



2025 TOP

10

**TECH &
MARKETING
TRENDS**

1

AI KNOWS YOU BETTER: THE POWER OF HYPERPERSONALISED MARKETING



In 2025, AI combined with advanced data analytics will redefine personalised marketing in Asia. By analysing vast data sets in real-time, AI can tailor marketing content, offer highly relevant product recommendations, and foster interactive, engaging customer experiences. This level of personalisation will drive higher engagement rates, boost conversions, and create stronger brand loyalty. Marketers must invest in AI tools and prioritise data collection ethics to harness this trend effectively, ensuring campaigns resonate with individual preferences while maintaining consumer trust.

2

THE RISE OF VIRTUAL STARS: AI INFLUENCERS TAKE THE STAGE



AI-generated influencers will emerge in the marketing landscape in Asia by 2025, leveraging advanced analytics to understand and connect with audiences on a deeper level. These virtual personas analyse user data to craft highly personalised content, enabling them to resonate with specific demographics more effectively than their human audiences. This data-driven approach ensures consistent messaging and engagement, making them invaluable to brands seeking to foster authentic, targeted relationships. To succeed, marketers must focus on enhancing the storytelling behind AI influencers while ensuring their content feels relatable and trustworthy.

3

SHIFT TO PURPOSE-DRIVEN AND AUTHENTIC CONSUMPTION



By 2025, Asian consumers—particularly younger ones—will increasingly seek brands that align with their personal values, emphasising sustainability, authenticity, and meaningful contributions to society. This shift reflects a growing preference for purpose-driven consumption, where the quality and ethical impact of a product matter more than excessive or flashy spending. For marketers, this trend demands a focus on authentic storytelling, transparent practices, and demonstrating real societal or environmental contributions. Brands that embrace these values will build stronger connections, foster trust, and secure long-term loyalty in an evolving consumer landscape.

4

REAL-TIME AI PRICING REVOLUTION



Dynamic pricing powered by AI will revolutionise market strategies in Asia by 2025. AI algorithms can analyse demand, competition, and consumer behaviour in real time to optimise pricing. This enables businesses to maximise revenue and offer competitive deals to consumers. For marketers, this trend demands seamless integration of AI-driven pricing with customer-centric strategies, ensuring perceived fairness and maintaining consumer trust in rapidly evolving markets.

5

AGENTIC AI: THE RISE OF INTELLIGENT, LEARNING ROBOTS



In 2025, Agentic AI will redefine robotics with human-like machines capable of autonomous decision-making and adaptive learning. These robots can not only complete tasks independently but also learn from their environments and share knowledge with their fellow robots, creating a network of continuously improving intelligence. Acting as customer service agents, retail assistants, and brand ambassadors, they will transform industries by delivering seamless, personalised experiences. For marketers, this evolution opens doors to innovative campaigns and new levels of interactivity, allowing brands to connect with audiences in ways previously unimaginable.

6

QUANTUM COMPUTING: MARKETING'S NEXT FRONTIER



Quantum computing is poised to transform marketing in 2025 by processing immense datasets at unprecedented speeds. From predictive analytics to real-time consumer insights, quantum-powered tools will help brands make data-driven decisions with unmatched precision. Marketers can optimise campaigns, forecast trends, and even design hyper-targeted content in seconds. As this cutting-edge technology becomes more accessible, companies must invest in quantum-ready strategies to stay ahead in a fiercely competitive landscape.

7

REAL-TIME MARKETING WITH GNSS: LOCATION LEADS THE WAY



Global Navigation Satellite Systems (GNSS) will unlock the potential for hyper-localised marketing in 2025. By using real-time location data, brands can deliver precise offers, notifications, and experiences tailored to a consumer's exact position. Imagine receiving a discount notification just as you pass a favourite store or targeted ads during specific activities. This trend allows marketers to connect with audiences in the moment, creating meaningful interactions. As GNSS technology evolves, companies must prioritise privacy while delivering relevant, location-specific content that enhances convenience and drives engagement.

8

SILENT SIGNALS: THE RISE OF SOUNDLESS ADS



In a world dominated by mobile and muted video consumption, soundless ads are becoming the norm in 2025. These visually engaging, text-driven ads cater to audiences who consume content without audio. Creative use of captions, animations, and visuals ensures messages are clear and impactful. For marketers, this trend emphasises the need to design content that grabs attention visually while conveying the story without sound. Brands that master this format will appeal to multitasking audiences, ensuring their message is seen and remembered in an ever-noisier digital world.

9

BRAIN ENHANCEMENT: UNLOCKING NEW MARKETING REALITIES



By 2025, brain enhancement technologies—such as neurofeedback devices and cognitive stimulators—will reshape how humans process information and interact with brands. Consumers will access content faster, make decisions quicker, and demand more engaging, immersive experiences. For marketers, this trend opens doors to innovative advertising techniques, such as neuro-targeting or campaigns designed to sync with enhanced cognitive abilities. Brands that embrace these advancements will create unprecedented levels of engagement, but ethical considerations around manipulation and privacy will be paramount.

10

SYNTHETIC DATA: AI'S NEW TRAINING GROUND



In 2025, synthetic data generation will revolutionise AI training, providing limitless, high-quality datasets without relying on real-world data. This breakthrough ensures better privacy, eliminates biases, and accelerates AI development. For marketers, it means smarter algorithms, more accurate consumer insights, and refined personalisation. By leveraging synthetic data, brands can scale AI solutions while adhering to ethical and legal constraints. As synthetic data becomes mainstream, companies must understand its potential to optimise their strategies and deliver cutting-edge, data-driven experiences.



TREND FORECAST 2025

BY ASIA MARKETING
FEDERATION ASSOCIATIONS



BANGLADESH

Marketing Society of Bangladesh

Dive into the revolutionary marketing trends of 2025, the forces driving change, sparking creativity and reshaping our world.

1. Building Trust Through Transparent Data Design: As customer data becomes a crucial asset, brands are focusing on transparency by clearly communicating data practices, giving control back to customers and adding real value, they're earning trust and loyalty. Emphasizing honesty and data management builds long term connections, helping consumers feel secure while enhancing their relationship with brands.

2. Biometrics Predict Viral Campaigns: Through biometrics like facial recognition, eye tracking, and heart rate monitoring, marketers are tapping into emotional reactions with precision. These insights reveal what resonates on a physiological level, offering brands a tool to predict which campaigns might go viral.

3. The Rise of Cultural Orthodoxy: Today's marketing increasingly aligns with specific cultural values, reflecting the unique narratives of communities by honoring cultural sensitivity, brands forge deeper, more meaningful connections with audiences, fostering authenticity and loyalty.

4. Inclusive Advertising Outshines AI: Inclusive advertising, or IA, is surpassing traditional AI and importance by prioritizing diverse representation. IA fosters genuine connections that resonate, aligning brand values with those of a diverse audience, building lasting trust and loyalty.

