



Marketplace seller trends report 2025





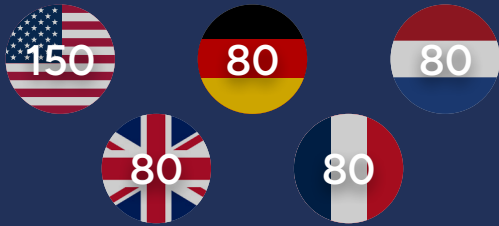
The inside track from brands and retailers

We surveyed 470 ecommerce marketplace decision makers in France, Germany, the Netherlands, the UK, and the United States to understand how they are approaching marketplace adoption, tackling operational challenges, and setting goals for growth.

By focusing exclusively on marketplace commerce, this report offers a clear view of how sellers are operating today and how they see the future in this fast-growing segment of ecommerce.

Research was conducted by Sapio Research in June and July 2025 via online survey.

Country of residence



Selling method

1P seller	33%
3P sellers	17%
Both / Hybrid model	50%

Revenue

Revenue (EUR / USD)	% of respondents
€0M to under €50M \$11M to under \$55M	34%
€50M to under €500M \$55M to under \$550M	37%
Over €500M Over \$550M	29%

*USD conversions are approximate, based on an exchange rate of €1=\$1.10 (as of [month/year]). Respondents reported their revenue in EUR.

Role

Role	% of respondents
Manager / Senior Manager / Head of Dept	34%
Director / VP / SVP	25%
C-level executive / Owner / Founder	42%

Brands vs Retailers



- A brand selling its own products
- A retailer / reseller of third-party products only
- A retailer / reseller of its own brand and third-party products

Why experts trust this report

"This report is a wake-up call for marketplace sellers. They're spread across 6+ marketplaces yet still glued to spreadsheets. Two-thirds use integrators, 98% say they're happy, and two-thirds are ready to switch. That's not satisfaction, that's frustration in disguise. If you want to get under the hood of that contradiction, this report is the best source you'll find."



Artur Stańczuk
CSO at Packhelp,
Author of MarketMaze

"A strong trend I've heard from Amazon Sellers this year is the success they are finding on other marketplaces. Amazon is the leader. But those looking for a little extra are doing very well on Walmart and TikTok Shop and it's become a key part of their business"



Scott Needham
CEO and Founder
at SmartScout

"An excellent study highlighting the accelerating shifts in ecommerce and why brands must double down on using cross-channel data to drive efficiency. With 91% of organisations calling automation business-critical and AI emerging as the next big disruptor, the message is clear: brands that focus on automation to unlock cost savings will be best placed to stay competitive in the age of AI."



Martin Heubel
Founder
at Consulterce

"The research shows that 32% of sellers are prioritizing sales growth, so it's clear the focus has shifted from optimization to expansion. The next phase should be going global in 2026. EU is an untapped market for many US sellers so go global in 2026 or go home!"



Nick Penev
Co-Founder at XTREME POWER
Partnerships Advisor at hellotax

Recap from our Shopping Behavior Report 2025

Consumers are already shopping across multiple channels, moving fast, and demanding more. Here's what our [Marketplace Shopping Behavior Report](#) revealed:

63% of consumers prefer marketplaces over brand sites. The marketplace is now the default purchase environment.

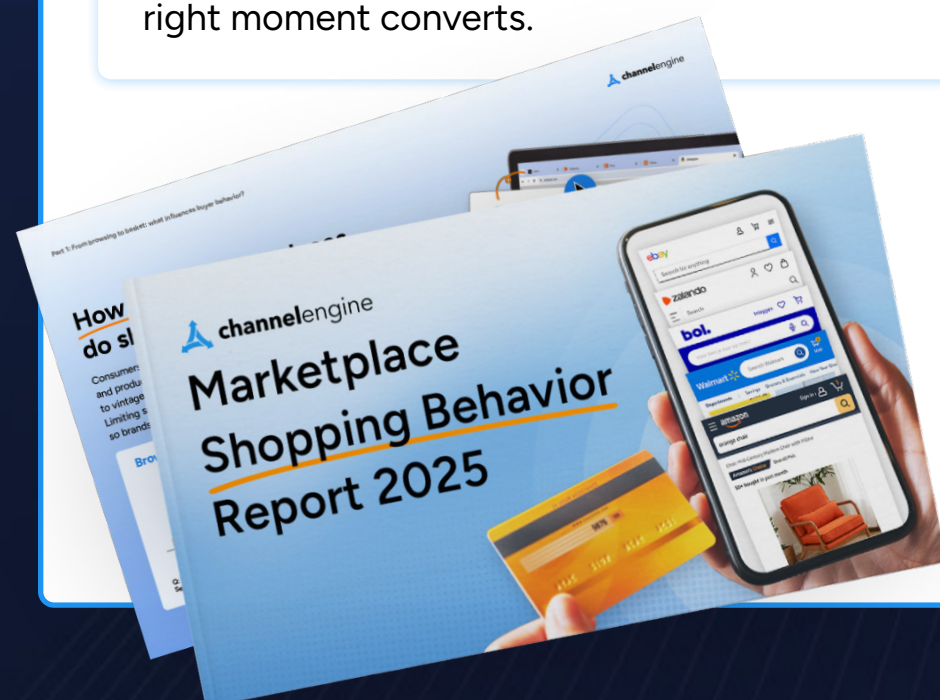
2 - 3 marketplaces are visited before purchase. If your products aren't there, they may never be seen.

