



# 2025 Consumer Research Trends

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The Effortless All-In-One Consumer Research Platform

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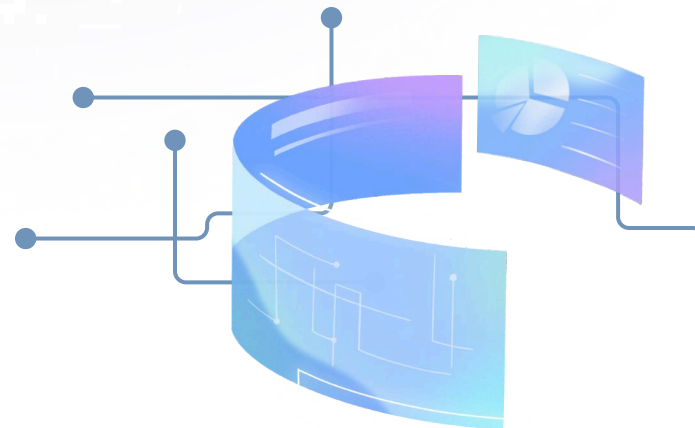
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# Introduction

The consumer research industry is rapidly transforming, driven by technological advancements, a heightened focus on data privacy, and an increased demand for personalization.

In 2025, brands that want to stay competitive will need to align their strategies with the latest developments in consumer insights. This report highlights the top trends set to define consumer research, complete with insights, data, and real-world examples.

**“Brands that want to stay competitive will need to align their strategies with the latest developments in consumer insights.”**

— Naira Musallam PhD, Co-Founder of SightX

## TREND 1

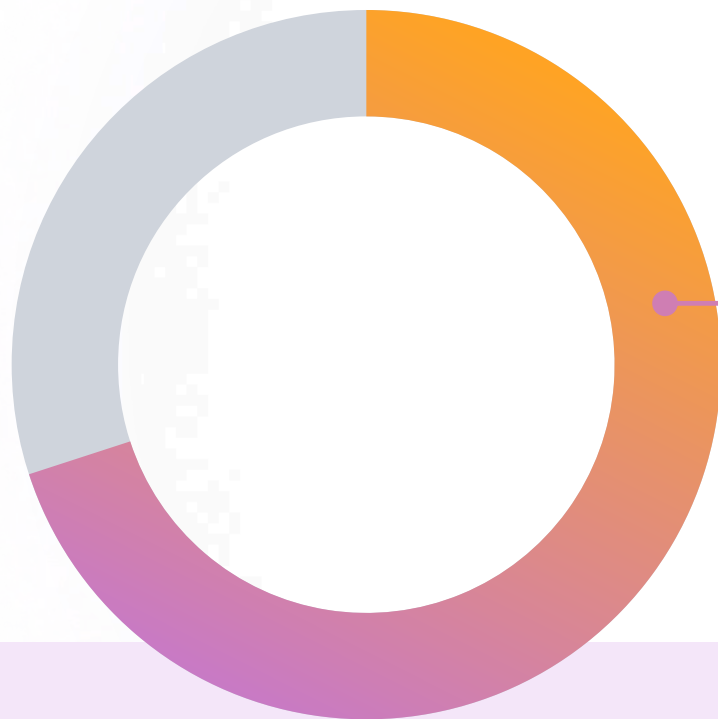
# Real-Time Data Collection and Analysis

In today's fast-moving market, the ability to analyze data as soon as it's collected offers significant competitive advantages. Real-time analytics enable companies to respond to shifts in consumer behavior and trends as they happen.

From crisis management to campaign optimization, this immediate data access supports smarter, more adaptive decision-making.

## Real-Time Data Collection and Analysis

### Research Findings



70%

*According to Deloitte, companies using real-time data saw a **70% improvement in response time** for adapting to consumer needs.*

### **Why This Matters**

In 2025, agility is key. Real-time data enables brands to react instantly, allowing for rapid optimization of marketing and product strategies. Companies that leverage real-time data are better equipped to meet consumer expectations and mitigate risks.