5. Advanced AI Models Set Market Prices: AI driven pricing models are transforming the market, analyzing data like sales trends and competitor pricing to automate and optimize pricing strategies. This dynamic approach enhances profitability, reshaping the market in a data driven economy.

6. Innovation Fuels Future Marketing: In a fast-paced landscape. Brands that champion innovations stay relevant by embracing creativity, flexibility and calculated risks, companies unlock powerful marketing strategies and maintain sustainable growth.

7. AI Driven Storytelling for Personalization: AI driven storytelling brings personalization to new heights, enabling brands to deliver emotionally resonant, scalable narratives. This trend is strengthening brand consumer connections, driving engagement and loyalty.

8. Data Predicts Patterns, Not Emotions: While data can reveal behavioral trends, it often misses human emotions. By blending data with emotional intelligence, brands are going beyond transactions to create genuine, lasting bonds with consumers.

9. Creative Cloud, The Future of Collaboration: The shift to cloud-based tools enhances collaboration and efficiency for creative teams. This transition enables brands to innovate faster, streamline workflows and tap into diverse talent pools across locations.

10. Disruptions Spark Creativity: Unexpected disruptions inspire out of the box thinking, often leading to rapid experimentation and unconventional ideas. By navigating these challenges, brands turn setbacks into opportunities for growth and innovation.

These trends of 2025 represent the evolution of how brands connect, adapt and create in a changing world.

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Contributed by: Marketing Society of Bangladesh



CHINA

China Council for the Promotion of International Trade Commercial Sub-Council

1. Rise of Reverse Consumption and Industrial Belt Brands

Pronounced Reverse Consumption Trend: Consumers are increasingly focused on value for money, preferring to purchase high-quality products at the lowest cost. This shift in consumer behavior signals the end of conspicuous consumption.

Emergence of Industrial Belt Brands: With the rise of reverse consumption, industrial belt brands that may not have prominent branding but offer good quality and value for money are gradually gaining favor among consumers.

2. Frugal Marketing and Small Investment Strategies

Small Investment, Low-Cost Marketing: Amidst information fragmentation and market saturation, fewer marketing campaigns are able to go viral and make a splash. Instead, small investment, low-cost marketing strategies are on the rise, such as cross-border collaborations and leveraging consumer curiosity to enhance brand exposure.

3. Application of AI in Marketing

Widespread Use of AI-Generated Content (AIGC): AI technology is rapidly penetrating the marketing field, bringing fundamental changes to marketing strategies. Marketers will increasingly collaborate with AI to generate content that meets their needs.

4. Changes in Search Landscape

Diversified Search Platforms: The search landscape is no longer dominated by Baidu alone. Platforms like Douyin (TikTok) and Xiaohongshu (Little Red Book) are increasingly capturing market share in the search domain. Brands need to adapt to this change and optimise their search content on these platforms.

5. Transformation in the Live Streaming Industry

Declining Influence of Top Anchors: As the influence of top live streaming anchors diminishes, the industry is undergoing transformation. New live streaming formats, such as video accounts, are rapidly rising due to their unique ecological advantages.

6. Ongoing Benefits of Emotional Marketing

Importance of Emotional Marketing: In times of economic uncertainty, the market will seek ways to stimulate consumers' emotional needs. Emotional marketing continues to offer benefits in 2024.

7. Rise of Health and Healing Economy

Health and Healing as Consumer Hotspots: Young people today seek solace and emotional calm through various novel "healing" methods. The healing economy emerges as a new trend.

8. Innovation in Cultural and Tourism Marketing

Self-Gratification Consumption in Cultural and Tourism Markets: The creation of internet-famous cities has become a new highlight in cultural and tourism marketing. Attracting young people through traffic and cultural or emotional traits is key to shaping cultural and tourism brands.

9. Founder Involvement and Brand Exposure

Founders' Participation in Marketing: The involvement of founders in marketing activities increases brand exposure and popularity, bringing brands closer to users.

10. New Supply Chains Driving Consumer Growth

Innovation in New Supply Chain Models: Traditional supply chain models have exposed issues of inefficiency and high costs. New supply chains, through data mining, intelligent management, and resource integration, enable rapid response to market demands, supporting companies in competing in the stock market.

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INDONESIA

Indonesia Marketing Association

1. The Rise of AI-Driven Personalisation:

Artificial Intelligence will transform customer engagement by delivering hyper-personalised content, recommendations, and interactions. Businesses will leverage AI tools to analyse customer behaviour and preferences, ensuring every touchpoint feels tailored and relevant, which will foster loyalty and increase conversions.

2. AI-Powered Content Creation:

AI tools will revolutionise how content is created, enabling brands to generate personalised and engaging material at scale. From text and visuals to videos, AI can craft compelling narratives and visuals that resonate with diverse audiences, reducing costs and boosting creative efficiency.

3. AI-Powered Customer Service and Sales:

AI-driven customer service agents will dominate support functions, providing instant, 24/7 assistance across multiple channels. These virtual assistants will enhance customer satisfaction through proactive engagement, fast issue resolution, and personalised interactions. Additionally, AI can assist in sales follow-ups and share invoice links, streamlining the purchasing process and improving conversion rates.

4. Live Commerce Revolution:

The integration of live streaming with e-commerce platforms will reshape shopping experiences. Brands will use live commerce to showcase products in real-time, allowing consumers to ask questions and make purchases during live broadcasts, creating a highly interactive and engaging shopping journey.

5. The Dominance of Short-Form Video Content:

Platforms like TikTok, YouTube Shorts, and Instagram Reels will dominate as short-form videos remain the most engaging format. Indonesian audiences prefer quick, visually appealing, and relatable content, making it a vital tool for brands to capture attention and build connections.

6. Sustainability as a Core Strategy:

Sustainability will take centre stage as brands focus on eco-friendly marketing initiatives. Highlighting recycled materials, reducing waste, and promoting sustainable practices will resonate with environmentally conscious Indonesian consumers, strengthening brand image and loyalty.

7. The Emergence of Virtual Influencers in Social Media:

Virtual influencers, computer-generated characters with distinct personalities, will become an integral part of social media marketing. These digital avatars will connect with tech-savvy audiences, providing a unique and engaging way for brands to communicate their messages.

8. Affiliate Marketing Boom:

Affiliate marketing will surge as a powerful growth channel. Businesses will partner with influencers and affiliates to expand their reach and boost sales, leveraging the trust influencers have established with their communities to create impactful collaborations.

9. Immersive and Interactive Marketing Experiences:

Augmented Reality (AR) and Virtual Reality (VR) will become more accessible, enabling brands to create immersive experiences for their audiences. From virtual try-ons to interactive product demos, this trend will elevate customer engagement to new levels.

10. Community-Centric Marketing:

Brands will invest heavily in building and nurturing communities around their products or services. By fostering genuine connections through online forums, exclusive groups, and social media, companies can enhance customer loyalty and advocacy while tapping into Indonesia's communal culture.

