

The Future of Consumer Products & Services

10 Trends Shaping 2025–2026

The Consumer Products & Services industry is rapidly evolving as generational shifts, AI-native experiences, and platform economies reshape how brands connect with customers. From Agentic AI-led operations to the rise of circular commerce, the focus is shifting from mass production to intelligent personalization, trust, and sustainability. Here are 10 trends redefining the industry's future.

Trend #1

Agentic AI Transforms the Product Lifecycle

Agentic AI is powering micro-agents that automate decisions across design, demand forecasting, pricing, supply chain, and service.

Why It Matters:

- Reduces planning-to-launch cycles through autonomous workflows.
- Enables hyperlocal and seasonal pricing in real time.
- Delivers personalized experiences without operational drag.



Highlights

Agentic AI can reduce planning cycle time by **40–60% in retail** and **CPG** (McKinsey, 2024).

Fulcrum Digital to expand its Agentic AI platform - FD Ryze to 10,000 agents by 2025

Trend #2

Direct-to-Consumer (DTC) 3.0: Community-Led Growth

Brands are evolving DTC strategies to be community-first—with social commerce, micro-influencers, and co-creation as growth levers.

Why It Matters:

- Drives organic advocacy and trust.
- Reduces CAC through peer influence.
- Builds loyal, feedback-driven product ecosystems.



Highlights

DTC sales are **expected to grow to \$213 billion by 2025 in the U.S.** (eMarketer, 2024).

Trend #3

Predictive Personalization Powers Conversion

AI and customer data platforms are enabling real-time 1:1 offers, content, and experiences across channels.

Why It Matters:

- Increases conversion and AOV.
- Lowers return rates through better recommendations.
- Improves CLTV through personalized journeys.



Highlights

80% of consumers are more likely to **buy from brands that offer personalized experiences** (McKinsey, 2023).

Trend #4

Product-as-a-Service (PaaS) Gains Momentum

From furniture to fashion, companies are shifting to rental, subscription, and refillable models, reducing waste and enhancing loyalty.

Why It Matters:

- Enables recurring revenue streams.
- Aligns with sustainability goals.
- Appeals to younger, urban consumers.



Highlights

Product-as-a-Service market expected to **grow at 38% CAGR through 2030** (Precedence Research, 2024).

Trend #5

Experiential Retail Redefines Brand Engagement

Physical spaces are transforming into immersive, tech-enabled brand destinations rather than just point-of-sale locations.

Why It Matters:

- Drives emotional connection and brand recall.
- Encourages content creation and virality.
- Blends discovery with convenience.



Highlights

64% of Gen Z say **experience matters more than price when shopping in-store** (Forrester, 2023).

Trend #6

Sustainable Packaging Becomes a Loyalty Driver

Eco-packaging is no longer a nice-to-have—it's a competitive differentiator influencing purchase decisions.

Why It Matters:

- Reduces environmental footprint and cost.
- Builds transparency and trust.
- Meets regulatory and consumer expectations.



Highlights

67% of consumers consider **sustainable packaging** when making a purchase (Trivium Packaging, 2023).

Trend #7

Smart Supply Chains Enable Resilience

AI, IoT, and blockchain are being leveraged for end-to-end visibility, real-time adjustments, and predictive inventory management.

Why It Matters:

- Reduces stockouts and overproduction.
- Improves responsiveness to market shifts.
- Enables localization and last-mile agility.



Highlights

79% of CPG leaders plan to **increase investment in supply chain automation** (PwC, 2024).

Trend #8

Inclusive Design & Representation Become Baseline

Brands are baking inclusivity into product design, marketing, and customer experience—not as a trend, but as a standard.

Why It Matters:

- Expands reach across geographies, body types, and accessibility needs.
- Builds loyalty with underrepresented groups.
- Aligns with Gen Z and Millennial values.



Highlights

Brands with inclusive campaigns see **23% more consumer trust** (Deloitte, 2023).

Trend #9

Circular Commerce Expands Across Categories

Secondhand, resale, upcycling, and take-back programs are becoming core to product strategy in fashion, electronics, and home goods.

Why It Matters:

- Reduces waste and carbon footprint.
- Adds a profitable second life to products.
- Builds responsible brand equity.



Highlights

Global resale market to **double and reach \$350B by 2027** (ThredUp, 2023).

Trend #10

Voice & Vision Commerce Enter the Mainstream

AI is enabling voice assistants and visual search to become viable product discovery and purchase channels.

Why It Matters:

- Increases accessibility and ease of use.
- Drives higher engagement in mobile journeys.
- Enhances product match and personalization.



Highlights

Voice commerce to **hit \$30B globally by 2026** (Statista, 2023).

BONUS TREND

Digital Twins for Product Design & Customer Experience

Digital twins are being used to simulate product interactions, optimize UX, and test packaging and layout scenarios before hitting the market.

Why It Matters:

- Reduces prototyping costs and time.
- Improves fit-to-market with real usage simulations.
- Drives co-creation and real-time iteration with customers.



Highlights

Digital twin market in retail projected to **exceed \$7B by 2030** (Fortune Business Insights, 2024).