56% make impulse purchases. Discovery is constant. The right listing at the right moment converts.

33% only fully trust reviews. What buyers see from you—descriptions, photos, pricing—must close the trust gap.

Shoppers describe **marketplaces** as **fast (72%)** and **easy (68%) to use** - attributes that shape their expectations across all ecommerce experiences.

Success depends on being easy to find, trusted, and chosen across every marketplace your customers use.



With consumers shopping across multiple marketplaces, making impulse purchases, and demanding fast, seamless experiences, sellers are under pressure to adapt.

The following sections explore how brands, retailers, and resellers are approaching marketplace selling today - from the number of platforms they use, to the priorities and strategies shaping their success.

See how you stack up against your peers and where your own marketplace strategy stands out, or needs to catch up.

How many marketplaces are sellers active on, and which top the list?

Shoppers visit an average of 4 marketplaces per month and sellers are expanding their presence to keep pace.

Just **2% of respondents sell exclusively on a single marketplace**, with the average seller active on six.

More than a third (34%) are already selling on seven or more, reflecting a clear push to meet customers wherever they choose to shop.

Sellers operate on marketplaces in a variety of ways.

One-third of respondents identified as first-party sellers, 17% as third party, and half use a hybrid approach.

Sellers are active on 6 marketplaces on average



Q: How many marketplaces are you currently active on? Select one.



Amazon leads everywhere, but local players matter

Amazon remains the dominant marketplace across all surveyed regions. **Local leaders take second place**, Walmart in the US and Bol in the Netherlands, highlighting the importance of tailoring marketplace strategies to each market. TikTok Shop, a newer entrant, has already broken into the top five in both the UK and the US.

"Any brand manager that has 400 products will have to make 400 products × 30 optimizations per product × 7 days a week = 84,000 portfolio optimizations across any given week... It is just not tenable. Additionally, this pressure is amplified by the fact that today's commerce is driven by algorithms. Every retailer now operates this way, which means brands must connect every aspect of delivery if they want to remain visible and competitive."



James Galland
Marketplaces Strategy Director at  **VML**

Q: Which of the following marketplaces do you currently sell on? Select all that apply.

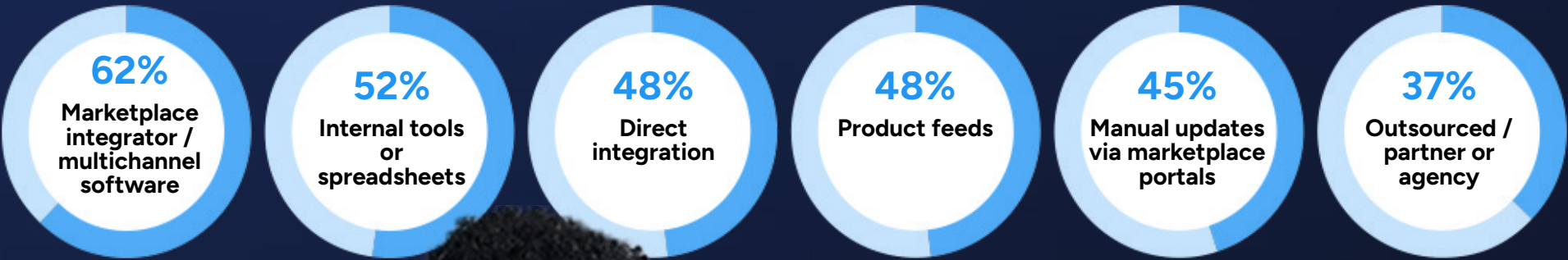


Sellers’ top marketplace priorities for the year ahead

Sellers’ top priorities for the next 12 months are to **balance expansion with optimization**. While many aim to increase their marketplace presence, just as many are **focused on getting more from the channels they already sell on** - boosting product visibility, improving profitability, and **strengthening their overall online footprint**. Brands, resellers, and retailers are aligning their strategy around both reach and results.

Q: What are your top 3 priorities when it comes to ensuring success in your marketplace selling in the next 12 months? Select top three.

How are sellers managing product and pricing updates?



With more than two-thirds (67%) of sellers active on at least 4 marketplaces, keeping product descriptions, categorization, and pricing accurate across multiple channels is a major operational challenge.

The majority (62%) do work with an integrator, yet over half (52%) also still rely on spreadsheets or other internal tools. This highlights the complexity of marketplace management and raises the question of whether sellers are using the right integrator to fully meet their needs.