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JAPAN

Japan Marketing Association

1. Expansion of Location-Based Marketing Utilizing GNSS (Global Navigation Satellite System)

GNSS (Global Navigation Satellite System) has become a cornerstone of Japan's economic and technological progress, with the unique Quasi-Zenith Satellite System, "Michibiki," playing a pivotal role. "Michibiki" supports transformative technologies such as autonomous driving and smart cities by providing ultra-precise location data accurate to within a few centimeters. This technological advancement is set to fundamentally reshape marketing practices, paving the way for innovative approaches to consumer engagement.

By leveraging GNSS, location-based marketing can evolve significantly. Real-time delivery of coupons and offers to customers near stores will efficiently drive foot traffic, while the increasing prevalence of autonomous vehicles will enable targeted, location-specific advertising during travel. In smart cities, GNSS-powered precise navigation at tourist destinations and shopping malls will facilitate tailored advertising aligned with consumer movements, enhancing the overall experience.

As GNSS adoption continues to grow, its impact will extend beyond traditional product promotion. It will enable the creation of immersive and personalized customer experiences, heralding a new era of marketing innovation that aligns seamlessly with next-generation technologies and consumer expectations.

2. Achieving Competitive Advantage with Circular Economy-Based Marketing Strategies

Under the "Basic Plan for Establishing a Circular Society," the Japanese government is positioning the circular economy as a cornerstone policy to balance economic growth with environmental preservation. This initiative, supported by the Ministry of the Environment's efforts and influenced by stricter EU regulations, is accelerating the adoption of resource-circulating economic models in Japan. While this shift poses challenges for businesses, it also opens avenues for innovation and growth.

From a marketing perspective, aligning with circular economy principles is essential for building consumer trust, particularly among environmentally conscious younger demographics. Companies can gain a competitive edge through initiatives like offering products made with recycled materials, introducing recycling programs, and providing repair services. Leveraging government support to develop localized

recycling systems not only fosters regional revitalization but also enhances brand equity.

Additionally, circular economy initiatives enable businesses to optimize customer experiences across a product's lifecycle. Subscription models, product-sharing platforms, and other lifecycle-focused approaches can deepen customer engagement while promoting sustainability. Marketing strategies that integrate these principles will be pivotal in achieving long-term growth, positioning businesses as leaders in both sustainability and customer-centric innovation.

3. Nano-Level Marketing Through AI-Powered SNS Data Analysis

By 2025, social media platforms (SNS) are set to evolve into powerful tools for fostering consumer interaction and building meaningful relationships. As SNS solidifies its role as a central pillar of marketing, it will enable businesses to cultivate deeper customer connections while providing robust opportunities for market analysis.

Advancements in AI are driving this transformation, allowing companies to conduct precise analyses of consumer preferences, emotions, and emerging trends through SNS data. The advent of "nano-targeting"—the ability to deliver highly personalized messages to individual consumers—marks a significant milestone in marketing innovation. Moreover, user-generated content (UGC) and influencer marketing will remain effective strategies, further enhancing consumer trust and engagement.

With SNS-driven innovations redefining competitive dynamics, businesses that leverage these platforms strategically will be better positioned to strengthen brand loyalty and achieve sustainable growth. Social media's evolution is poised to reshape how companies connect with their audiences, making it an indispensable component of future marketing strategies.

4. Leveraging Virtual Human Agents (VHA) in Promotions

The rise of Virtual Human Agents (VHAs) offers a groundbreaking opportunity to revolutionize promotional strategies. With advancements in AI technology, VHAs can facilitate highly personalized interactions, significantly enhancing brand engagement and consumer connection. In Japan, the use of AI-generated talents in TV commercials and virtual models such as "imma" highlights the potential of VHAs to directly engage with consumers in unique and impactful ways. Their ability to operate 24/7 and provide multilingual support makes them indispensable tools for global brand expansion and customer support, bridging cultural and linguistic divides with ease.



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While challenges surrounding ethical transparency remain, VHAs are poised to reshape consumer experiences by serving as innovative intermediaries between brands and their audiences. By leveraging their unique capabilities, businesses can build stronger, more dynamic relationships with customers, positioning VHAs as a pivotal element in the future of marketing.

5. Encouraging Implicit Consumption Through Storytelling and Experiential Marketing

Implicit consumption, which prioritizes inner satisfaction over outward ostentation, is expected to become increasingly significant. This cultural shift underscores the growing consumer preference for sustainability, ethical practices, and meaningful connections with brands.

To adapt, companies must emphasize storytelling and craftsmanship, showcasing the values and authenticity behind their offerings. Differentiation can be achieved by incorporating sustainable materials and forming collaborations with local industries, thereby fostering trust and aligning with consumer expectations.

Leveraging digital technologies to deliver personalized messaging is also crucial. By fostering empathy and resonance with individual consumers, brands can cultivate long-term loyalty and strengthen their connection with the evolving market landscape. Implicit consumption represents an opportunity for businesses to align purpose with profit, creating value for both consumers and society.

6. Tier 0.5: Building an Ecosystem Across the Manufacturing Sector

By 2025, Tier 0.5 players are set to become pivotal in bridging the gap between manufacturing and IT, facilitating the transition from hardware-centric models to software-driven innovation. Positioned strategically between Tier 0 (OEMs) and Tier 1 (suppliers), these players integrate AI and software as foundational elements, fundamentally transforming traditional supply chains.

In the automotive sector, the role of Tier 0.5 is increasingly critical as advancements in autonomous driving and vehicle AI technology accelerate. Their active participation drives disruptive innovations, positioning them as key enablers of the evolving ecosystem. By acting as architects of software-centric solutions, Tier 0.5 players are reshaping industries and redefining the future of manufacturing and technology integration.

7. Unlocking Regional Economic Potential Through “Larkation”

Larkation (Learning + Vacation) is an innovative educational approach gaining momentum in Japan, offering significant opportunities for businesses across various sectors. By combining education with tourism, Larkation is driving increased weekday demand from families, creating new avenues for tourism, leisure facilities, and educational institutions.

To capitalize on this trend, businesses can develop tailored plans and targeted discounts to attract family visitors during weekdays, boosting utilization rates and optimizing resources. Local economies stand to benefit from the surge in weekday spending, while Larkation's integration of learning and leisure fosters a unique synergy that opens up entirely new markets. This approach not only supports family-centered experiences but also represents a transformative opportunity for regional revitalization and sustainable growth.

8. Advancing Sustainability Disclosure Standards Through SSBJ

The Sustainability Standards Board of Japan (SSBJ) has introduced sustainability disclosure standards aimed at enhancing transparency around ESG-related risks and opportunities. Aligned with international frameworks such as IFRS S1 and S2, these standards emphasize detailed reporting, particularly on greenhouse gas emissions.

Starting in 2025, compliance with these standards is set to reshape corporate strategies and marketing practices. Transparent disclosures will not only attract ESG-focused investments but also build trust among stakeholders, directly enhancing brand value. To effectively leverage these changes, companies must strategically communicate their sustainability efforts. Storytelling will play a critical role in connecting with consumers, allowing businesses to highlight their commitment to sustainability and foster stronger relationships in an increasingly eco-conscious market.