## TREND 2

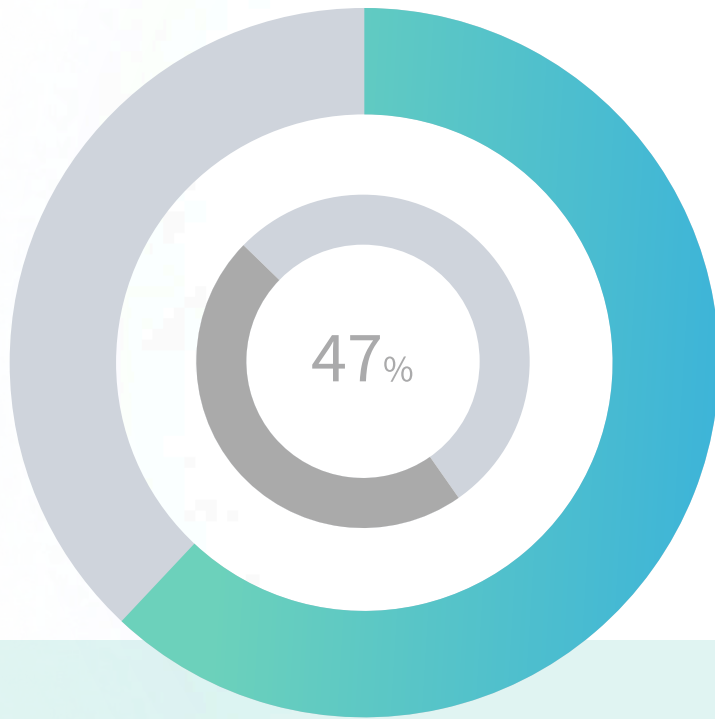
# Multi-Modal Research Approaches

To achieve a comprehensive understanding of consumer behavior, companies are increasingly turning to multi-modal research approaches that blend qualitative, quantitative, and behavioral data.

By cross-referencing different data types, businesses can derive more nuanced insights.

## Multi-Modal Research Approaches

### Research Findings



62%

*GreenBook reports that **62% of market researchers in 2024 implemented multi-modal research methods**, showing an increase from 47% in 2022.*



### *Why This Matters*

In a world where consumer behavior is complex and multi-faceted, relying on a single data source can lead to incomplete conclusions. Multi-modal approaches help researchers uncover deeper insights and better predict consumer trends.

## TREND 3

# Focus on Data Privacy and Trust

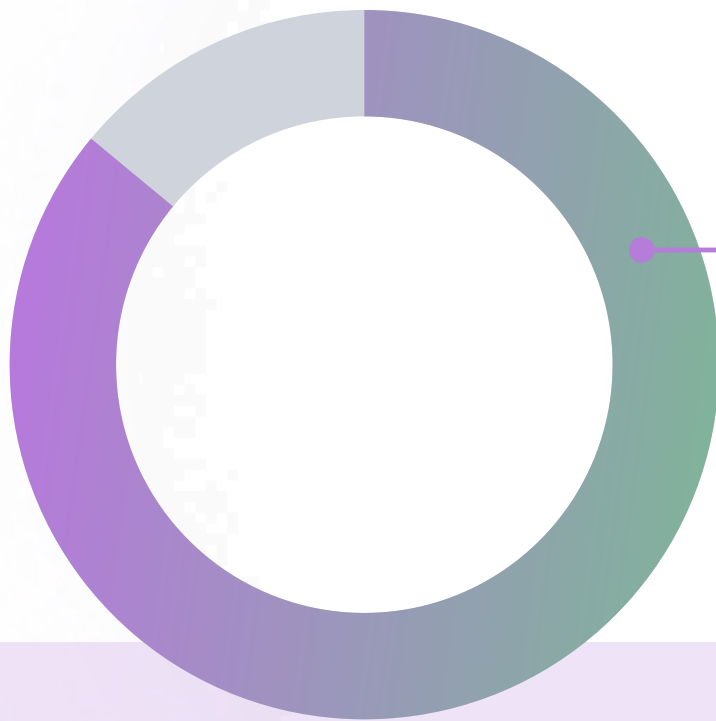
With data privacy regulations expanding globally, companies are focusing on transparent and ethical data practices. Consumer trust is now critical for brand loyalty, and brands that fail to prioritize privacy can face significant reputational damage.

Companies are adopting privacy-first research practices, such as consent-based data collection and anonymizing consumer data, to ensure compliance with regulations like GDPR and CCPA.