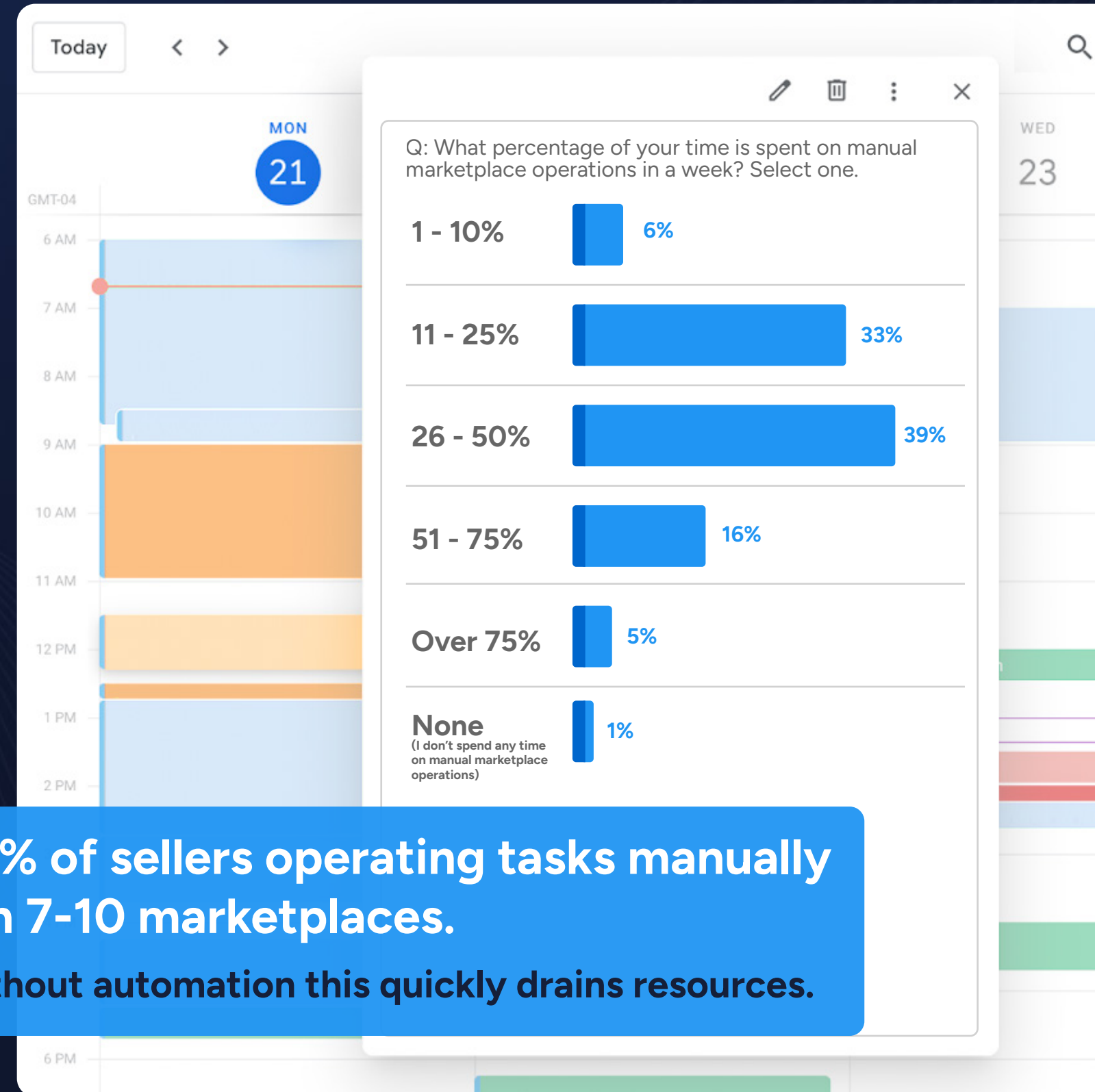
37% of sellers say they work with an outsourced partner or agency to manage product content and pricing. The majority are using internal tools, spreadsheets, or integrators, suggesting many sellers still rely heavily on internal processes, which can create pressure around data accuracy and speed to market.

Q: How do you currently manage product content and pricing updates? Select all that apply.

How much time do sellers spend on manual operations?

Manual processes remain a major drain on ecommerce teams. On average, sellers spend **36% of their working week** - the equivalent of **1.8 days** - on manual tasks such as updating listings, adjusting pricing, or fixing errors.

For over one in five sellers (21%), the load is even heavier, with half their working week consumed by manual marketplace activities. This workload directly reduces the time available for growth-driving initiatives like improving product content, optimizing pricing strategies, or expanding to new marketplaces - slowing down the very goals sellers identify as priorities for the year ahead.



**28% of sellers operating tasks manually
run 7-10 marketplaces.**

Without automation this quickly drains resources.

What are the most time-consuming marketplace management tasks?

