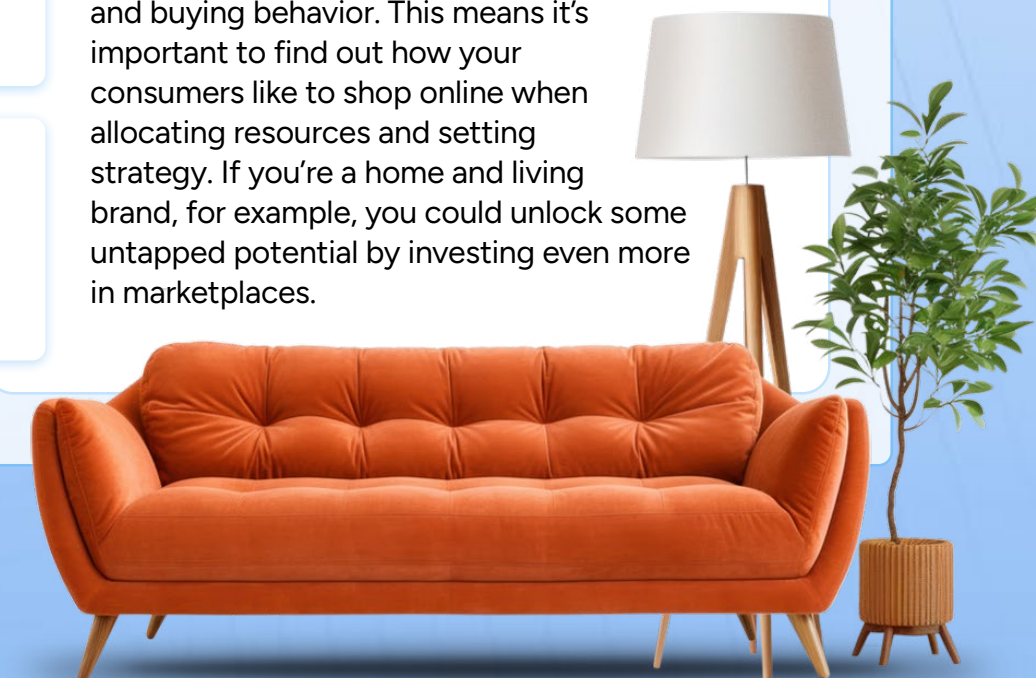
Home and Living is the top category on marketplaces

74% of shoppers prefer online marketplaces for Home and Living purchases, followed by 44% for Clothing and Footwear, and 39% for Electronics.

What this means for brands and retailers

Every category has its own set of preferences and buying behavior. This means it's important to find out how your consumers like to shop online when allocating resources and setting strategy. If you're a home and living brand, for example, you could unlock some untapped potential by investing even more in marketplaces.

19% of respondents browse Home and Living products multiple times a week, the most frequent category.



Ready to expand to more marketplaces?

This report shows how marketplaces are continuing to dominate every stage of the buyer journey, from discovery and research to purchasing, or indeed just for entertainment. The conclusion? Brands whose products are only available on their own site or a single marketplace are missing out on both increased awareness and revenue.

But how do you handle the potential effort and complexity that comes with channel expansion?

[Learn more about ChannelEngine](#)

1 Identify marketplaces aligned with your brand values and goals

The number of marketplaces can feel overwhelming, but by setting clear criteria around your objectives, you can focus on the best platforms for your brand. For instance, are you looking to expand internationally, increase brand awareness, or shift overstocked products?

If you're a ChannelEngine customer, your Customer Success Manager can advise on which marketplaces could help you meet your brand and revenue objectives.

