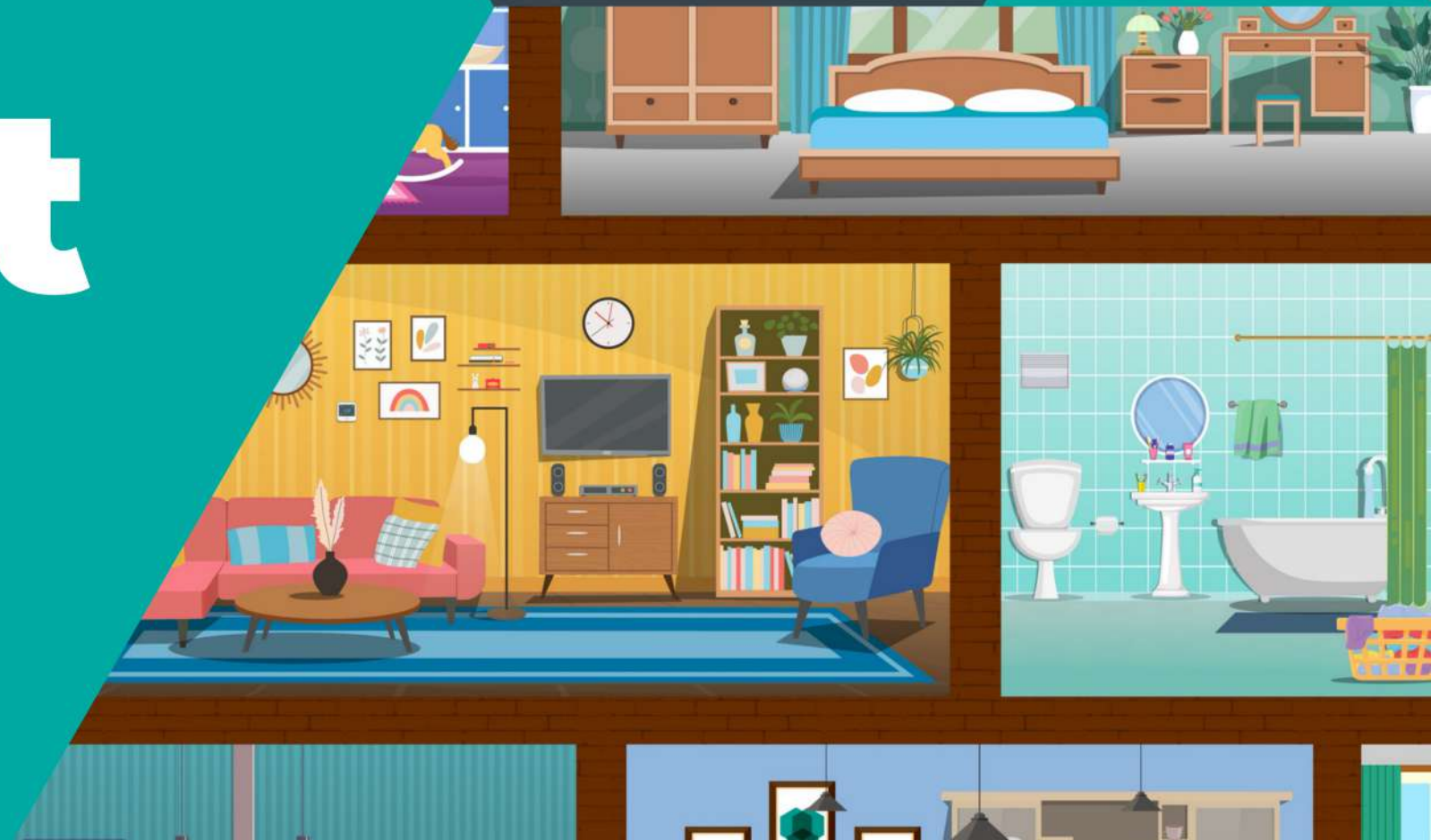




# The 2024 Ecommerce Trends Report

V1. 2024



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# Sharing insights from **500** Marketing Professionals



The 2024 Ecommerce Trends Report





# Hello there!

As technology continues to shape how we shop, leading companies in the retail industry are redefining the ecommerce landscape with immersive experiences, cutting-edge advancements and staying up to date with the latest trends.

How exactly can homeware companies optimise their marketing strategies to entice customers and encourage increased interaction with their online platforms?

**Is your marketing not quite feeling at home?**

**Find out which advancements and approaches are propelling the evolution of home retail marketing in 2024 – as shared by 500 marketing professionals!**



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# Methodology

## Research methods

### CENSUSWIDE

THE RESEARCH CONSULTANTS

This report is based on a commercial survey, led by research consultants, Censuswide, of 500 marketers conducted in December 2023.

We conducted primary interviews with marketing practitioners, senior marketing managers and leaders.

And we ran an analysis of thousands of product-focused keywords and selected 100 queries that encompassed the breadth of key products from across the home.

### Home Search Trends:

We've researched some of the top search queries for home retailers and identified 100 keywords that are key drivers.

Our primary data has been supplemented by secondary research from Ahrefs, Semrush, and SISTRIX.



## The numbers that created the Home Retailer Marketing Trends survey

500

Marketing Professionals

18-54

year olds (majority 35+)

478

Senior Managers, Directors, Head Of's, C-Suite

22

Other roles

237

with budgets between £500k-£1m

96

with budgets between £1m-£4.9m

23

with budgets between £5m-£9.9m

4

with budgets exceeding £10m





# Let's dive in.

**V1. 2024**

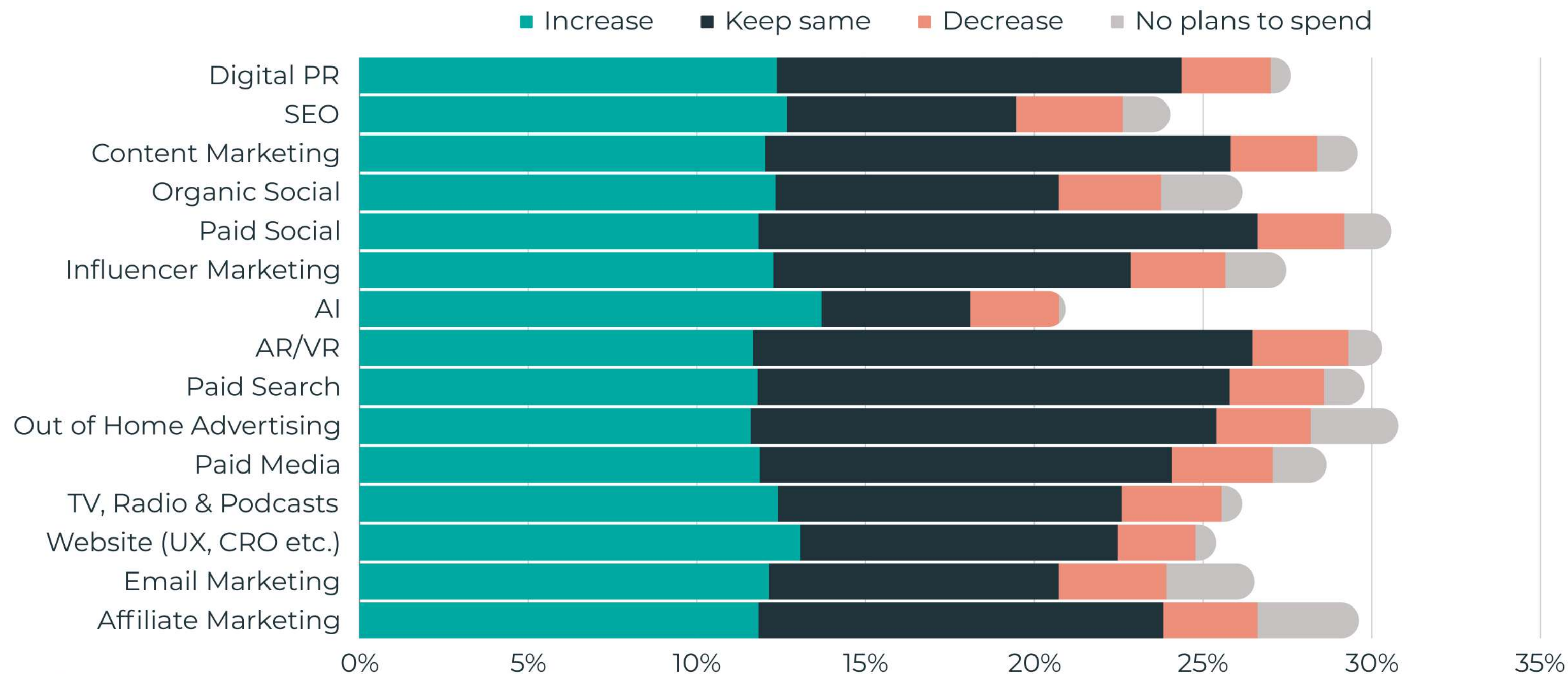
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# Channels and budget increases

In which of the following areas do you plan to increase/decrease spend from your marketing budget in 2024?