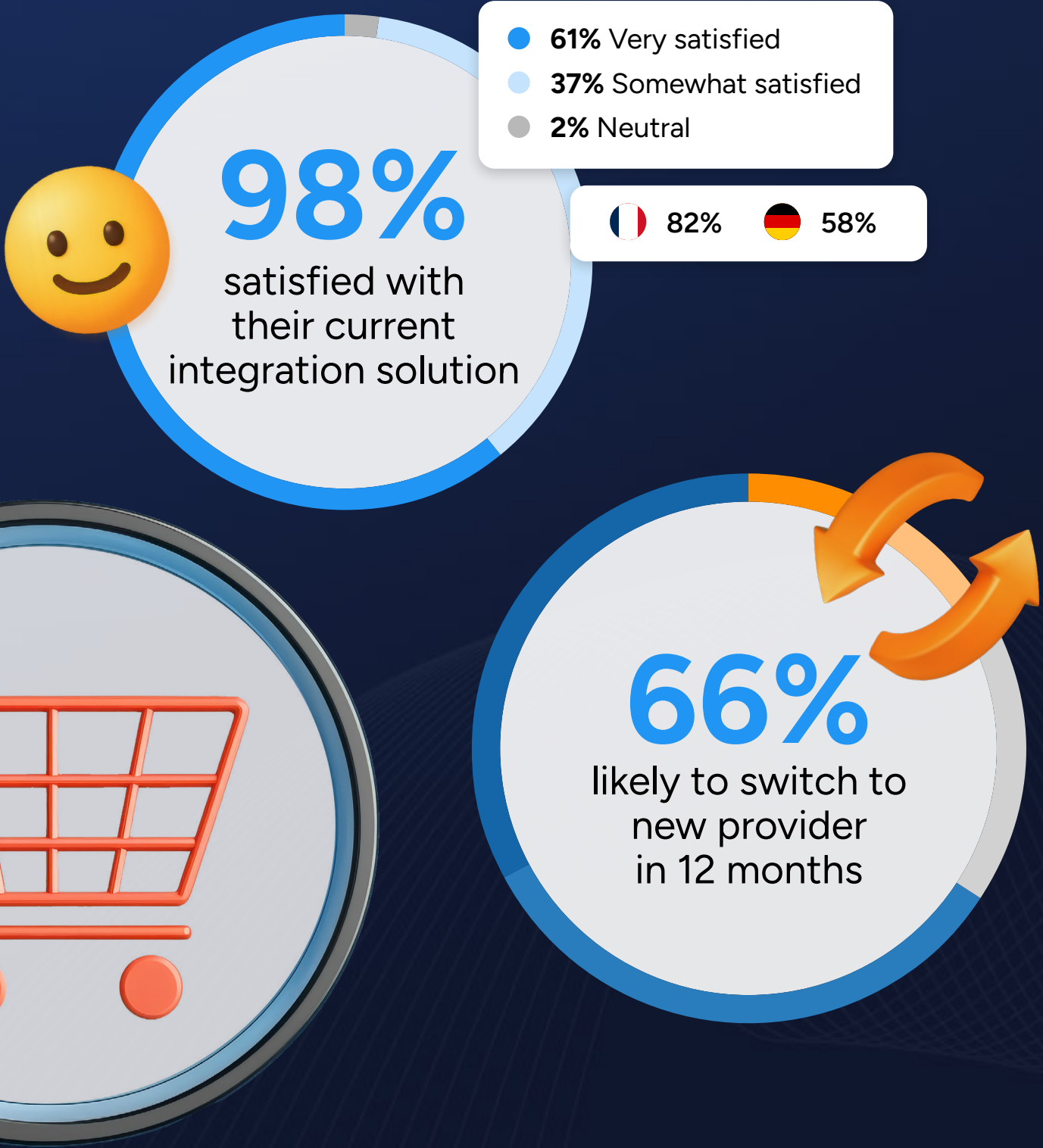
Managing marketplaces impacts every part of the organization.

From VPs handling pricing updates (38%), to directors managing returns (43%), and senior managers fixing listing errors (37%), manual operations consume valuable time and resources at every level.

These day-to-day demands divert leadership and specialist teams from higher-value activities that drive growth, efficiency, and competitive advantage.



Q: Which of the following manual tasks consume the most hours weekly? Select up to three.



The search for a better marketplace integrator

Among those spending more than half their time on manual marketplace tasks, **78% are considering a switch** — compared to just 53% of those spending a quarter or less of their week on manual work.