9. Enhancing Pricing Strategies Through AI and Data Analytics

Pricing is emerging as a vital strategic lever for maintaining competitiveness in dynamic markets. AI-powered dynamic pricing models, leveraging real-time data analytics, enable businesses to make agile adjustments that optimize revenue and respond effectively to market fluctuations.

In addition, value-based pricing allows companies to emphasize the unique attributes of their products and services, appealing to consumers willing to pay a premium for quality and differentiation. Integrating transparent pricing strategies with compelling storytelling further enhances consumer trust and elevates brand perception, positioning pricing as not just a transactional element but a key driver of long-term business success.



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10. Democratization and Specialization of AI Models

By 2025, the advent of democratized and specialized AI models is expected to transform the marketing landscape. The democratization of AI, made possible by affordable or free tools, empowers SMEs and startups to access advanced AI technologies that were once limited to larger enterprises.

Simultaneously, specialized AI models tailored to specific industries or niches enable highly efficient and targeted solutions, driving precision marketing and enhancing customer engagement. These advancements are set to democratize marketing, making cutting-edge strategies accessible to businesses of all sizes, while also fostering differentiation through customized, industry-specific capabilities. This dual transformation will redefine how businesses connect with their audiences, paving the way for innovation and growth in the marketing sphere.

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1. AI/Virtual Influencer Marketing

Virtual influencer marketing uses computer-generated characters with human-like traits to promote brands and products on social media. These digital personas, often created with artificial intelligence, closely resemble humans, making it difficult for consumers to distinguish them from real influencers. This trend offers brands a fresh and innovative marketing approach, appealing particularly to younger audiences. Virtual influencers are highly customisable, enabling brands to tailor their appearance and behaviour to effectively target specific audiences. Their flawless representation makes them especially impactful in the fashion and beauty industries, aligning seamlessly with product messaging. Unlike human influencers, virtual influencers provide complete creative control, consistent brand messaging, and freedom from risks like personal scandals or availability issues. They are also cost-effective, eliminating fees for appearances and travel expenses. For instance, Malaysian virtual influencer @ainii_future has gained over 4.8k followers, demonstrating the growing appeal of this strategy.

2. Hyper-personalisation Marketing

Hyper-personalisation is a marketing approach that uses artificial intelligence, real-time data, and advanced analytics to deliver highly tailored customer experiences, surpassing traditional personalisation methods. It involves applying machine learning to analyse consumer behaviour, such as purchase history, search engine activity, and online browsing patterns, to provide personalised content and product recommendations. A typical example would be personalised recommendations based on viewing or listening habits on streaming services. In Malaysia, this trend is gaining traction due to the increasing digital adoption and growing customer expectations for personalised experiences. Companies like Bata Malaysia have also observed that “customers increasingly demand the brand to know their needs and wants in real time”. With rising competition in Malaysia’s e-commerce and retail sectors, hyper-personalisation is becoming essential for brands to stand out and build customer loyalty, turning it into a market necessity rather than just a competitive advantage.

3. Social-driven E-commerce

Social-driven e-commerce marketing integrates social media and e-commerce, where purchasing decisions are heavily influenced by community recommendations. Especially in Asia, platforms like Xiaohongshu (XHS) exemplify this trend, featuring community-driven tutorials and demonstration videos that highlight specific products, encouraging viewers to make similar purchases. Meanwhile, in Malaysia, this approach is rapidly emerging due to the country’s increasing digital adoption, high smartphone penetration, and social media engagement. With over 2.5 million XHS users, Malaysia ranks as the second-largest user base outside China, showcasing the platform’s local popularity. Additionally, Malaysian consumers, especially younger generations, tend to trust peer recommendations and authentic reviews over traditional advertisements. This shift towards community-driven marketing empowers brands to connect more personally with audiences, enhancing trust, and thereby boosting sales. As social media becomes deeply integrated into daily life, social-driven e-commerce is evolving from a trend into a vital strategy for businesses in Malaysia.

4. Micro-video Marketing

Micro-video marketing is a growing trend driven by the rise of short videos that deliver impactful messages in under a minute, catering to shrinking attention spans. Platforms like Instagram Reels, YouTube Shorts, and TikTok dominate this space, offering businesses an opportunity to engage audiences quickly and effectively. In Malaysia, the trend is gaining momentum as Malaysians spend an average of 8 hours daily online, with 81% of the time being active on social media. Short videos are particularly influential, with 60% of viewers making impulse purchases after watching them. The high digital engagement among Malaysians, especially younger demographics, makes micro-video marketing an ideal strategy to capture attention and drive conversions. As short videos combine entertainment with product promotion, they create memorable content that resonates with consumers, solidifying their role as an essential tool for businesses in Malaysia’s increasingly competitive digital landscape.



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5. Live Streaming Marketing

Live streaming marketing leverages real-time broadcasting to engage viewers, build authentic connections, and drive purchasing behaviour. Platforms like YouTube Live, Instagram Live, and TikTok Live cater to audiences who value interactive, real-time content that creates a sense of immediacy and urgency. This format is particularly effective in encouraging impulse buying, as viewers can instantly act on product recommendations during a live session. In Malaysia, live streaming marketing is an emerging trend fuelled by the country's high digital engagement and growing e-commerce landscape. A study also revealed that 75% of respondents in Malaysia utilised live streaming to complete transaction and 64% states they wanted to obtain product review from the live commerce content in 2024, highlighting its significant impact on consumer behaviour. The interactive nature of live streaming allows businesses to showcase products, answer questions, and offer exclusive deals, fostering trust and driving sales. With its ability to combine entertainment and shopping seamlessly, live streaming is becoming a vital tool for Malaysian brands.

6. Mobile-first Consumers

Consumers now use smartphones for most of their online activities, including shopping, browsing, social interactions, and consuming content. Consequently, mobile-first approach can be seen as a strategy that prioritises creating a seamless and optimised user experience for mobile devices before adapting the design for larger screens. This approach acknowledges the dominance of mobile devices in digital interactions and the core principles of the approach are keeping things simple and visually hierarchical, optimising text for easy visual scanning, and making the design more user-friendly for users with larger fingers. This approach is increasingly becoming a significant trend in marketing due to the global shift toward mobile device usage. Globally, 4.25 billion people were using mobile phones in 2023; 4.88 billion in 2024; and the number is projected to increase to 5.28 billion by 2025. This reflects consumers' growing reliance on smartphones to access the Internet, which means that companies that meet customer needs for speed, convenience, and flexibility can increase consumer satisfaction with their programs and keep visiting.