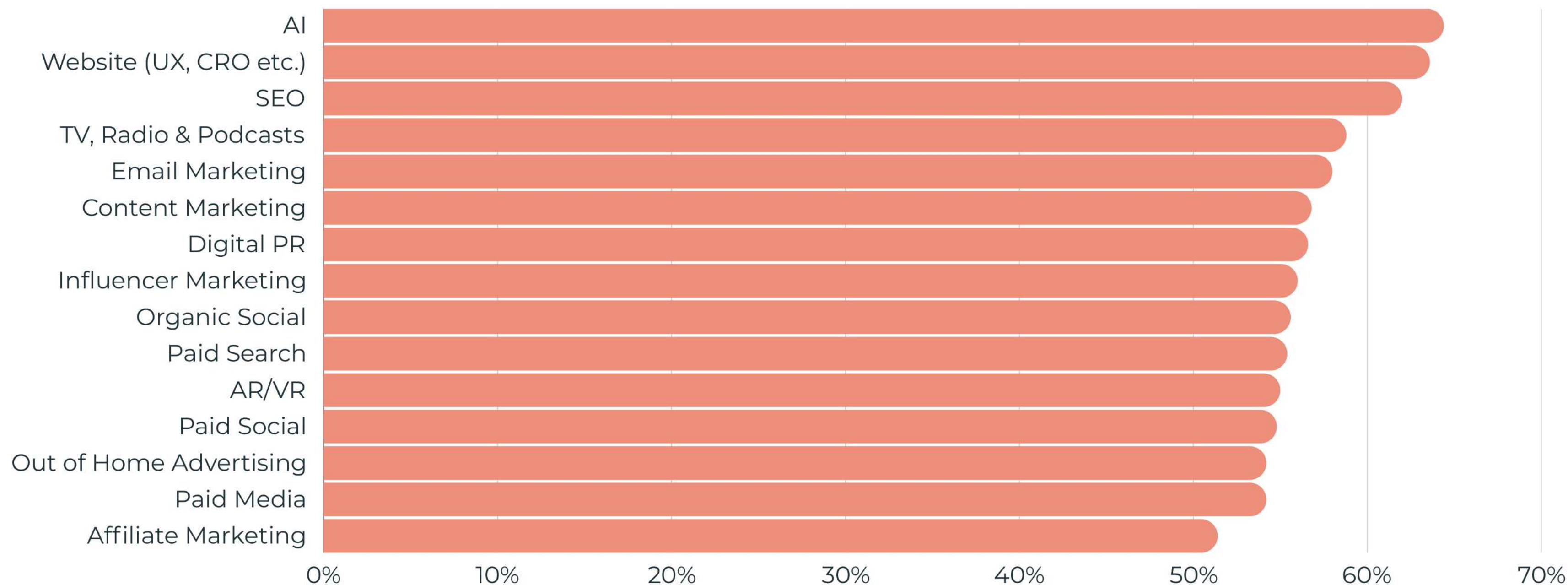
Sample: 500 respondents

Source: The 2024 Ecommerce Trends Report



# Where are marketers increasing spend?

The percentage of the 500 respondents who are increasing channel spend by **up to 60% in 2024**.



**Sample:** 500 respondents

**Source:** The 2024 Ecommerce Trends Report



# Marketers are investing in tools and platforms to accelerate growth online

**With investments in AI and websites topping the survey, it's clear to see that marketing professionals are setting time and money aside to leverage the advancement in technology as part of their strategies and routines in 2024.**

Marketers and brands are placing a key focus on AI and SEO services to understand their user journeys and how their audience behaves online. This is to ultimately maximise brand affinity, but also to drive conversions from the other channels they're investing in.

**The need to invest more in these services is clear, as brands are making the decision to up their marketing spend in 2024.**





# Top 5 Digital Marketing channels in 2024 (by spend)

1	SEO
2	Email Marketing
3	Content Marketing
4	Digital PR
5	Influencer Marketing





# Strategies in 2024 will see SEO and Content take the spotlight

**With Google having such a volatile year in 2023, impacting countless ecommerce brands, it's easy to understand why SEO will see the largest increase in investment in 2024 - helping brands to recover, maintain and drive growth.**

The need to keep your brand easily found online has never been more important, especially when Google is regularly throwing spanners in the works. But SEO success is intrinsically tied to content, so it makes sense that budgets for Content Marketing, Influencers, and Digital PR are on the up too.

**We'd expect this trend to continue beyond 2024, as marketers begin to see the value of Search-driven Content.**





# SEO: 62%

**of Marketers intend to  
increase spend by as  
much as 60%**



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# SEO in 2024

**Our survey uncovered that 17% of marketers see “search engine updates and volatility” as their number one challenge in 2024.**

Ecommerce brands are clearly recognising how important SEO is to unlocking stability and future success online.

Our survey also showed that upskilling in-house is the second largest challenge for the year ahead (16%), and we'd expect that SEO is a key area of focus.



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“

*We'd expect 2024 to continue on the same volatile trajectory that last year set out, so seeing the marketing industry recognise this is brilliant.*

”

*Investing as soon as possible to protect your positions, build strength, and grow, will be vital to success.*



**Laura Rudd, Head of SEO**  
No Brainer



**Content:**  
**57%**  
**of Marketers intend to**  
**increase spend by as**  
**much as 60%**



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# Content in 2024

**Our survey uncovered that 16% of marketers are “experiencing anxiety of being replaced by AI” as their number one challenge in 2024.**

In 2024, content marketing strategies have never been more crucial. We’re seeing brands increasingly take note of its importance; from website pages, products and blogs, to social content and email marketing – but it all starts with understanding your audience.

AI shouldn’t be used to fully create content, but it’s important to work *with* the advancements in AI, for processes and enhancing content, to deliver a succinct and successful content marketing strategy.



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“

*It comes as no surprise that content marketing is rising through the priorities list with the evolution of AI, advanced search capabilities and everything in-between.*

”

*A perfect piece of content should put the audience at the heart of it, and insights and research is what will set this apart.*



**Alexandra Whiteside,**  
**Account Manager**  
No Brainer



# Digital PR: 56%

**of Marketers intend to  
increase spend by as  
much as 60%**



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# Digital PR in 2024

**Our survey uncovered that 15% of marketers identified their biggest challenge in 2024 is “landing media coverage relevant to our target customers”.**

As we move into 2024, we will start to see Digital PR strategies focusing on factors like relevancy, the harmonisation and collaboration of social media, SEO and PR efforts and more of an emphasis on authentic and credible stories - building credibility to support search strategies (supporting E-E-A-T).

Understanding how the target media write, the topics they cover, and who their audience are is crucial. It's all about the bespoke pitches this year and using your insights to appeal to journalists, as well as other online sources that are popular with your target audience.



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“

*Digital PR can be a key player within your marketing strategy to drive brand awareness, provide high-quality backlinks and increase search engine rankings.*

*Use it as an opportunity to adopt innovative and creative strategies, and for the best results, seamlessly blending your PR initiatives with other marketing channels such as SEO, content and social media to create a fully integrated marketing approach.*

”