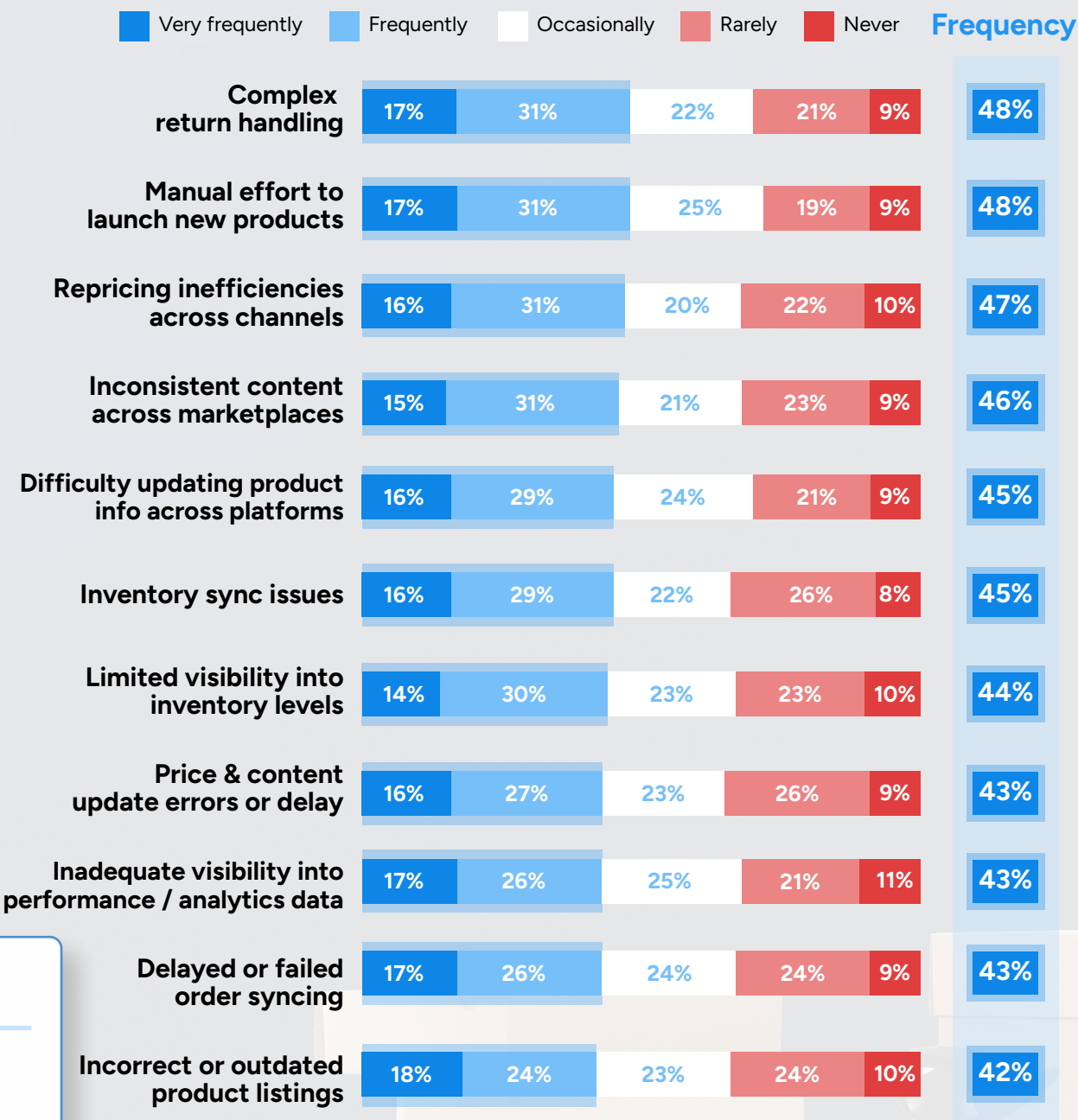
This shows that efficiency and automation depend on **having an integrator that truly fits business needs**. Sellers burdened by manual processes are actively looking for better solutions, and this should prompt every brand to reflect on whether their current integrator is really delivering.

What are the top operational challenges?

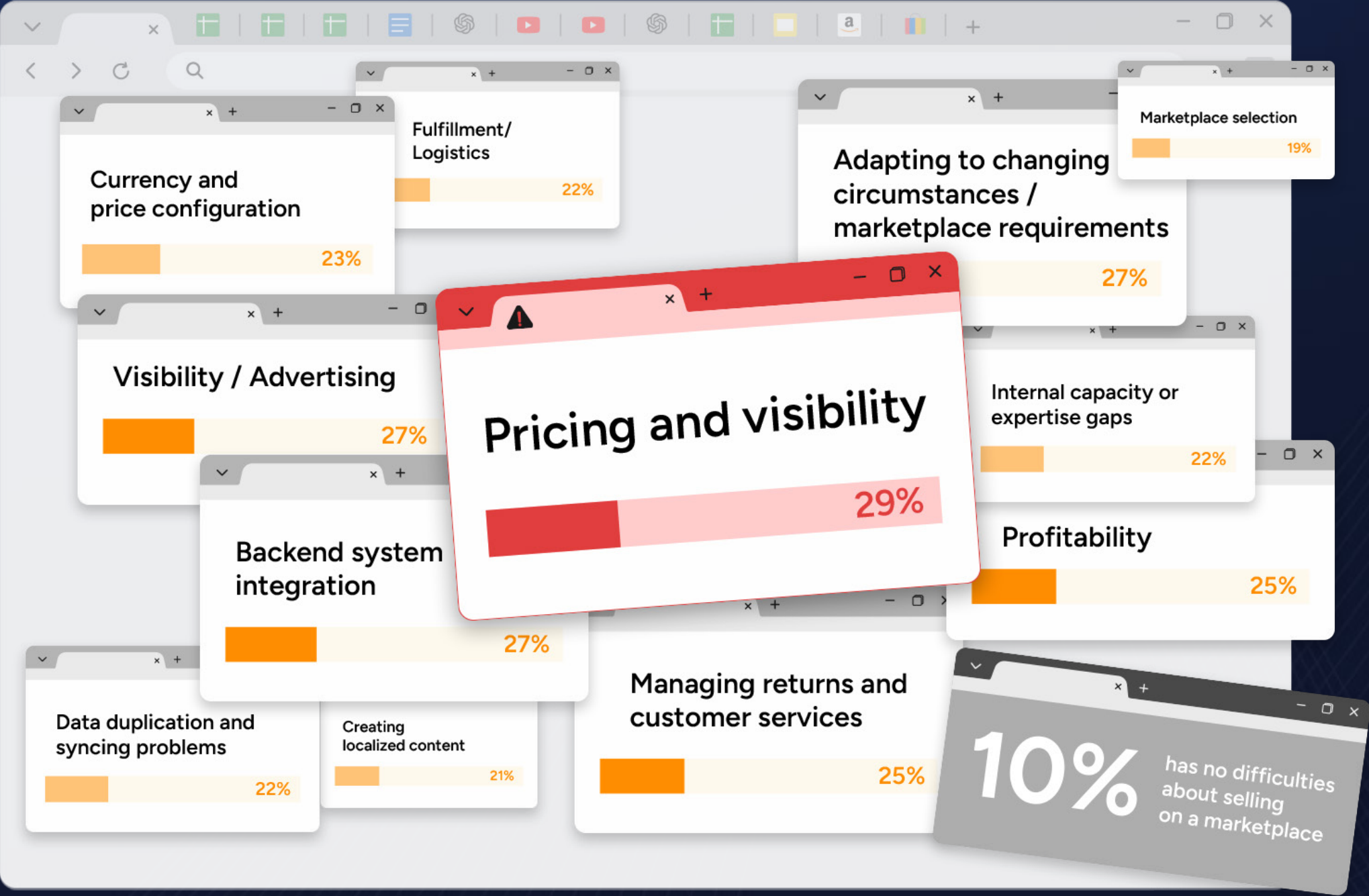
The complexity of managing multiple marketplaces is demonstrated by the breadth of challenges sellers face. Only 6 percentage points separate all the challenges which happen either “frequently” (a few times a week) or “very frequently” (daily or almost daily).