7. Buy Now, Pay Later

Consumers, especially younger ones, prefer flexible payment options that help manage cash flow without using credit cards. As online shopping continues to grow, Buy Now, Pay Later (BNPL) is becoming a significant marketing trend, transforming how businesses attract and engage customers. With this payment method, customers can purchase goods and services now and pay for them later by instalments, often without interest. As this payment option lowers the entry barrier for customers who are reluctant to make large purchases, retailers are also using it to increase sales. BNPL makes higher-priced items more accessible, encouraging consumers to purchase products they might otherwise delay or avoid. Leading e-commerce sites that support BNPL include Lazada and Shopee. With additional benefits such as free shipping, easy return policies and discounts, online shopping is now an ideal alternative to in-person store visits. As Internet penetration and the use of digital payments continue to rise, online shopping is expected to become a more integral part of consumers' lives. This will change traditional shopping behaviours and drive the expansion of the digital economy.

8. Sustainable Marketing

Seeing how sustainability has been the focus in every field, regardless of whether it is in education, workplace or society. The Malaysian government's allocation of RM3.2 billion towards sustainability-related initiatives underscores its steadfast commitment to achieving long-term environmental, social, and economic goals. This significant investment reflects the nation's dedication to addressing pressing global challenges and created an opportunity for businesses to adopt sustainable marketing. This approach enables the company to resonate with consumers that are eco-conscious and prefer eco-friendly brands. Companies should also be transparent with the consumers on their process of production, their practices in general, to build trust and connection with consumers, enabling a two-way relationship that helps consumers to feel more personal with the brand. By sharing the company's initiatives to achieve their targeted sustainability goals, which could help consumers understand what the company prioritises, and whether the company's vision and value align with theirs that can benefit both society and the planet.



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9. Localised Marketing Content

Malaysians value content in their native languages—Malay, Chinese, Tamil—and local dialects, making hyper-localised marketing strategies particularly impactful. Campaigns that align with cultural celebrations like Hari Raya or Chinese New Year foster deeper engagement and build stronger customer loyalty. By integrating these cultural and linguistic nuances, businesses can capture greater interest and resonate more effectively with Malaysian consumers. For instance, the infamous Mekdi (known for McDonald's in Malaysia), was a successful marketing strategy devised by the fast food chain during the Merdeka Celebration in 2019. The strategy worked tremendously well because it was all together amusing and relatable to the local community as this shows how the brand tries to resonate and understand their local consumers. Adding Nasi Lemak to their menu was also a pivotal moment for Malaysian as this captured the essence of the well-known and beloved national dish, securing a special place in the hearts of Malaysians.

10. Wellness Marketing

People are becoming more concerned with what their behaviour and their consumption especially after the COVID-19 outbreak. Particularly, many people are more conscious about their health and wellbeing. A recent study revealed that as many as 75% of Malaysian respondents have reevaluated their health priorities post-pandemic, placing greater emphasis on maintaining a healthy, active lifestyle and adopting a holistic approach to well-being. This gives businesses an opportunity to strategise the right marketing strategies that can tailor to these customers' needs. Having businesses focusing their marketing target group on the wellness of their consumer could help to form a community within them, making products or services that tailor to customer's wellness. Digital marketing, organic marketing (aka SEO), influencer marketing and so on are all parts of a potentially successful wellness marketing strategy that businesses can leverage to establish their presence in the market.

11. Collaboration and Partnership

Collaboration and partnership have become powerful marketing trends, reflecting how businesses adapt to the evolving demands of consumers and the competitive marketplace. This strategy involves two or more entities coming together to achieve mutually beneficial

goals, such as reaching new audiences, enhancing brand credibility, and delivering innovative offerings. Brands may achieve impressive results by collaborating with well-known companies, influencers, and even video game creators. These partnerships are essential for businesses to build a strong media presence and connect with their audience effectively. There are several ways that companies can collaborate, either by hosting an event together, starting a joint campaign, or offering a limited time collaborative product. A survey conducted recently had shown that 82% of Malaysian consumers trust Malaysian influencers more than traditional advertising as they felt a stronger connection to the influencers that they can foster a long-term relationship with. For example, if a company wants to showcase their efforts towards sustainability, they can collaborate with a brand that uses recycled materials to produce their packaging or products can shift their brand identity to become an eco-conscious company.

12. Smart Cities

Malaysia's Smart City initiative is a transformative approach aimed at addressing urban challenges and enhancing the quality of life for its citizens, with significant implications for market trends by 2025. This initiative emphasises integrated urban development across various sectors, including transportation, utilities, and public services, creating seamless interactions among urban systems. Sustainability is a core principle, aligning with the Sustainable Development Goals (SDGs) through eco-friendly technologies, efficient waste management systems, and energy-efficient buildings. As Malaysia urbanises rapidly, the push for smart cities not only transforms urban living but also offers vast opportunities for marketing and branding. The development of robust digital infrastructure, including high-speed internet and IoT devices, is crucial for enhancing service delivery and efficiency. Intelligent transportation systems are being implemented to manage traffic congestion and improve public transport services, while citizen engagement is prioritised through digital platforms that facilitate feedback and communication with local authorities. Accordingly, companies can position themselves as contributors to smart city development, enhancing their brand reputation. Brands can also market personalised and tech-enhanced services, such as mobile apps for urban mobility, e-wallets, and IoT-enabled home devices. As several cities like Kuala Lumpur, Johor Bahru, and Kulim participate in pilot projects, the smart city market in Malaysia is projected to grow significantly, with estimates suggesting an increase from around USD 15 billion in 2020 to close to USD 120 billion by 2030. This growth will be fuelled by rising urbanisation and the need for efficient urban management solutions.



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13. Rise of Digital Nomad Culture

The digital nomad culture has become a significant global trend, fuelled by advancements in technology, shifting workplace dynamics, and the desire for work-life balance. This movement is reshaping industries, lifestyles, and marketing strategies, presenting significant opportunities for Malaysia's market trends by 2025, particularly through the implementation of the DE Rantau programme. This initiative aims to position Malaysia as a premier destination for remote workers, attracting an estimated 80,000 digital nomads by 2025. The appeal lies in Malaysia's competitive living costs, reliable infrastructure, and vibrant cultural scene, which collectively enhance the quality of life for these individuals. Digital nomads contribute substantially to the local economy, with an average spending of around USD 2,000 per month on essentials such as accommodation, food, and recreation. This influx of spending stimulates various sectors, including tourism and technology, fostering innovation and creating new business opportunities for Malaysian entrepreneurs. The DE Rantau Nomad Pass simplifies the visa process for digital nomads, allowing them to stay for up to one year and integrate into local communities. As this trend continues to grow, it opens avenues for brands to engage with a dynamic audience that values lifestyle balance and unique experiences. The presence of digital nomads can also drive demand for co-working spaces, local services, and cultural experiences, ultimately shaping a more diverse and resilient economy. By embracing this trend, Malaysia is not only enhancing its attractiveness as a digital nomad hub but also positioning itself as a leader in the evolving landscape of remote work in Southeast Asia.