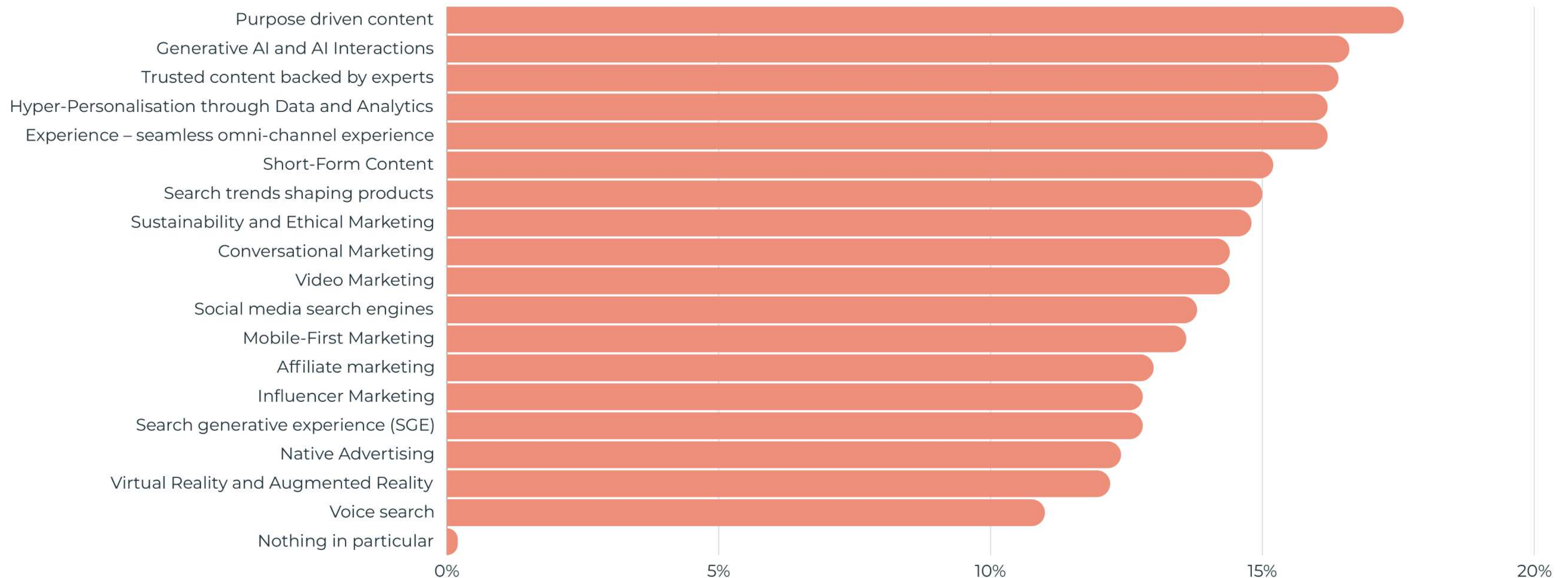


**Fiona Faint, Digital PR Manager**  
No Brainer



# Predictions on marketing trends

What do you think will be the biggest digital marketing trends in 2024?



**Sample:** 500 respondents

**Source:** The 2024 Ecommerce Trends Report



# In 2024, authenticity and trust is key to success

**With the evolution of AI, users are increasingly wary of obviously AI-generated content now more than ever.**

As high as generative AI and AI interactions rank, the trends surrounding it all link to trust signals, that shouldn't be overlooked in any strategy moving in to 2024.

It can be all too easy to rely heavily on AI capabilities, but not only will search engines (such as Google) penalise AI-generated content, the modern-day user is savvy enough to know the difference between experienced and credible human-created content versus AI-created content - all of which can impact brand affinity and ultimately conversions.

**We expect to see this slowing down as a trend, as marketers begin to see the strength and benefit of unique, authentic content.**





# Marketing Trends in 2024

**Our survey uncovered that 25% of marketers benchmark a successful PR campaign as one that “builds brand awareness” in 2024.**

Purpose driven content is set to be THE biggest marketing trend of 2024, with 17.6% of marketers agreeing this is one to watch.

Content will be more around aligning with the user and their values, which means marketers should be crafting brilliant content, by real experts – that ultimately answers their question in a compelling way.



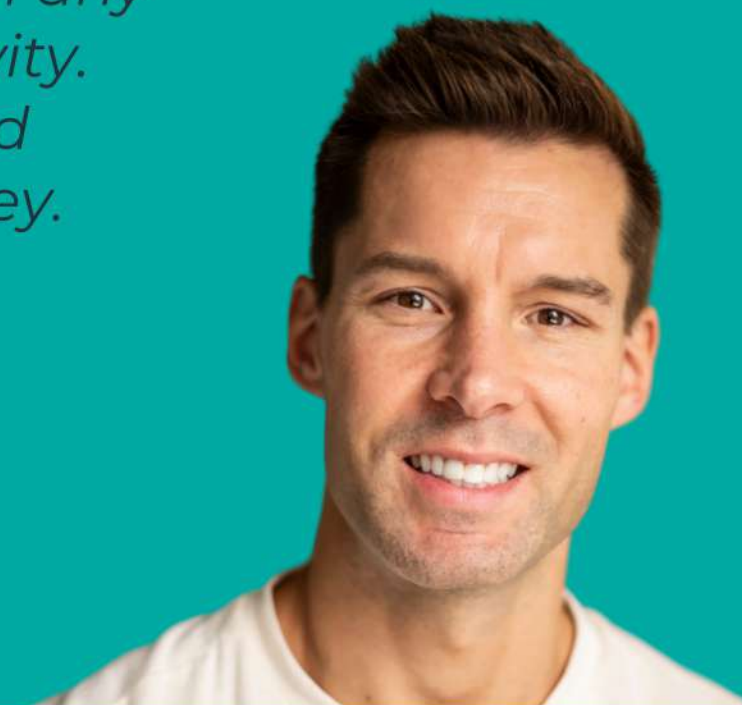
The 2024 Ecommerce Trends Report

“

*Consumers, especially young ones, are looking for brands to share an authentic purpose - not just talk the talk, but walk the walk. Purpose-led content is a huge driving force for this.*

”

*Brands need to go deeper to ensure their purpose and values shine through in any marketing activity. Authenticity and relevance are key.*



**Lee Cullen, Director**  
No Brainer



# Top 5 trends in 2024

**1**

**Purpose-driven content**

**2**

**Generative AI & Interactions**

**3**

**Trusted content**

**4**

**Hyper-personalisation**

**5**

**Omni-channel**



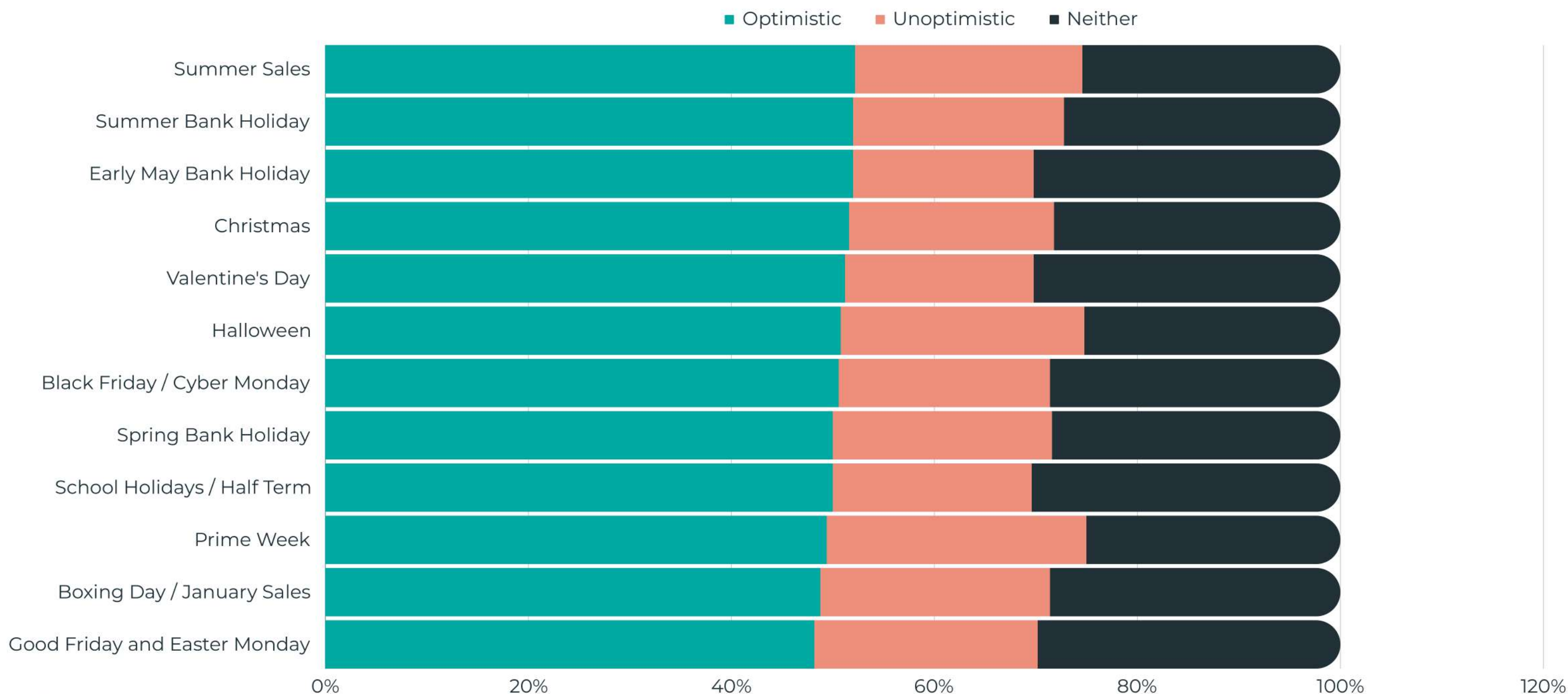
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# Optimism for seasonal sales

How optimistic are you, if at all, that the following key sales periods/dates will be successful for you/ your business in 2024?