Larger sellers, with inherently greater operational complexity, tend to experience slightly more issues when it comes to inconsistent content, delayed order syncing, and the manual effort required to launch new products.

Q: How often do you encounter the following operational challenges, if at all?



Showing % Frequently / Very frequently	\$10M to under \$50M	\$50M to under \$500M	Over \$500M
Inconsistent content across marketplaces	41%	48%	50%
Delayed or failed order syncing	38%	42%	50%
Manual effort to launch new products	46%	47%	50%



What's hardest about selling on marketplaces?

For nearly a third of sellers (29%), the biggest challenge is staying competitive on pricing and product visibility—but it's far from the only challenge. On average, **sellers named three things they struggle with, underlining the breadth of complexity organizations face.**

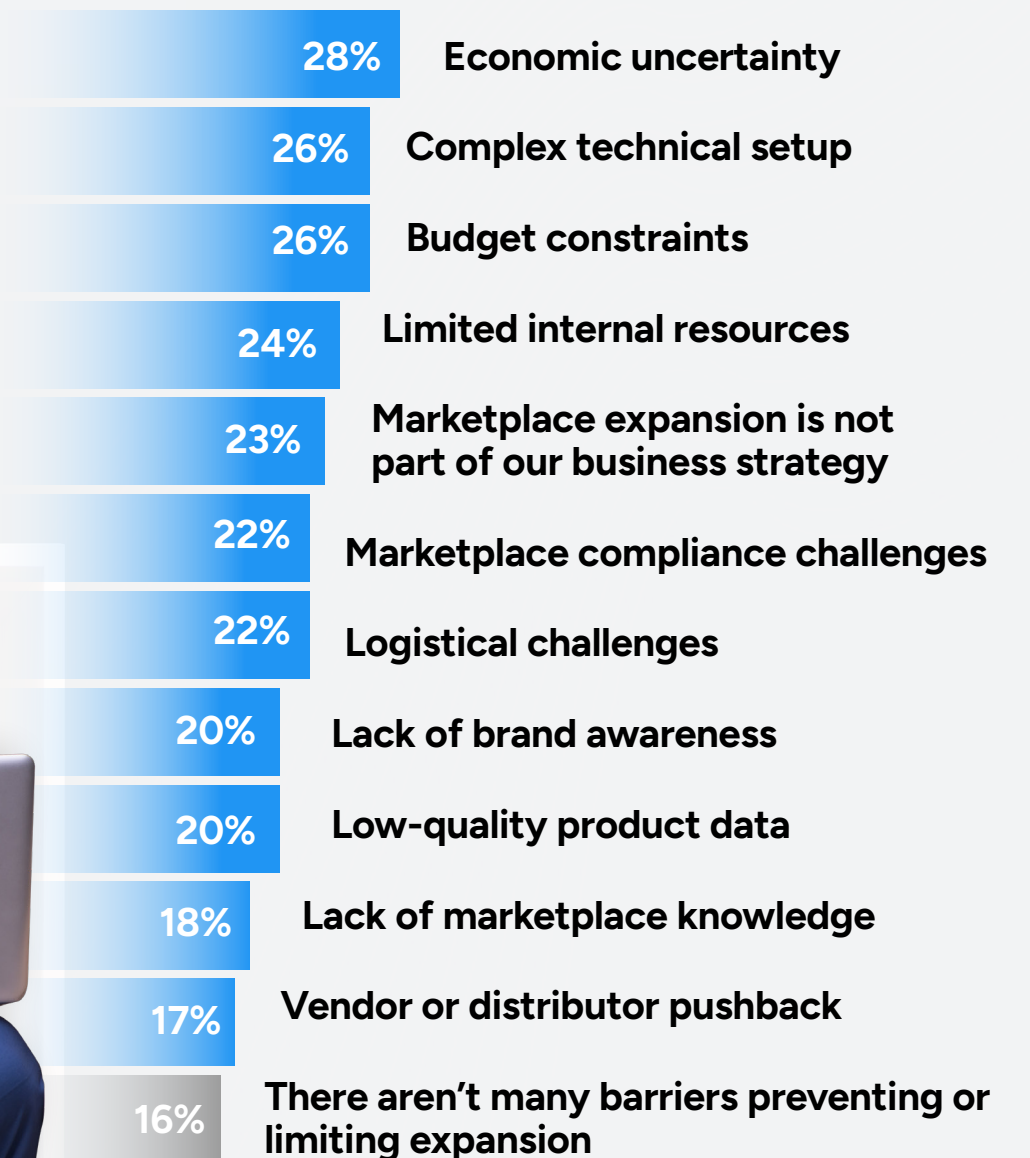
Keeping up with changing marketplace requirements is another key pressure point, cited by 27% overall and rising to 40% among those spending more than half their time on manual operations.