Focus on Data Privacy and Trust

## Research Findings



86%

*A PwC survey found that 86% of consumers now **consider data privacy a major concern.***

### **Why This Matters**

Consumers are increasingly aware of and sensitive to how their data is used.

Brands that prioritize transparency and privacy will build stronger consumer trust and reduce the risk of regulatory fines or backlash.

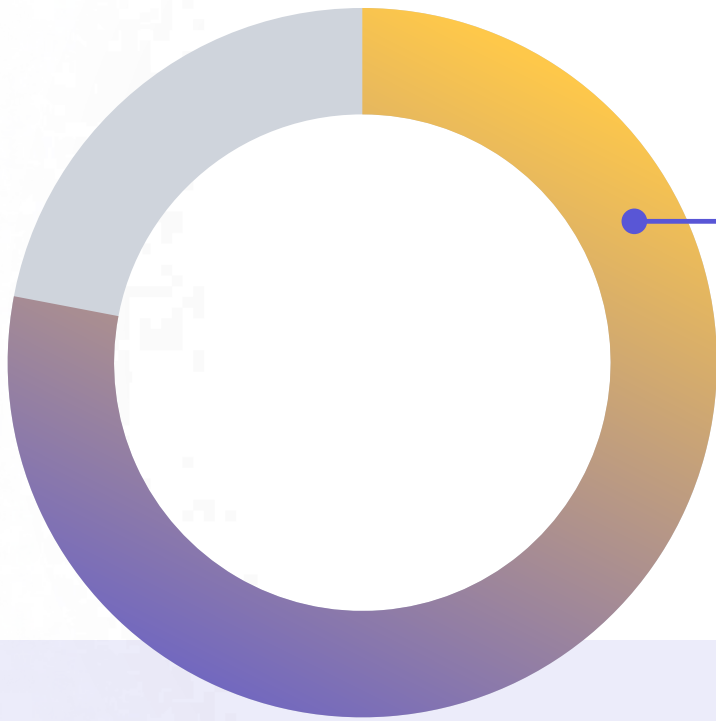
## TREND 4

# Integration of Behavioral and Attitudinal Data

Combining behavioral (what consumers do) and attitudinal data (why they do it) allows companies to understand both the actions and motivations behind consumer choices.

This hybrid data approach provides a more holistic view of the customer journey, from awareness to purchase.

## Integration of Behavioral and Attitudinal Data Research Findings



78%

*A Forbes Insights study found that 78% of market researchers believe that **blending behavioral and attitudinal data improves their ability to predict future behavior.***

### **Why This Matters**

Integrating both data types allows brands to identify consumer motivations and preferences, leading to better segmentation and targeted marketing strategies.

## TREND 5

# Predictive Analytics with AI and Machine Learning

AI-powered predictive analytics allows companies to go beyond understanding past behaviors to forecasting future actions.

Machine learning models can identify patterns that are too complex for human analysis, helping brands stay proactive in addressing consumer needs.



## Predictive Analytics with AI and Machine Learning Research Findings

# \$22 billion by 2025

*A Grand View Research report forecasts that the predictive analytics market is expected to reach \$22 billion by 2025, as **more companies invest in machine learning** to enhance forecasting accuracy.*

### **Why This Matters**

Predictive analytics can inform smarter business decisions and empower brands to create personalized experiences based on likely future actions, enhancing customer satisfaction and loyalty.

## TREND 6

# Decentralization of Research Teams

The rise of remote work has led to decentralized research models, with companies now operating global research teams that provide localized consumer insights.

This approach enables brands to tap into diverse perspectives and better understand regional differences.

## Decentralization of Research Teams

# Research Findings

A 2024 McKinsey report indicates that **decentralized teams are 23% more efficient** in handling global market research than centralized ones.



23%

### **Why This Matters**

Decentralized teams offer companies greater flexibility and efficiency, especially when conducting research in multiple markets. This approach also enables businesses to localize insights more effectively, leading to more relevant marketing strategies.

## TREND 7

# Voice and Conversational AI for Data Collection

Voice-activated and conversational AI has gained popularity as a tool for collecting consumer insights, with voice-activated surveys making the process more conversational and engaging.

This trend not only simplifies data collection but also appeals to younger demographics who are accustomed to voice technology through virtual assistants.