**Sample:** 500 respondents

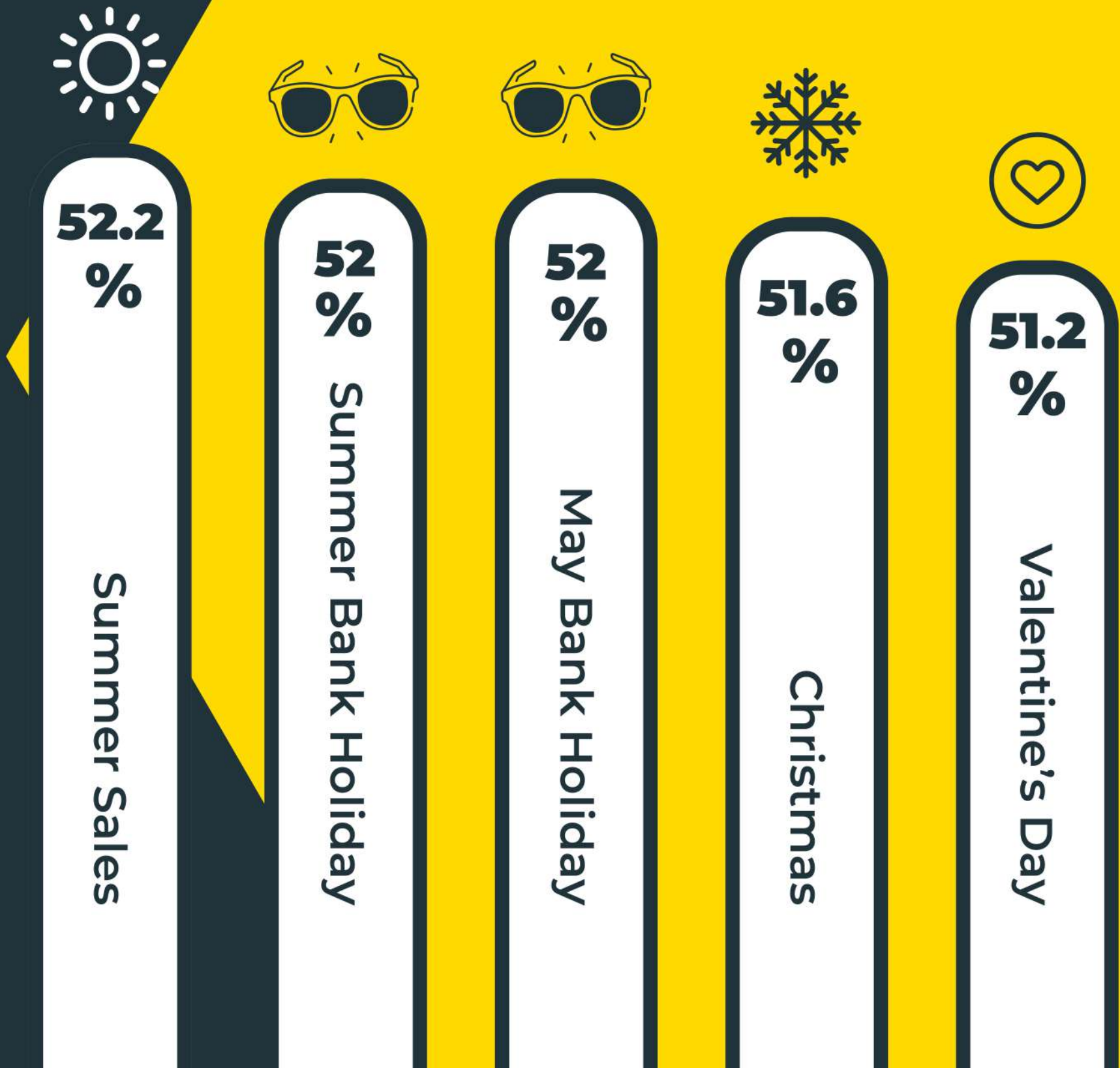
**Source:** The 2024 Ecommerce Trends Report



# Top 5 seasonal sales periods 2024

When asked about seasonal sales periods and key dates, only half of marketers feel optimistic about their success during this time period.

Interestingly, Black Friday and Cyber Monday (50.6%), as well as Boxing Day and January Sales (48.8%), scored below popular holidays, including Halloween (50.8%), despite the obvious promotional push. This could align with potential consumer fatigue that can be seen when looking at search trends for these periods.





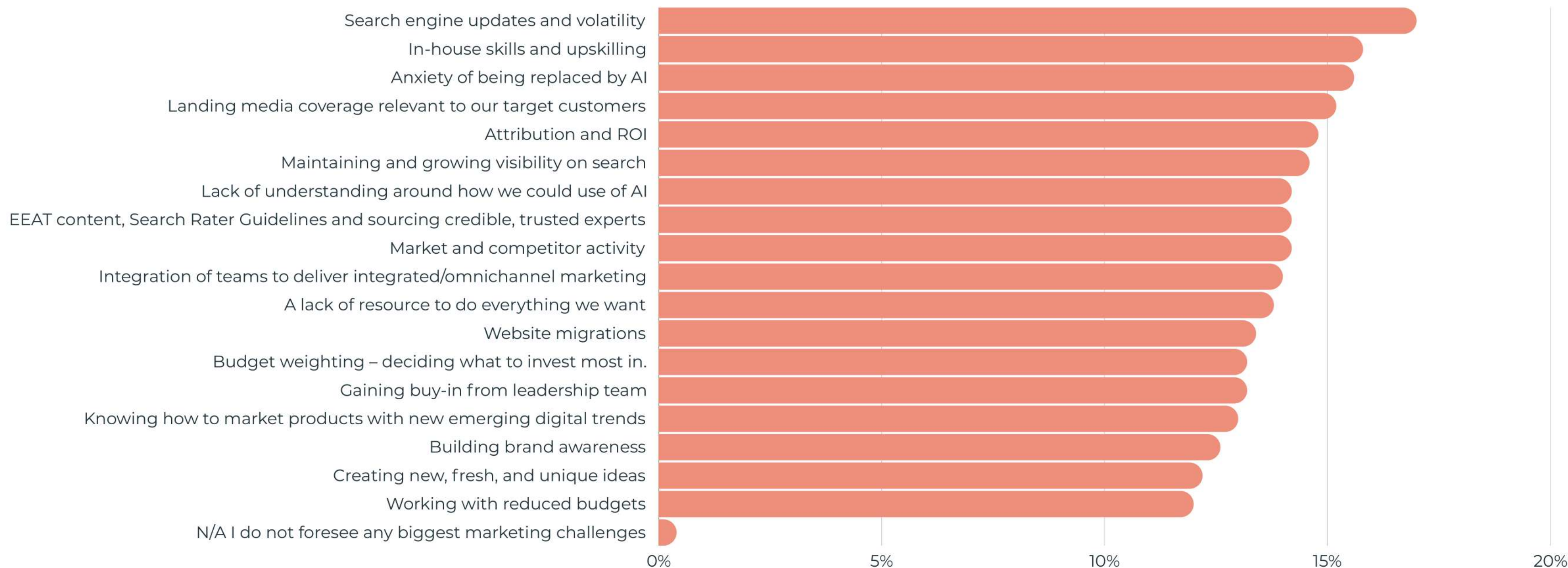
# Top 5 seasons in 2024

**1****Summer Sales****2****Summer Bank Holiday****3****May Bank Holiday****4****Christmas****5****Valentine's**



# What are the challenges ahead?

What do you foresee will be your biggest marketing challenges in 2024?



**Sample:** 500 respondents

**Source:** The 2024 Ecommerce Trends Report



# Top 5 challenges in 2024

When asked about challenges ahead, many marketers expressed their concerns around key topics and services they believe are important this year.

At every level of the business, our survey uncovered different challenges. Survey respondents with job titles as...