Q: What is most difficult about selling on a marketplace? Select all that apply.

What's stopping sellers from expanding to new marketplaces?

In a world where shoppers buy across multiple marketplaces and tools make integrations easier than ever, **more than a quarter of sellers (26%) are still reluctant to expand to a new marketplaces because of technical requirements.**

This barrier to expansion is second only to economic uncertainty. Alongside **budget constraints, limited internal resources** are also preventing sellers from adding more marketplaces—unsurprising when we consider how much time is still being dedicated to manual tasks.



Q: What are the main barriers either preventing or limiting expansion to new marketplaces? Select all that apply.

Q: What has most impacted your marketplace profitability in the past year? Select top two.

What impacts profitability on marketplaces?

High marketplace fees (35%) and shipping costs (29%) make the **biggest dent in profits from marketplace sales**. While these costs are often outside sellers' control, the time and resources lost to manual processes can make their impact worse. Increasing automation in marketplace operations can help offset these pressures by improving efficiency and protecting margins.



How is marketplace success measured?

Brands and retailers take different approaches to measuring marketplace performance. **Brands prioritize net sales (34%)** as their top metric, while **retailers of third-party products focus on profit margin per marketplace (34%)** - reflecting the need to manage manufacturer costs while protecting margins.

	Brand	Retailer Third party products	Retailer Own brand/ third party products
1	Net Sales 34%	Profit margin per marketplace 34%	Net Sales / Average Order Value 33%
2	Profit margin per marketplace 31%	Return rate 31%	Profit margin per marketplace 28%
3	Average Order Value 29%	Checkout completion rate 28%	Return rate 27%

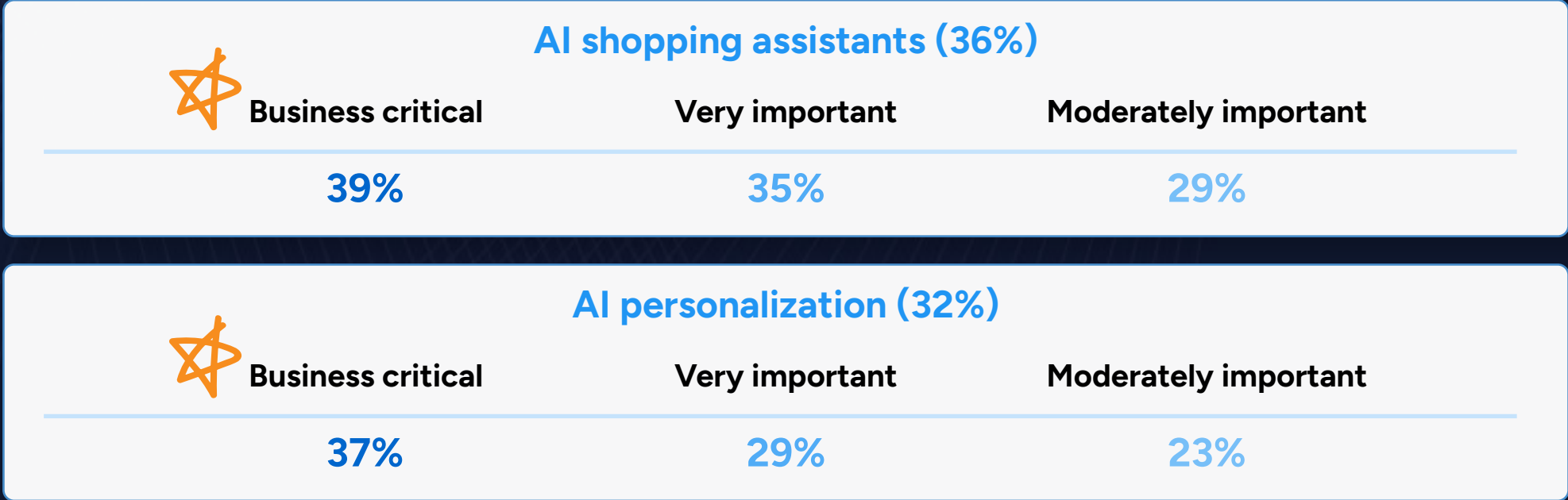




How do AI and automation fit into future marketplace strategy?