## Voice and Conversational AI for Data Collection

# Research Findings

*Markets and Markets estimates that **voice technology in consumer research will grow by 40% in adoption by 2025, reaching a market size of \$6 billion.***

**40%**  **growth**  
**\$6 billion** by 2025

### *Why This Matters*

Voice and conversational AI streamline data collection, making it more accessible and reducing friction for respondents. This technology can also uncover nuanced insights by analyzing tone and sentiment, providing brands with a deeper understanding of consumer emotions.

## TRENDS

# Decentralized Data Storage and Blockchain

Blockchain technology is gaining traction in consumer research as a secure and transparent data storage method.

By decentralizing data storage, brands can protect consumer information from breaches and offer more control over data ownership, addressing growing privacy concerns.

Some brands are using blockchain to create transparent consumer data logs, allowing consumers to access a record of how their data is used. This approach builds trust, as consumers can verify that their information is stored and accessed ethically.



## Decentralized Data Storage and Blockchain

### Research Findings

# \$8 billion by 2026

*An Allied Market Research report anticipates that the **blockchain market for data privacy** will reach **\$8 billion by 2026**.*

### **Why This Matters**

Blockchain not only enhances security but also provides transparency, which can increase consumer trust. By offering decentralized storage, brands demonstrate a commitment to privacy and responsible data handling, which is increasingly important to consumers.

## TREND 9

# Hybrid Data Sources

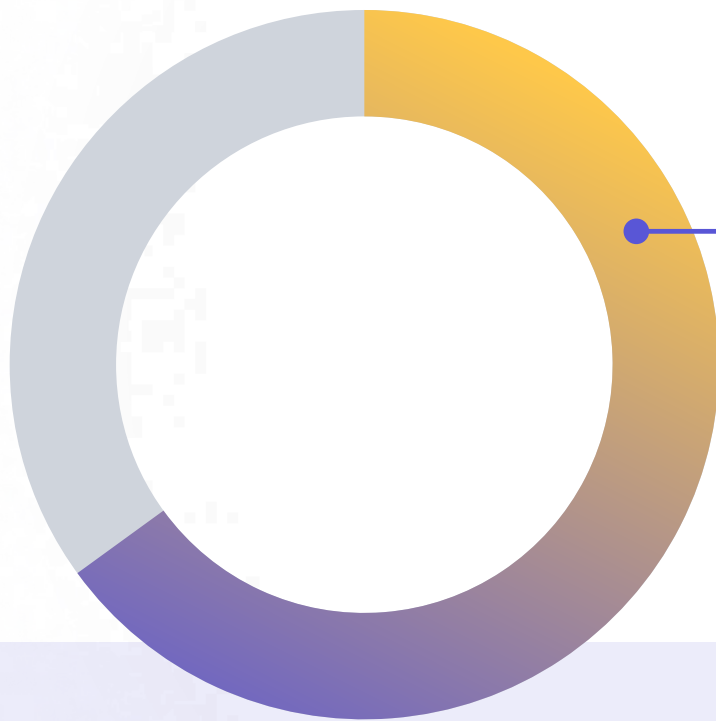
The blending of first-party, third-party, and zero-party data (information explicitly shared by consumers) enables companies to create more detailed consumer profiles.

By integrating data from multiple sources, brands can fill knowledge gaps and gain a richer understanding of their target audience.

Spotify uses first-party data from user interactions and complements it with third-party audience insights to personalize playlists, ads, and recommendations, creating a highly customized user experience.

## Hybrid Data Sources

### Research Findings



65%

According to eMarketer, 65% of companies are now **combining data sources to enhance consumer insights** and improve targeting accuracy.

### **Why This Matters**

The integration of hybrid data sources allows for better-informed decisions, especially as consumer behaviors shift. It empowers brands to leverage the richness of diverse data types, which translates to more precise marketing, personalized content, and relevant product recommendations.

## TREND 10

# Visual Insights and Eye-Tracking Analysis

Eye-tracking analysis has become a popular tool for understanding visual attention.

By analyzing where consumers look, how long they focus on specific elements, and their gaze path, brands can optimize product designs, website layouts, and ad placements for maximum impact.