- 'Head Of' said their main concern is 'Attribution and ROI' (24.7%)
- Directors is 'Landing target media and EEAT content' (18.7%)
- Senior Managers is 'Creating new, unique ideas' (16.1%)
- C-Suites is 'Lack of understanding around how to market products using new emerging digital trends, such as TikTok, AR and VR' (26.1%)



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## Top challenges for "Retail" brands in 2024



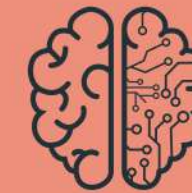
20.6 %

Building Brand Awareness



17.7 %

Website Migrations



17.7 %

Lack of understanding on AI



17.7 %

Attribution and ROI



14.7 %

Creating unique ideas



# Top 5 challenges in 2024

- 1 Search engine updates/volatility**
- 2 In-house skills and upskilling**
- 3 Anxiety of being replaced by AI**
- 4 Landing coverage that connects**
- 5 Attribution and ROI**



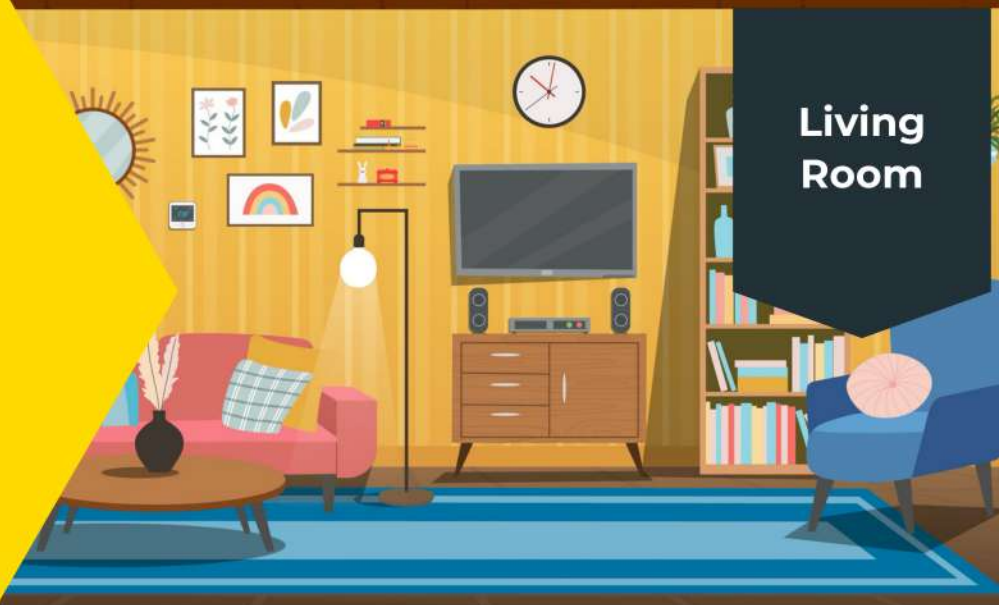


# Home product index

We've analysed the data for the top home retail products on Google, then categorised them by each room of the house - giving you a clearer view on who's winning in the sector, and in the home.



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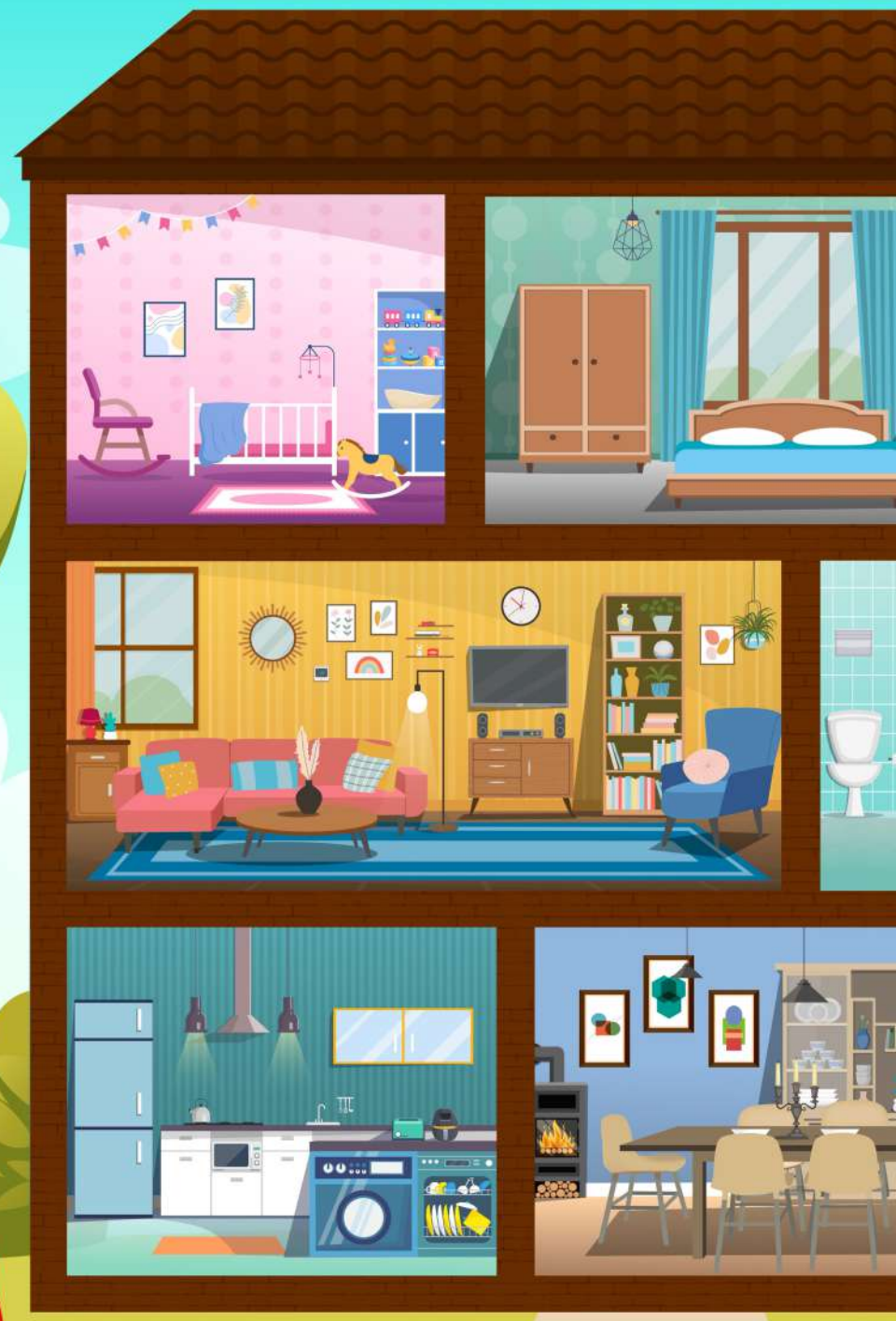




**We found the top**  
**1000**  
**keywords**  
**to find who's winning on search**



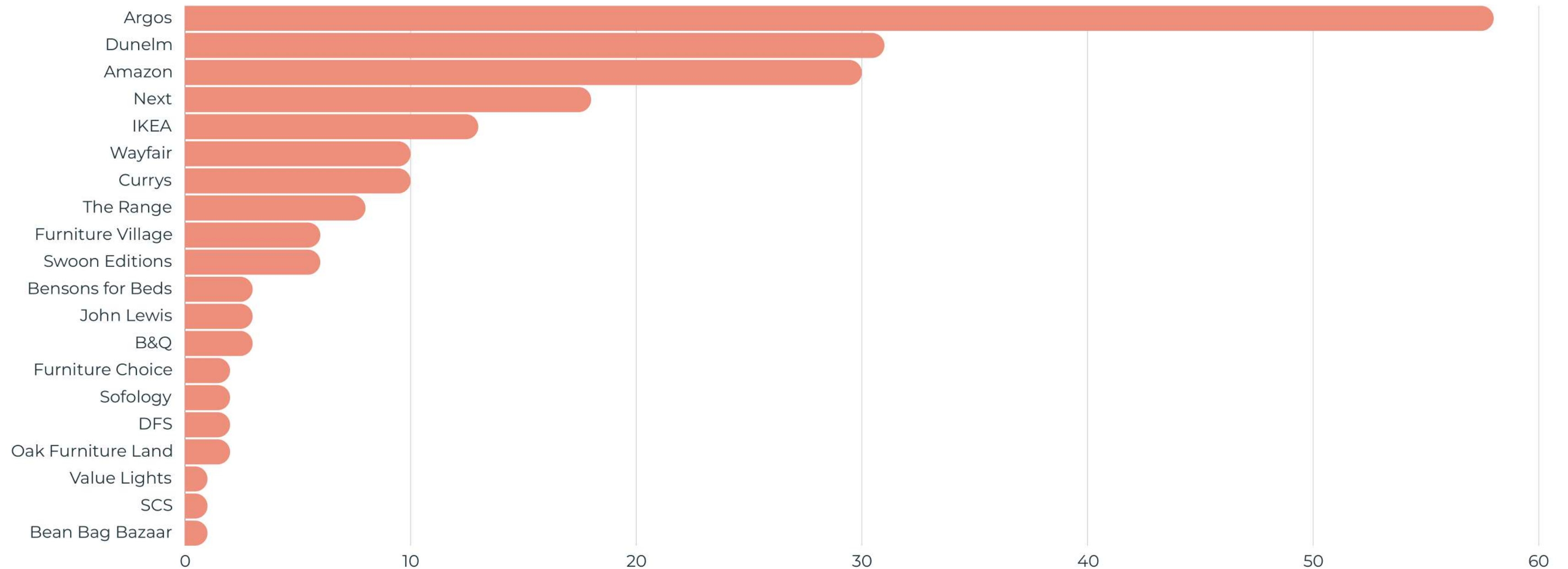
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# Who's winning on Organic Search?