Despite over half of sellers still using spreadsheets to manage product and pricing updates, **91% say automation is either very important or business critical for their marketplace strategy**—underlining a gap between today’s reality and tomorrow’s aspiration.

Around a third expect the biggest shift in online marketplace selling to revolve around AI: specifically, AI shopping assistants (36%) and AI personalization (32%).



Q: What do you believe will be the biggest shifts in online marketplace selling over the next 2-3 years? Select up to three

Is your marketplace strategy fit for the future?

Marketplace activity is booming as new entrants pop up and shoppers spread their research and purchasing across a range of local, international, discount, social, and specialist sites. **But every new channel brings more management demands.** Without the right systems in place, manual work, resource strain, and technical hurdles can limit how widely your products are available - and **how quickly you can respond to market shifts.**

The good news? Many of these barriers can be overcome. **The right integrator relieves pressure on stretched teams**, streamlines set-up, and ensures compliance.

Conquer complexity with ChannelEngine

1 Ask yourself these questions

- How much time do you and your team spend on marketplace operations each week?
- Do you have enough time left in the day for analytics and strategy?
- Are you able to expand to new marketplaces quickly?

If you're like most sellers, the answer is **"not enough."** That's why now is the moment to **evaluate your agencies, tools, and integrators.** Your competitors are already searching for better ways to manage marketplace complexity. Those who move first will **seize the advantage and pull ahead.**

2 Conquer complexity with ChannelEngine

Expand your business to **1300+ marketplaces worldwide through a single connection.**

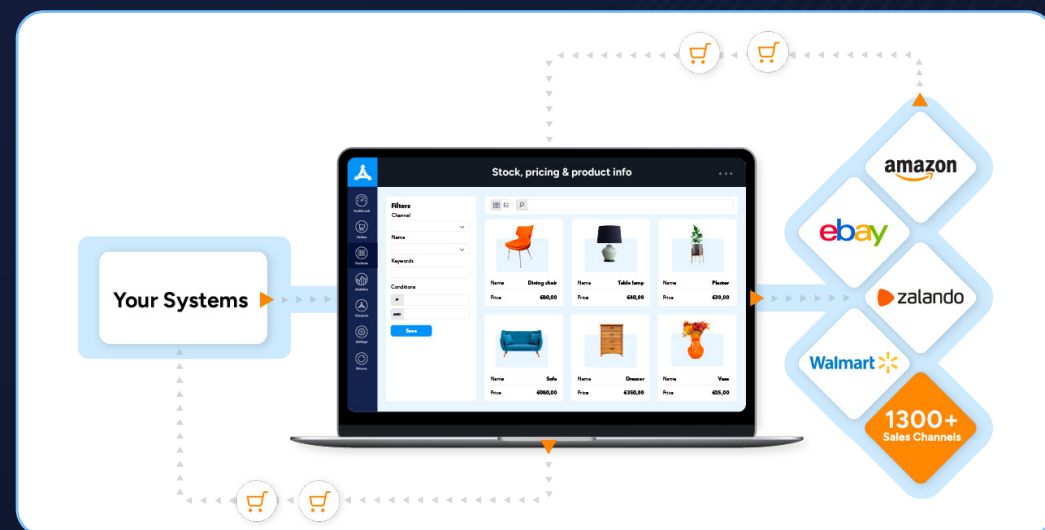
ChannelEngine makes it simple to scale your reach while minimizing admin and resource demands. Each marketplace comes with its own requirements for seller accounts, product listings, categorizations, SEO rules, and fee structures. **Our platform is built to simplify this complexity, making it easy to manage all of these differences in one place.**

With ChannelEngine, you can synchronize your inventory almost in real-time, centralize order management, and automate key tasks as your business grows.

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About ChannelEngine

ChannelEngine connects brands and retailers to over 1300 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. ChannelEngine is a global company with offices in New York, Toronto, Leiden (Netherlands), Berlin, Paris, Dubai and Singapore. We guide leading brands like Samsung, Unilever, Björn Borg, and Nestle on their marketplace expansion.



Marketplace sellers insights: A reality check

In this live session we sit down with marketplace experts to decode the findings live, and share what they mean for your business strategy.

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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 researcher.



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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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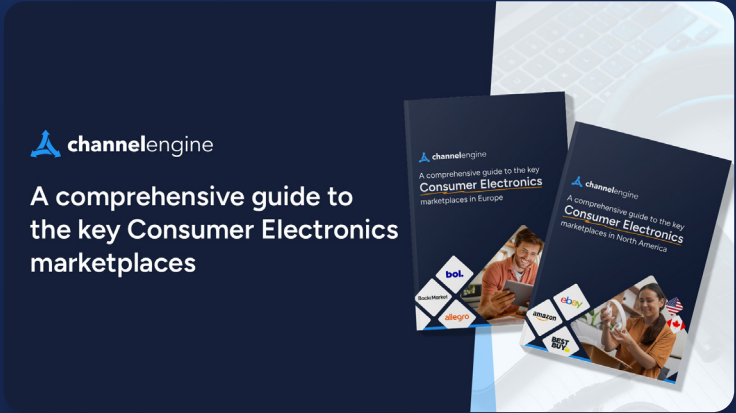


The Fashion Marketplace Guide

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

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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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