

MILWAUKEE, WI

2025

***INDUSTRY TRENDS &
THE FUTURE OF WEBSTORES***



WEBSTORE & E-COMMERCE TRENDS

- Hybrid Model- Yearly Stores vs. Pop Up Stores
- Buying Experience
 - People expect the same experience as Amazon: easy checkout & clean navigation
- Batch vs. Daily Fulfillment
 - The rise of print-on-demand and just-in-time models.
- Order Management Tools
 - Schools, teams, and companies want easier ways to manage bulk orders from individuals—Individual places order, Dealer/Decorator/Distributor fulfills (No Backorders!), end client receives order.

WEBSTORE & E-COMMERCE TRENDS

- API Integrations
 - Web stores that “talk to” inventory systems, “talk” to ERP platforms, “talk” to ship station, etc., win out. Chipply works on direct integrations vs. 3rd party.
- Loyalty Model
 - Stores are testing sites for repeat buyers—especially for employee swag, employee uniforms, spirit wear & recurring events.
- Lots of Products = More \$

TEAM INDUSTRY TRENDS

- Customization at Scale
 - Demand for team gear with individual names/numbers and personalization is growing—teams want pro-level apparel experiences.
- Faster Turnaround Expectations
 - POD
- Year-Round Team Buying
 - Traditional season-based ordering is shifting; clubs and travel teams order year-round.

PROMOTIONAL PRODUCTS INDUSTRY TRENDS

- Merch as an Experience
 - Branded products tied to events, onboarding, or company culture moments (unboxing experiences, branded kits).
- Data-Driven Campaigns
 - Promo is moving from “bulk giveaways” to strategic, targeted efforts tied to customer behavior.
- High end items
 - There is a shift from quantity to quality
- Promotional vendors
 - Agressively adding these to Chipply inventory feeds via promo standards