14. Hybrid Work Models

The hybrid work model is a flexible employment framework that combines remote and in-office work, allowing employees to choose where and when they work based on their tasks and personal preferences. This model supports a mix of on-site and remote workers, enabling organisations to maintain productivity while offering employees greater autonomy and work-life balance. As companies adopt hybrid work arrangements, they can reduce overhead costs associated with maintaining a full-time office presence and expand their talent pool by attracting individuals who prefer flexible working conditions. In the context of Malaysia, the hybrid work model is poised to significantly influence market trends by 2025. The ongoing

digital transformation in the country, accelerated by the COVID-19 pandemic, has led many organisations to embrace this flexible approach. As Malaysian businesses increasingly adopt hybrid models, several industries will benefit. For instance, technology and digital services will see growth as companies invest in infrastructure to support remote collaboration. Additionally, the demand for co-working spaces and flexible office solutions will rise, stimulating the real estate sector. Moreover, the hybrid model aligns well with Malaysia's goal of becoming a regional hub for digital nomads and remote workers. By fostering a conducive environment for flexible work, Malaysia can attract international talent and investment, contributing to economic growth. That said, products and services that support hybrid workers will be in high demand and companies may target hybrid professionals with campaigns emphasising mobility and remote-friendly amenities.

15. Youth Entrepreneurship

Youth entrepreneurship in Malaysia is gaining momentum and is expected to play a crucial role in shaping market trends by 2025. The government is actively fostering a supportive ecosystem for young entrepreneurs, recognising their potential as drivers of economic growth and innovation. Initiatives such as the Program Tunas Usahawan Belia Bumiputera (TUBE) and the CGC100 Youth Entrepreneurship Programme are designed to equip young Malaysians with essential skills, resources, and training to navigate the business landscape effectively. The entrepreneurial climate in Malaysia is becoming increasingly favorable, with micro, small, and medium enterprises (MSMEs) contributing significantly to the country's GDP. In 2022, MSMEs experienced an impressive growth rate of 11.6%, reflecting a stable economic environment that encourages youth to pursue entrepreneurial ventures. Young entrepreneurs are leveraging technology and social media platforms to launch businesses with lower startup costs, particularly in e-commerce and digital services, which are rapidly expanding sectors. Moreover, the Malaysian government is expected to enhance funding opportunities for youth entrepreneurs in the upcoming Budget 2025, including grants and low-interest loans aimed at reducing barriers to entry. This financial support will empower young individuals to innovate and contribute to the economy while addressing the rising cost of living challenges. As more youths recognise entrepreneurship as a viable career path rather than solely relying on traditional employment, Malaysia's youthful demographic presents a strategic advantage. By 2025, the increased participation of young entrepreneurs is likely to stimulate job creation, drive innovation, and foster a more dynamic economy, positioning Malaysia favourably in the global market landscape.

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PHILIPPINES

Philippine Marketing Association

1. Digital Out-of-Home (OOH) Growth

The Philippine OOH market is witnessing a significant shift towards digital billboards, which enable the display of multiple advertisements and real-time content updates. For example, United Neon Advertising has installed 3D integrated LED screens in Bonifacio Global City (BGC), a high foot-traffic area that has become a popular landmark for photos. Additionally, transport terminals like the Parañaque Integrated Terminal Exchange are incorporating LED screens to engage passersby and commuters effectively. United Neon has also launched Asia's first transportable sky projection screen. Other OOH players are introducing indoor 3D LED screens in major retail outlets, while retail brands are experimenting with various digital screens to enhance product promotion. While static billboards still dominate the landscape, installations such as over-the-street or bridge-mounted digital and 3D LED screens indicate a transformative trend in the industry.

2. Sustainability and Eco-Friendly Initiatives

There is an increasing focus on sustainability within the advertising industry. United Neon Media Group, for instance, has been donating used tarps to local communities, repurposing them for various functional uses, such as lining fish ponds, waterproofing small boats, and creating bags for livelihood programs. The Out-of-Home Advertising Association of the Philippines (OHAAP) actively supports these eco-friendly initiatives. Additionally, advertisers are exploring the use of sustainable materials for OOH formats, aligning with consumer values and promoting environmental responsibility.

3. Integration with Mobile and Social Media

United Neon's campaigns have incorporated interactive elements, such as QR codes that link to social media platforms or special promotions. This integration enhances consumer engagement and blurs the line between the physical and digital realms. Smaller businesses are also utilizing OOH billboards—both static and LED—to project a larger-than-life presence, encouraging consumers to share their experiences and extend narratives through social media.

4. Experiential Marketing

United Neon has created impactful experiential marketing campaigns that transform OOH spaces into interactive environments. One notable collaboration with Gigil involved a card game for Netflix's "Border Games" in the MRT (Metro Rail Transit). Another recent campaign with

- Zenless Zone Zero (ZZZ) is a free-to-play action roleplaying game featured train wraps and cosplaying in the LRT, resulting in heightened engagement and an exciting online presence.

5. Community-Centric Campaigns

Campaigns increasingly reflect the diverse cultural landscape of the Philippines, with a focus on resonating with local audiences. Collaborations with local artists and businesses help craft advertisements that embody community values. Major brands are also utilizing local languages to make their campaigns more relatable and endearing to their target markets.

6. Programmatic Buying

The adoption of programmatic buying is gaining traction in the OOH sector. This collaboration between media placement agencies and media owners enables better targeting based on audience behavior and location data, significantly optimizing campaign effectiveness and precision.

7. Data-Driven Targeting

United Neon is leveraging analytics tools to gather traffic data as well as audience demographics at their advertising locations. By employing this data, advertisers can strategically position their messages where they are most likely to be effective, thereby enhancing campaign outcomes

A recent study (October 2024) using Tangere's home panel indicates that OOH is increasingly influential and engaging, establishing itself as a preferred media channel that drives both online and on-site purchases.

By harnessing these trends—particularly those exemplified by United Neon—marketers in the Philippines and Asia can develop innovative and effective strategies for OOH advertising in 2025, leading to improved brand visibility and heightened consumer engagement.

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Contributed by: Philippine Marketing Association



SINGAPORE

Marketing Institute of Singapore Academy

1. The Rise in Underconsumption Culture Among Gen Z

A notable trend in Singapore and globally is the rise in underconsumption among Gen Z, who are rejecting traditional consumerist behaviors in favour of minimalism and sustainability. This demographic values experiences over material possessions, focusing on reducing waste and making conscious choices that align with environmental and ethical concerns. This shift has led to increased popularity of second-hand shopping, rental services, and participation in the sharing economy. Social media influences, awareness of climate issues, and a desire to redefine success are all contributing factors to Gen Z's preference for responsible consumption, reshaping consumer trends in Singapore.

2. Agentic AI – Advanced Human-like Robots

Agentic AI represents a leap forward in robotics, with developments focusing on making robots more autonomous and capable of interacting with humans naturally. Singapore is investing in technologies that enable robots to perform complex tasks, communicate effectively, and adapt to dynamic environments. The emphasis is on creating robots that can assist in various sectors, including healthcare, customer service, and eldercare. By integrating AI with advanced robotics, these human-like machines can offer personalised experiences and help address manpower shortages, while driving innovation in artificial intelligence and its real-world applications.