## Visual Insights and Eye-Tracking Analysis

# Research Findings

# \$4 billion by 2025

*A Grand View Research report projects that the eye-tracking market will reach \$4 billion by 2025, as **companies are increasingly using eye-tracking technology in advertising and UX testing to optimize user experiences.***

### **Why This Matters**

Visual insights enable brands to make data-driven design choices, ensuring that key information captures consumer attention. Eye-tracking technology is particularly useful in e-commerce and digital advertising, where the effectiveness of visual elements can significantly impact conversions.

## TREND 11

# Enhanced Data Visualization and Insights Dashboards

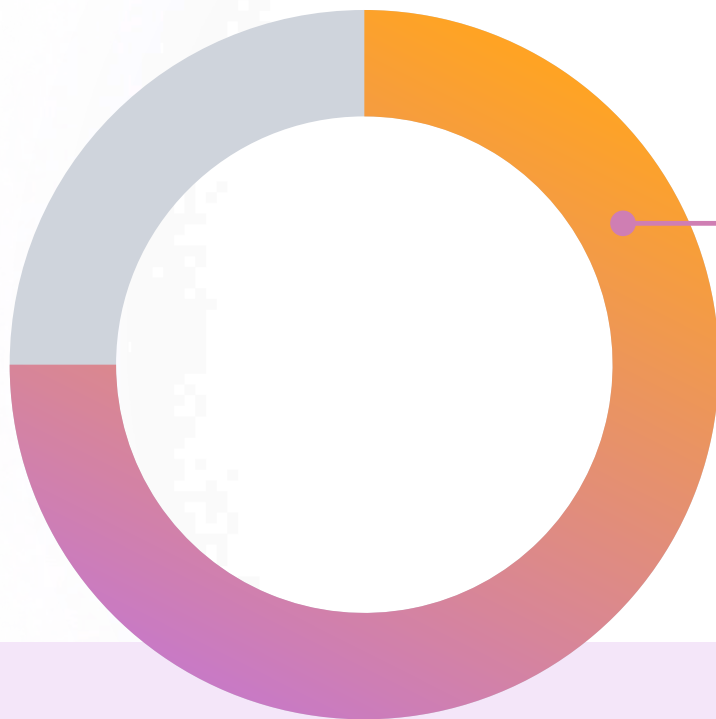
Data visualization tools are essential for making complex insights accessible and actionable.

By presenting data in an intuitive format, such as dashboards, companies can enhance team comprehension, making insights easier to interpret and implement.



## Enhanced Data Visualization and Insights Dashboards

### Research Findings



75%

*Forrester reports that companies using **advanced data visualization tools** see a **75% improvement in data comprehension** across departments.*



### *Why This Matters*

Enhanced visualization and interactive dashboards allow companies to democratize data across teams, making insights easier to communicate and act upon. This trend supports data-driven decision-making at all organizational levels.



# The Future starts Now

An overview of the most prominent consumer research trends of 2025 underscore a shift toward personalization, privacy, and automated technological integration.

By leveraging these trends, brands can gain richer insights into consumer behavior, build trust, and improve customer experiences. Staying aligned with these trends will be crucial for brands looking to maintain a competitive edge in an evolving market landscape.

**“By leveraging these trends, brands can gain richer insights into consumer behavior, build trust, and improve customer experiences.”**

— Naira Musallam PhD, Co-Founder of SightX

# About us

SightX is an all-in-one consumer research platform that combines advanced survey methodologies with a user-friendly experience, automated analysis, and visualization to deliver real-time insights.

With access to over 100 million qualified consumers worldwide, it offers a comprehensive suite of tools—including audience segmentation, concept testing, and pricing strategy optimization, among others—to support any research use case and any team.

SightX by Ada, a generative AI-powered research consultant, will streamline the research process by quickly analyzing open-ended responses and creating executive summaries with a single click.

Access in-depth, automated insights and fuel your growth with the SightX consumer research platform that puts you in the driver's seat of success.

Want to learn more? Schedule a [free demo](#), or reach out to us at [hello@sightx.io](mailto:hello@sightx.io).

The logo for SightX, featuring the word "sight" in a lowercase, sans-serif font, followed by a dot and the letter "X" in a larger, bold, uppercase font. The "X" is a stylized, geometric shape.

**Join the Future of Consumer Research**

 [Learn how](#)