Take a look at the brands with the most keywords ranking in **positions 1-3** on search results by the seven rooms identified.



**Sample:** 100 keywords

**Source:** The 2024 Ecommerce Trends Report



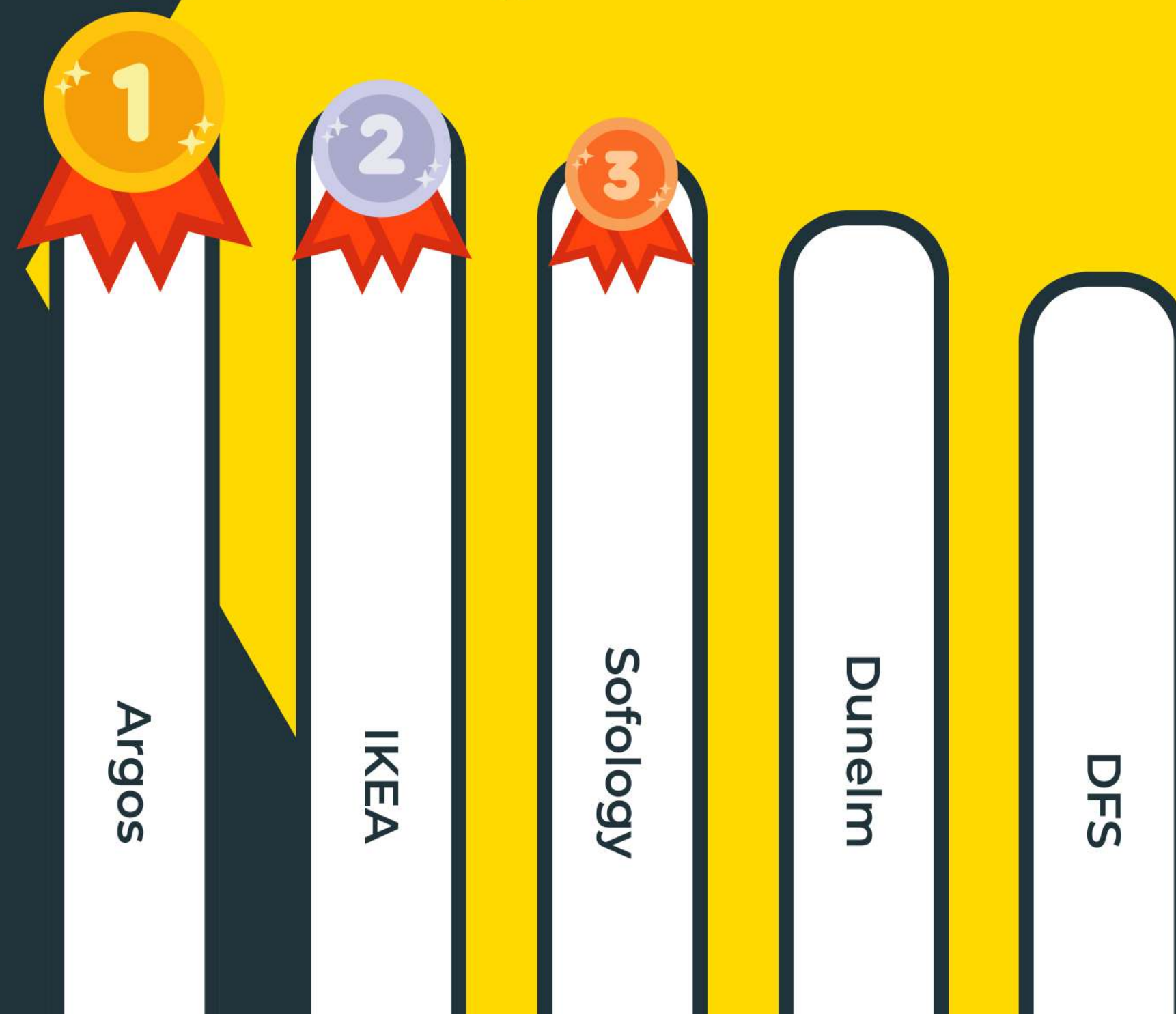
# Key things to consider

When it comes to owning the most keywords in the top organic positions (1-3), Argos are the clear leader with 58 search terms, which is an 87% increase from the runner up, with Dunelm having 31 ranked keywords in the top positions.

Out of the 7 categories analysed, Argos rank for more search terms in the top 3 organic positions for 5 out of those 7 with the living room category being their strongest. For example, Argos rank number 1 for the term “sofa bed” with an average monthly search volume of 165,000.



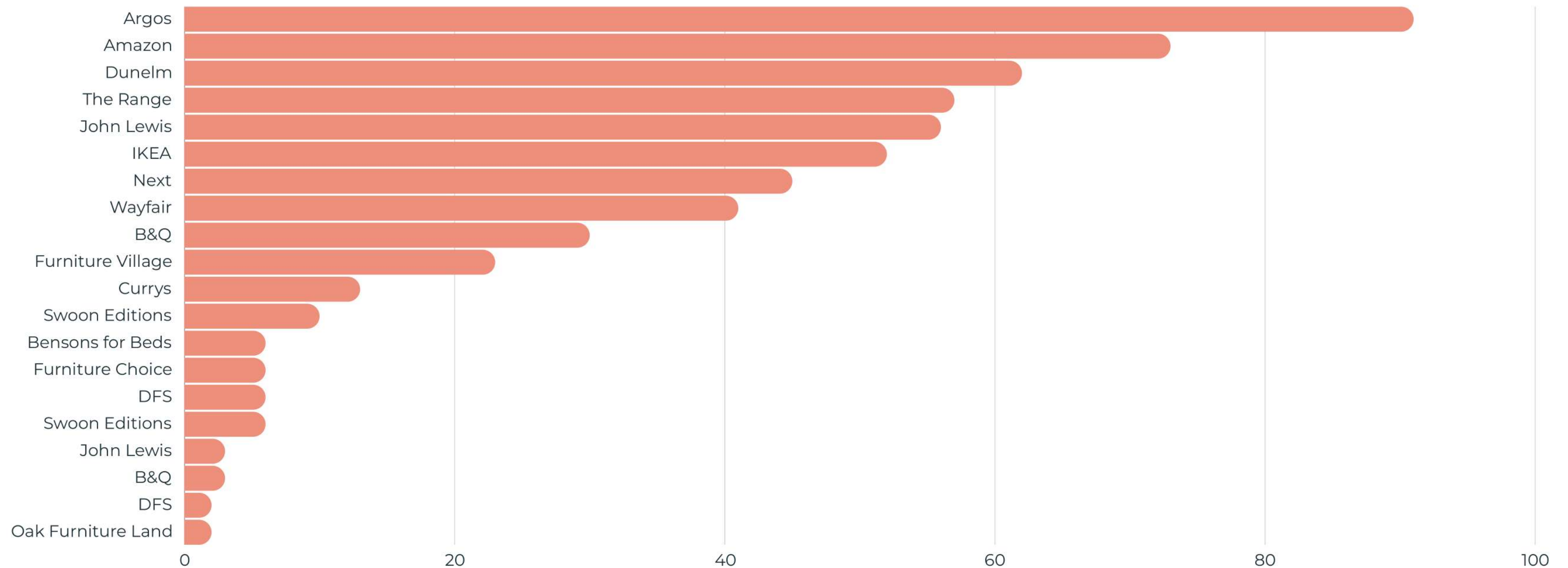
## Top hits for “Sofa Bed” at 165,000 searches





# Who has the most on page one?

Which brands have the most keywords ranking on page one (**positions 1-10**) on search results for the seven rooms identified.