3. Neuromorphic Computation

Neuromorphic computation aims to replicate the human brain's efficiency by mimicking its architecture through specialised hardware and algorithms. This emerging field is gaining traction in Singapore, as it holds potential for creating energy-efficient AI systems capable of real-time learning and decision-making. Neuromorphic chips are designed to process information like neurons, offering significant advantages for robotics, autonomous systems, and sensory applications. The focus is on using on-board learning to build smarter, more adaptive machines. Singapore's investment in neuromorphic technology represents a step towards advancing AI systems that are faster, more efficient, and more capable of functioning autonomously.

4. Synthetic Data Generation

Synthetic data generation is becoming a key tool in Singapore for training AI models while protecting privacy. By using artificial data that

simulates real-world conditions, organisations can generate diverse datasets without compromising sensitive information. This trend is particularly important for sectors like healthcare, where data privacy is paramount. Synthetic data allows AI and machine learning models to be trained more effectively, without facing the limitations of real data scarcity or privacy concerns. Singapore's regulatory bodies are also promoting guidelines for ethical synthetic data use, making this an essential tool in balancing innovation with data protection.

5. Quantum Computing

Quantum computing represents a significant shift in computational power, and Singapore is heavily investing in this technology. With the potential to solve complex problems that are currently intractable for classical computers, quantum computing is expected to transform fields such as cryptography, logistics, and materials science. Singapore's research initiatives are focused on advancing quantum algorithms and developing practical quantum hardware. By positioning itself as a leader in quantum technology, Singapore aims to attract global talent and foster collaborations to build a future-proof computing infrastructure. This trend is set to redefine the boundaries of what technology can achieve.

6. Evolving AI Governance

AI governance in Singapore is evolving to ensure the responsible use of artificial intelligence. The focus is on creating frameworks and regulations that balance innovation with ethical considerations, addressing challenges like bias, accountability, and transparency. The "AI Governance Playbook" introduced by Singapore provides guidelines for deploying generative AI and mitigating risks associated with AI models. By actively promoting ethical AI practices, Singapore aims to build public trust in AI technologies, ensuring that advances in AI contribute positively to society. The evolving governance framework is crucial for managing the rapid development and integration of AI solutions across sectors.

7. Rise of Climate Technology

Climate technology is emerging as a crucial trend in Singapore as the city-state seeks solutions to address environmental challenges. Innovations in renewable energy, carbon capture, and sustainable materials are being promoted to tackle climate change. Singapore is supporting deep-tech start-ups that focus on climate resilience, with initiatives backed by global figures like Bill Gates. The focus is on creating a greener future by developing technologies that reduce carbon footprints and enhance sustainability. Climate technology is not just about mitigation but also about adapting to the changing climate, making it a core pillar of Singapore's environmental strategy.



SINGAPORE

Marketing Institute of Singapore Academy

8. Personalised Medicine

Personalised medicine is revolutionising healthcare in Singapore by tailoring treatments to individual patients. Advances in genomics and biotechnology are allowing healthcare professionals to customise therapies based on a person's genetic makeup, lifestyle, and health history. This approach leads to more effective treatment outcomes, fewer side effects, and better patient care. Singapore's healthcare sector is investing in genetic testing and precision medicine programs, aiming to provide individualised care for chronic diseases and cancers. Personalised medicine is transforming the healthcare landscape, shifting the focus from a one-size-fits-all approach to more targeted, patient-centric care.

9. Brain Enhancement

Brain enhancement technologies, such as brain-computer interfaces (BCIs), are gaining attention in Singapore. BCIs allow direct communication between the brain and external devices, which can be used to assist individuals with disabilities or enhance cognitive abilities. Research in this field is advancing towards making these interfaces more effective and accessible. Applications range from controlling prosthetic limbs to boosting memory and learning capabilities. Singapore is investing in neuroscience research and exploring the ethical implications of brain enhancement, aiming to use this technology responsibly to improve quality of life and expand human potential.

10. Zero Trust Security

Zero Trust Security is becoming the cornerstone of Singapore's cybersecurity landscape. With cyber threats on the rise, Zero Trust emphasises verifying every user and device before granting access, rather than assuming trust based on network location. This approach ensures a higher level of security across government systems and enterprises, minimising risks associated with data breaches. Singapore's guidelines for implementing Zero Trust frameworks focus on maintaining strict access controls, continuous monitoring, and robust identity verification. As cyber-attacks become more sophisticated, Zero Trust Security provides a comprehensive defence strategy, protecting critical infrastructure and data assets in the digital age.

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Contributed by: Marketing Institute of Singapore Academy



SOUTH KOREA

Marketers Society of Korea

1. AI in marketing

Artificial intelligence is revolutionizing how marketers understand their customers and deliver personalized experiences — not to mention how consumers are finding products and services they buy.

2. Short-form video content

Most consumers say they want to see more videos from brands. The popularity of TikToks, Instagram, and YouTube Shorts in current marketing trends is a sign that bite-sized video content will continue to dominate the digital marketing landscape in 2025.

3. Influencer marketing

Influencer marketing has shifted from being about follower counts to focusing on genuine, long-term partnerships.

4. Immersive marketing

We're set to see more brands using augmented reality (AR) and virtual reality (VR) to engage customers in more creative ways. Both are opening up new possibilities for marketers looking to create interactive and immersive experiences, and drive sales.

5. Soundless ads

Advertisements have long been a source of irritation for consumers. They interrupt a viewer's content experience — and often loudly. This, and the fact that consumers who are close to converting prefer sound-off adverts, means the most effective ads will be the ones that catch the viewer's eye without a soundtrack.

6. In-game marketing

In-game marketing is becoming one of the hottest new marketing trends and it's only slated to get bigger. This type of marketing offers brands a unique way to engage with a highly engaged audience, particularly among younger demographics.

7. Brand authenticity

Consumers are looking for genuine, relatable brands. Consumers note that authenticity is vital when deciding which brands they like and support. This authenticity is enhanced when brands are transparent and communicate openly about their values, missions and any challenges they face.

8. Real-time engagement

Consumers expect brands to respond promptly and genuinely to their enquiries and feedback. This means being present and available to engage in conversations, whether it's through comments on social media posts or direct messages. Real-time engagement will become a vital component of effective social media strategies going forward.

9. E-commerce advertising

E-commerce is expected to continue to generate a new revenue. Which means Korean e-commerce giants like Naver, Coupang etc. will become the epicenter of advertising budgets. Brands will need to invest in optimizing their ad spend on these platforms, not only for paid search but also for product placements that seamlessly integrate within the browsing experience.

10. Sustainability

Consumers are increasingly choosing brands that align with their values, particularly when it comes to sustainability. Brands that successfully integrate sustainability into their marketing efforts — highlighting their eco-friendly initiatives and communicating a commitment to social responsibility — will have a distinct advantage.