2 Set up for success with ChannelEngine

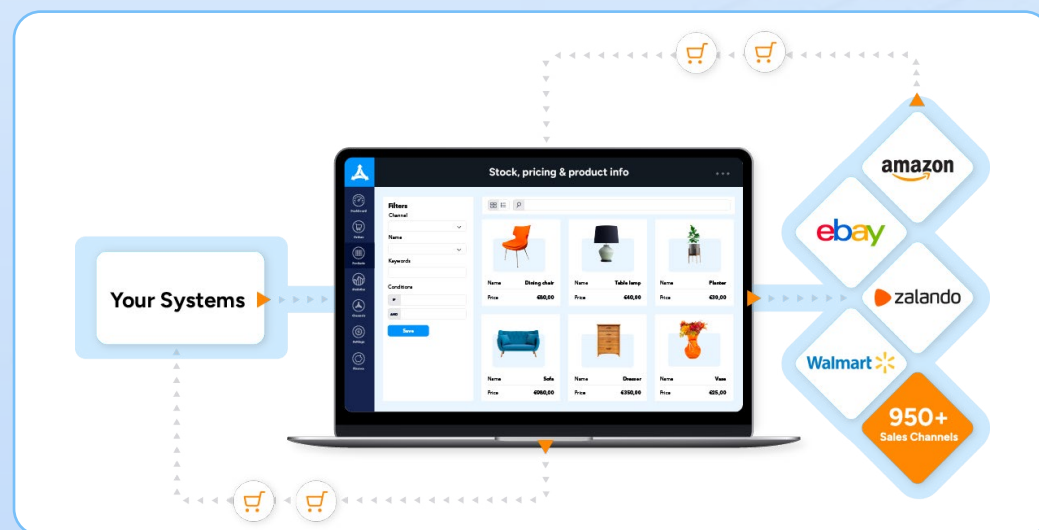
Get access to 950+ marketplaces through a single connection. Managing your marketplace sales via ChannelEngine is the best way to expand across channels while keeping additional admin and resource requirements to a minimum.

Different marketplaces have different seller account set-ups, product listing rules, product categorizations, SEO considerations, and fee structures. As a platform that was purpose-built to simplify marketplace operations, we make it easy to manage all these different requirements.

Marketplace Shopping Behavior Report 2025

About ChannelEngine

ChannelEngine connects brands and retailers to over 950 marketplaces worldwide, offering a single platform to manage your product data, inventory, orders, and pricing across all online channels. With smart automation and seamless integration, we enable you to sell more, grow faster, and stay in control. Our scalable and reliable platform keeps your operations running smoothly, ensuring long-term success as your business grows. Headquartered in Leiden, Netherlands, with global offices in New York, Munich, Paris, and Singapore, we guide leading brands like Unilever, Sanofi, Philips, and Sonos on their marketplace expansion.



How marketplace shoppers buy in 2025

ChannelEngine CEO Jorrit Steinz and Marketplace Uni Co-CEO Valerie Dichtl brings marketplace consumer behavior data to life with exclusive insights.

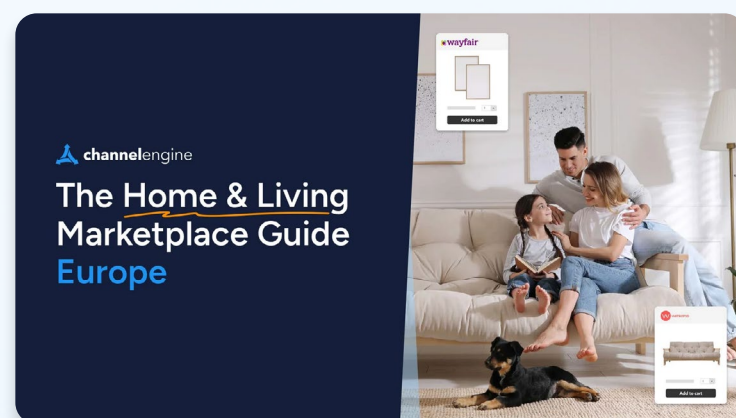
[Watch the recording →](#)

About Sapio Research

Sapio research is a full-service B2B and tech market research agency that helps businesses grow thanks to high quality, efficient, and honest research solutions. We are an enthusiastic and purpose-driven team of expert market researchers and we're passionate about supporting brands and PR & communications agencies in all areas of quantitative and qualitative research.



Interested in finding out more?



The Home & Living Marketplace Guide Europe

In this ebook we take a look at the top Home & Living marketplaces in Europe and how you can position your brand to make the most of this explosive growth.

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The Fashion Marketplace Guide

Discover top fashion ecommerce marketplaces, where each one fits in the landscape, and which ones will suit your brand.

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A comprehensive guide to the key Consumer Electronics marketplaces

In this guide, we provide the strategic insights and practical steps needed for Consumer Electronics marketplaces.

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The Marketplace Strategy Guide

Discover the leading global marketplaces, strategies for building a successful marketplace presence, and a deep dive into Expondo's remarkable achievements.

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1 <https://www.aboutamazon.com/news/policy-news-views/amazons-latest-actions-against-fake-review-brokers>

2 <https://www.retaildetail.eu/news/fashion/zalando-removes-customer-reviews/>

3 <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

4 <https://www.modernretail.co/technology/chinese-e-commerce-platforms-are-taking-away-holiday-market-share-from-major-u-s-retailers/>