**Sample:** 100 keywords

**Source:** The 2024 Ecommerce Trends Report

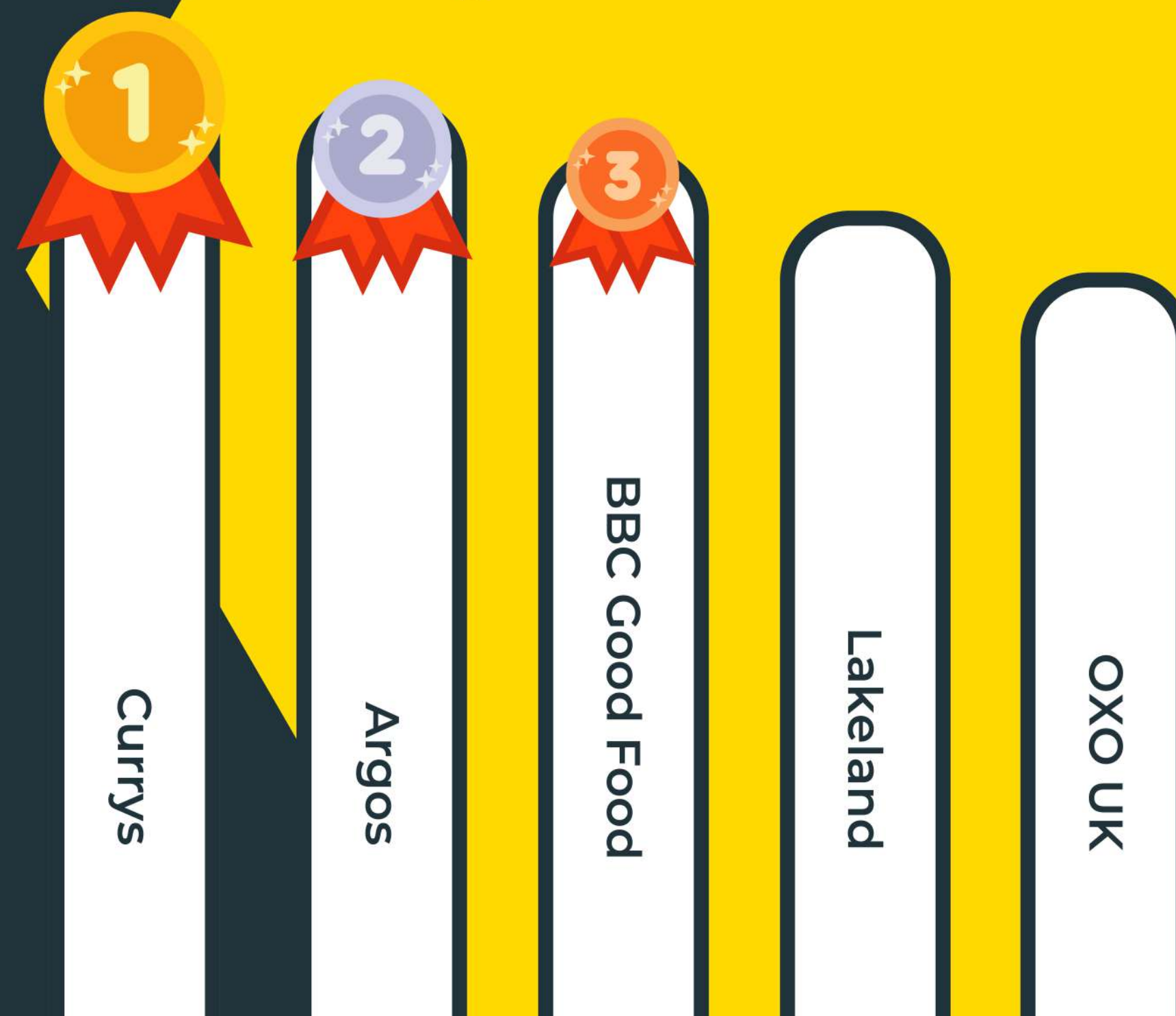


# Key things to consider

Argos also hold the crown when it comes to the most page one rankings with a total of 91, an increase of 24% on the closest SERP competitor, as Amazon come up second with 73 search terms on page one.

93% of your customers won't go past the first page of Google, so your absence or lack of keyword targeting for essential and high-value search terms will cost these brands conversions, and an opportunity to increase affinity with their target market.

## Top players for “Air Fryer” at 550,000 searches



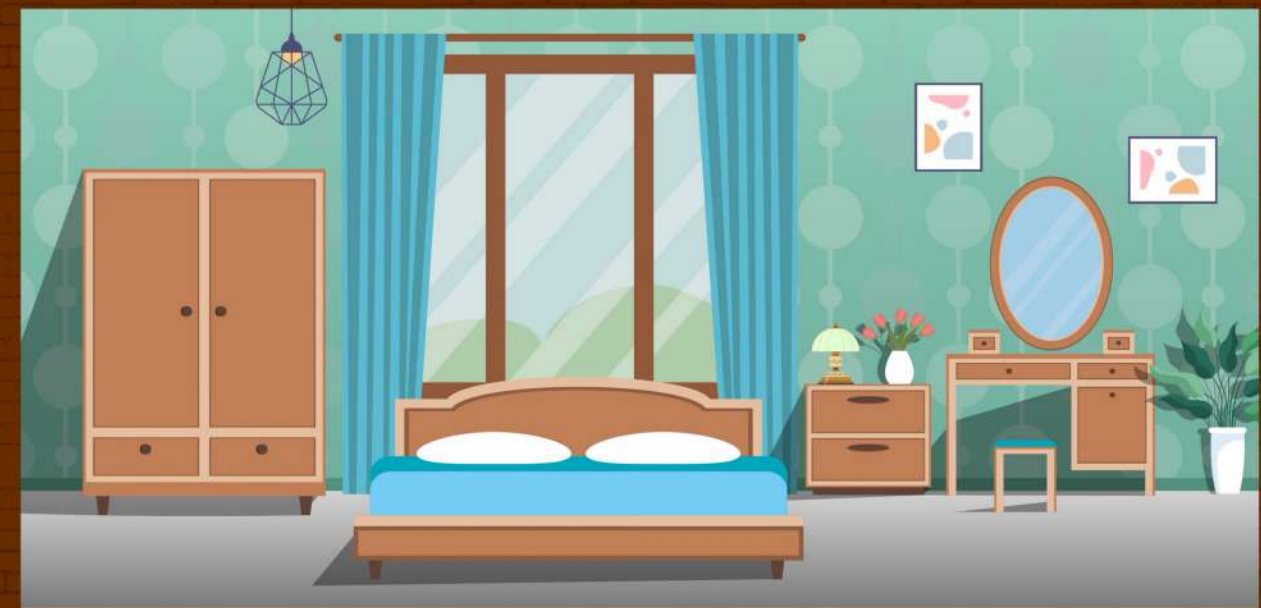


# Who's winning by room?

We're sharing which brands are dominating positions 1-3 on Google search results.