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Contributed by: Marketers Society of Korea



THAILAND

Marketing Association of Thailand

1. AI-Powered Personalisation: The New Standard for Customer Engagement

AI-powered personalisation is rapidly shaping marketing trends in 2025, with businesses in Thailand adopting cutting-edge technologies to offer more tailored and engaging consumer experiences. AI innovations like virtual shopping assistants, dynamic e-commerce platforms, and smart kiosks are becoming mainstream. In quick-service restaurants, digital ordering kiosks now recommend customised meal combos based on previous orders, and even adjust menu displays in real-time, factoring in local preferences, time of day, or weather. For instance, highlighting refreshing cold drinks during a heatwave makes the experience not only relevant but memorable. Predictive analytics in retail and entertainment is also thriving, helping businesses anticipate consumer behavior and deliver personalised promotions at just the right moments. Similarly, AI-enhanced beauty retail chatbots suggest tailored products, streamlining the shopping journey while fostering stronger customer relationships. These trends demonstrate how AI is revolutionising marketing, creating seamless, engaging experiences that build stronger connections between brands and consumers.

2. AI and Automation in Marketing for Operational Excellence

By 2025, AI and automation will continue to redefine marketing operations in Thailand, enabling brands to streamline processes and enhance engagement. Generative AI will lead the charge, allowing businesses to automate content creation, manage personalised messaging at scale, and optimise ad campaigns. Marketers will use AI to predict customer behavior, refine digital strategies in real time, and enhance customer service through AI-powered chatbots. The shift towards automation will not only improve marketing efficiency but will also facilitate more effective, personalised customer interactions, ultimately boosting ROI and strengthening brand loyalty.

3. Social Commerce: The Intersection of Social Media and Shopping

Social commerce is transforming shopping habits in Thailand, with platforms like TikTok and Instagram emerging as robust e-commerce ecosystems. Brands are leveraging features such as live shopping events and shoppable posts to create interactive, real-time shopping experiences. Beauty and fashion retailers, for example, collaborate with influencers to host live demos, offering viewers the opportunity to purchase items instantly while engaging in Q&A sessions. This trend is particularly empowering for small businesses and local artisans, helping them reach nationwide audiences at a fraction of the cost of traditional advertising. Thai consumers, who value personalised interactions, benefit from transparent and convenient shopping

experiences, while businesses use data insights to refine strategies. The fusion of entertainment and e-commerce is reshaping the digital marketplace in Thailand, turning social platforms into powerful economic drivers.

4. Sustainability as the Core of Brand Strategy

In 2025, sustainability will become even more central to brand strategies in Thailand. Businesses will increasingly adopt recycled materials and circular economy practices, moving away from virgin plastics. This trend is already gaining traction, with more companies committing to 100% recycled packaging. At the same time, environmental, social, and governance (ESG) principles will continue to rise in importance. Brands will focus on reducing carbon emissions, conserving water, and supporting biodiversity. Partnerships aimed at improving recycling and resource efficiency will grow, and consumer empowerment to make sustainable choices will be a key focus. Sustainability is rapidly transitioning from a niche concern to a central element of marketing, shaping consumer loyalty and long-term brand success.

5. Subscription Models: The Future of Consumer Loyalty

Subscription-based services are gaining significant popularity in Thailand, driven by demand for convenience and personalisation. Digital platforms are offering subscriptions with perks like free delivery, exclusive deals, and tailored offers. For instance, food delivery services are rolling out subscription plans with added benefits such as free delivery and discounts, catering to busy urban consumers who value convenience. Similarly, wellness and beauty platforms offer regular deals and personalised treatment options, boosting customer retention. With their growing appeal in urban hubs like Bangkok, subscription models are fostering deeper customer loyalty by providing consistent, value-driven experiences. Businesses tapping into these trends can not only secure predictable revenue streams but also build lasting relationships with customers.

6. Fandom Marketing: Turning Passion into Brand Loyalty

Fandom-driven marketing is gaining momentum in Thailand, with brands harnessing the power of passionate fan communities to drive engagement and loyalty. As fans increasingly become advocates for their favorite brands, businesses in entertainment, gaming, and lifestyle sectors are leveraging these communities. Esports brands, for example, are hosting exclusive tournaments and launching products tailored for their fanbase, while entertainment brands offer limited-edition merchandise and exclusive experiences for dedicated followers. This trend is extending to fashion and beauty industries, where fan-centric collections and personalised experiences are strengthening customer relationships. With the rise of digital platforms, fans are creating organic content that amplifies brand messages. This evolution in fandom marketing presents brands with opportunities to connect with consumers in meaningful ways, fostering long-term advocacy and loyalty.



THAILAND

Marketing Association of Thailand

7. Empowering Micro-Influencers: Authenticity and Connection at Scale

The creator economy is set to explode in Thailand by 2025, with micro-influencers emerging as central figures in marketing. As digital platforms empower individuals to create content, brands are increasingly partnering with micro-influencers—individuals who build authentic, relatable connections with their followers. These influencers, with as few as 10,000 followers, often generate higher conversion rates compared to traditional celebrities, due to the trust they've built within niche communities. Brands will continue to tap into these creator communities, partnering with individuals who align with their values and resonate with specific target audiences. Whether in beauty, lifestyle, or tech, expect to see more campaigns centered around micro-creators, fueling personalised, grassroots engagement that drives word-of-mouth marketing.

8. Seamless Customer Experience Through Voice and Smart Devices

With the growing popularity of voice search and smart devices, brands in Thailand will need to integrate these technologies into their marketing strategies. By 2025, the rise of unified customer experiences across platforms—where users can interact seamlessly with services via voice-activated devices—will be a key trend. This includes cross-platform loyalty programs, integrated financial services, and access to multiple services through a single super application. Consumers will expect effortless interactions, whether ordering products, making payments, or checking rewards, all through voice commands. Brands that incorporate these all-in-one integrations will create smoother, more personalised experiences, strengthening customer loyalty in Thailand's tech-savvy market.

9. Wellness & Mindfulness in Branding: Beyond Physical Health

Wellness and mindfulness are becoming central to branding in Thailand, with businesses aligning their products and services to address both physical and mental well-being. Brands are shifting from a focus solely on physical health to promoting holistic wellness, which includes mental health and mindfulness. Wellness and beauty brands are increasingly marketing stress relief, self-care, and mindfulness as part of their core offerings. Wellness tourism, combining physical rejuvenation and mental relaxation, is also on the rise. This trend reflects a broader shift toward integrating emotional and physical health, creating new opportunities for brands to connect with consumers who are seeking balance and well-being in their everyday lives.

10. Immersive AR/VR Experiences: Transforming Consumer Interaction

By 2025, augmented reality (AR) and virtual reality (VR) will revolutionise consumer experiences in Thailand, offering brands innovative ways to engage with audiences. While AR and VR have been gaining traction in retail and entertainment, their full potential is only beginning to unfold. Businesses in fashion, tourism, and e-commerce will use AR for virtual try-ons, interactive shopping, and dynamic product displays. Meanwhile, VR will allow brands to craft fully immersive experiences, from virtual travel tours to exclusive events. With consumers increasingly seeking tailored, memorable interactions, integrating AR and VR into marketing strategies will be a game-changer, driving customer loyalty and boosting engagement in Thailand's dynamic market.

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