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Home product index

# Dining room



next



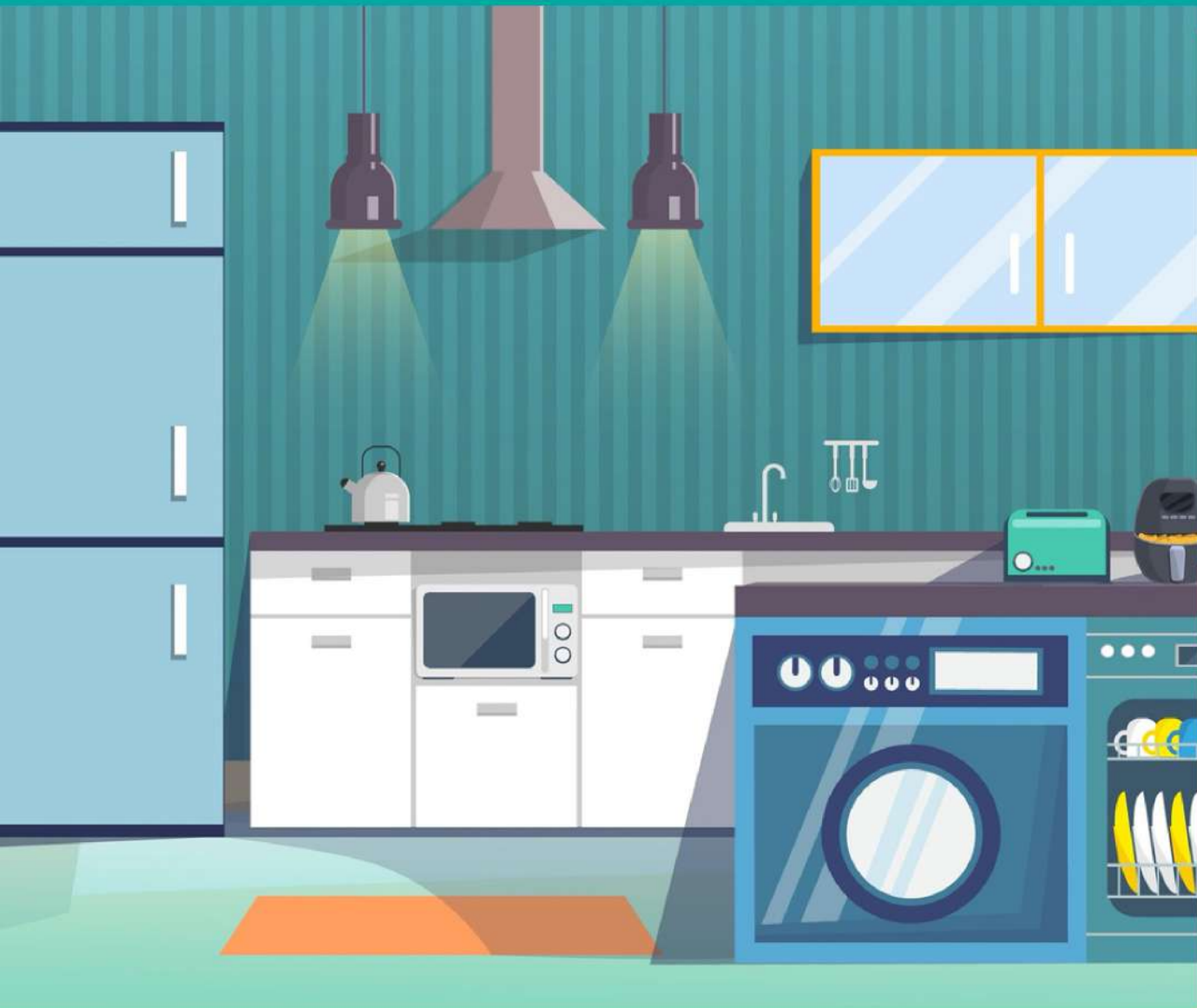
**Argos**

FURNITURE  
*Village*



**Dunelm**





Home product index

# Kitchen



**Argos**



**amazon**



**currys**





Home product index

# Living room



**Argos**



**Dunelm**



**IKEA**





## Home product index

# Bedroom



**Argos**

**Dunelm**



**wayfair®**

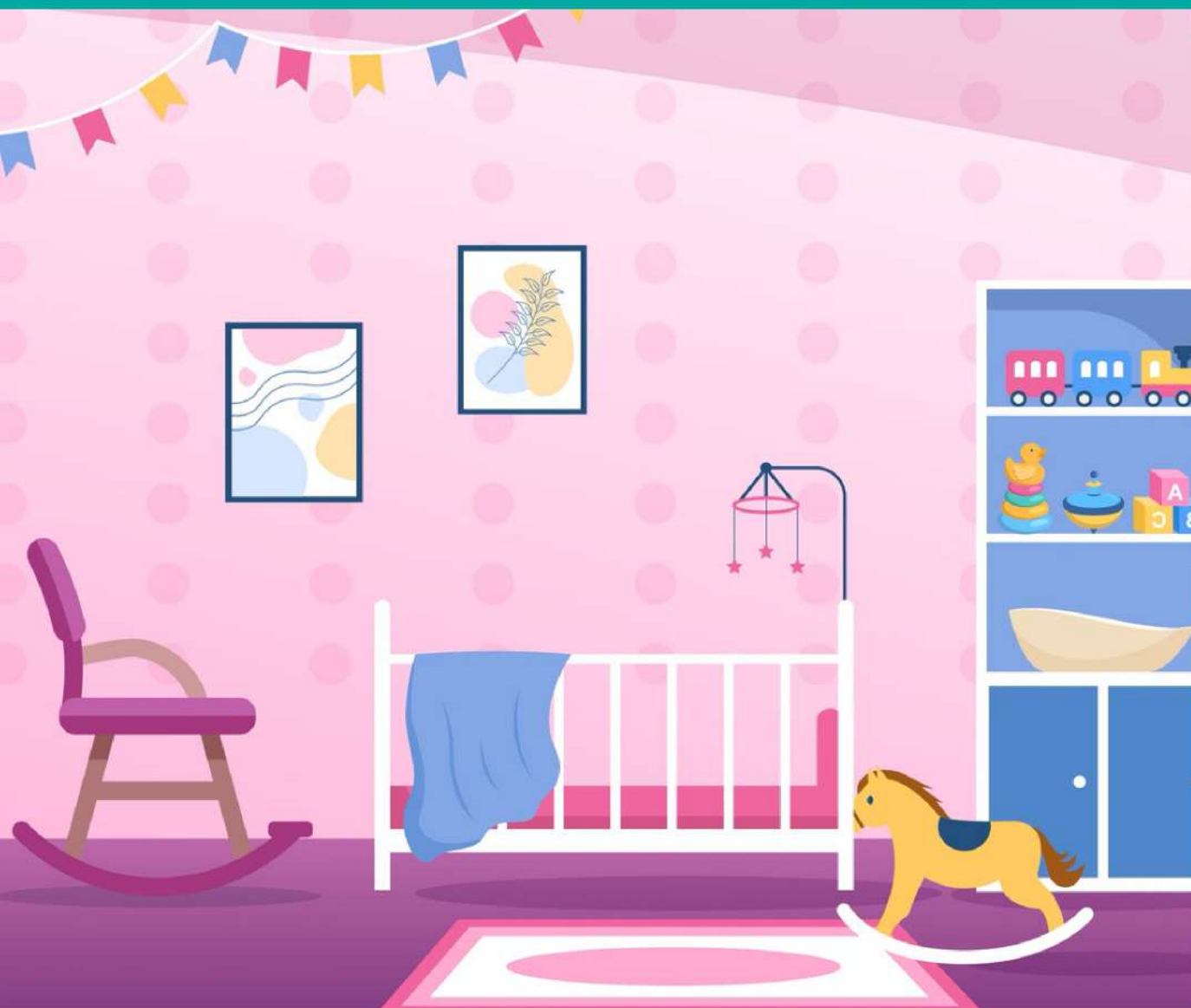
**next**



**IKEA®**

**bensons  
for beds**





Home product index

# Nursery



**Argos**



**amazon**



# Key things to consider

**The breadth of keywords related to home interiors is vast, but identifying the search queries you should be competing for is crucial to rank higher than your competitors.**

Every product or page that is indexed on a website should have a detailed master plan behind it. A keyword strategy that's revenue-focused is vital - understanding the opportunity for ranking, but also how much revenue that could drive is fundamental in 2024.



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“

*Social search engines have become increasingly popular over the last couple of years, and these video/image led ways of searching could be shifting the way we consider shopping online.*

”

*Marketers need to take their consideration beyond key terms on SERP, but also incorporate the creatives used to rank.*



**David Clarke, SEO Director**  
No Brainer



# Conclusion

**With 81% of retail shoppers conducting online research before buying, it's important for ecommerce brands to provide a first-class shopping experience and end-to-end journey, to generate engagement and drive conversions.**

This is the year we can expect to see brands push themselves out of their comfort zones, testing new technologies, innovations and strategies to stand out from the crowd.

A robust marketing strategy, with a seamless blend across the key marketing services including SEO, Digital PR, Social and Content - **Search-driven Content is what will differentiate brands in 2024.**





# What to focus on in 2024?

## Search-driven Content Strategy

### SEO

From technical through to on-site and off-site.

### Content

From content marketing, to social channels and influencers.

### Digital PR

Gaining valuable citations, backlinks - building credibility and brand strength.



# Search-driven Content is key to success in 2024

Whether it's SEO, Digital PR, Content Marketing, or Socials - it's vital to ensure your brand can easily **be found**. We're award-winning at what we do and have some of the best ecommerce marketing minds in the UK here to help you be found, and be famous online.

**We'd love to chat with you and see how we could work together - and how our work will impact your bottom-line.**

Search for:

**No Brainer Agency**



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**The Drum.**  
**Recommended  
Until Sep 2024**



**Be found.**  
**Be first.**  
**Be famous.**  
**Be loved.**



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# Other resources and references

The use of AR in retail leads to a 17% increase in consumer purchase intent – Source: [AMA](#)

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61% of consumers said they prefer retailers that offer AR experiences – Source: [Silversea Media](#)

---

71% of shoppers said that they would shop more often if they used AR – Source: [eclipse](#)

---

It is projected that by 2025, AR in retail will be worth \$12 billion – Source: [Charged Retail](#)

---

40% of consumers are willing to pay more for a product if they could experience it through augmented reality – Source: [eclipse](#)

---

58% of shoppers who have used augmented reality whilst shopping believed it improved their experience – Source: [Whiplash](#)

---

66% of consumers want physical stores to offer more AR experiences – Source: [Jasoren](#)

---

75% of the global population will become active AR users by 2025 – Source: [Deloitte / Snap](#)

---

Marketing campaigns which utilise AR elements have an average dwell time of 75 seconds – Source: [99Firms](#)





# Thanks for reading!



**Find out more about the  
Future of Home Retailers  
online →**

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