

Annual Report

State of Video Commerce 2025

Methodology

Overview of the Data Sample

This report is based on 606 Firework customer samples collected from a diverse range of industries and regions in 2024. The dataset reflects global adoption trends, providing insights applicable across multiple markets. Where relevant, supplementary industry data from external sources has been incorporated to provide broader market context. External sources are cited in footnotes throughout the report, supplemented with relevant industry benchmarks from publicly available sources where applicable

Key Parameters for Analysis

- Time Frame: Data was collected throughout 2024, capturing seasonal trends and purchase behaviors
- Video Commerce Formats Analyzed:
 - Shoppable Video – Short-form product highlight reels designed for quick purchasing decisions
 - Showroom Video – 24/7 interactive video sessions engaging large audiences
 - One-to-One Video Chat – Personalized virtual shopping experiences for high-touch customer engagement
- Bounce-Rate Exclusion: To ensure the validity of engagement and purchase behavior insights, high-bounce traffic has been excluded from the analysis

Neutral and Aggregated Approach

This report maintains neutrality and industry-wide relevance by:

- Excluding individual brand disclosures, ensuring the findings serve as an objective industry benchmark
- Representing a broad spectrum of adoption stages and organizational maturity levels, from emerging adopters to established brands

Methodological Rigor

- Key Metrics: The analysis follows consistent methodologies in calculating Add-to-Cart Rate, Conversion Rate (CVR), Average Order Value (AOV), Gross Merchandise Value (GMV), Repeat Purchase Rate (RPR), and Customer Lifetime Value (LTV)
- Segmentation Analysis: Insights are segmented by device type (mobile vs. desktop) and industry verticals to provide a more nuanced perspective

Use of Best-Performing Data Points

- Where applicable, this report highlights peak-performing data points to illustrate upper benchmarks in video commerce performance. While no individual brand names are disclosed, these examples represent the highest observed results within the dataset, serving as reference points rather than industry-wide averages

COTY

ANKER

TULA
SKINCARE

Unilever

OLAPLEX



WILLIAMS SONOMA
CALIFORNIA

NATORI

GRANDE
COSMETICS

philosophy



LIQUID IV[®]
Fueling Life's Adventures

MONTBLANC

SHISEIDO

BEACHWAVER



PARFOIS

Based on 2024 data from

269
million

Viewers
Worldwide

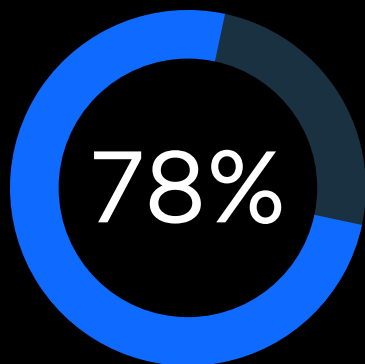
1255

Global Brands
Reviewed

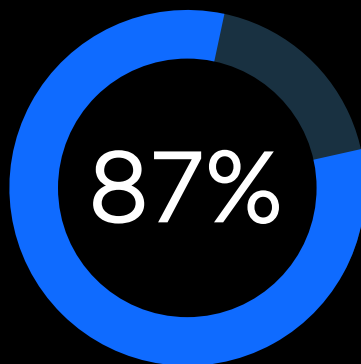
606

Customer
Data

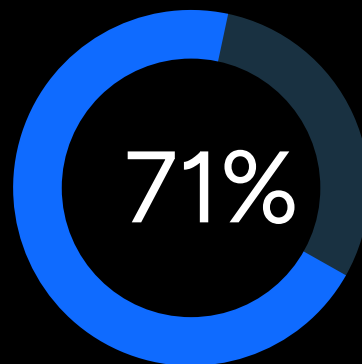
Consumers expect personalized, video-driven shopping experiences in online purchase decisions.



of people prefer to learn about products or services through short videos¹



of people say watching a video has convinced them to buy a product or service²



of consumers expected companies to deliver personalized interactions³

^{1,2}Video Marketing Statistics 2025, Wyzowl, 2025

³Unlocking the next frontier of personalized marketing, Mckinsey, 2025

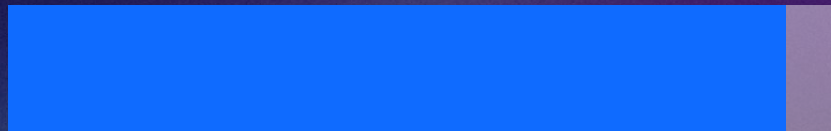
ECOMMERCE - CONSUMER BEHAVIOR

E-commerce sites remain the primary transaction channel for online shopping, despite the rise of social commerce¹

Online shopping transactions

94%
Ecommerce Sites

6%
Social Media

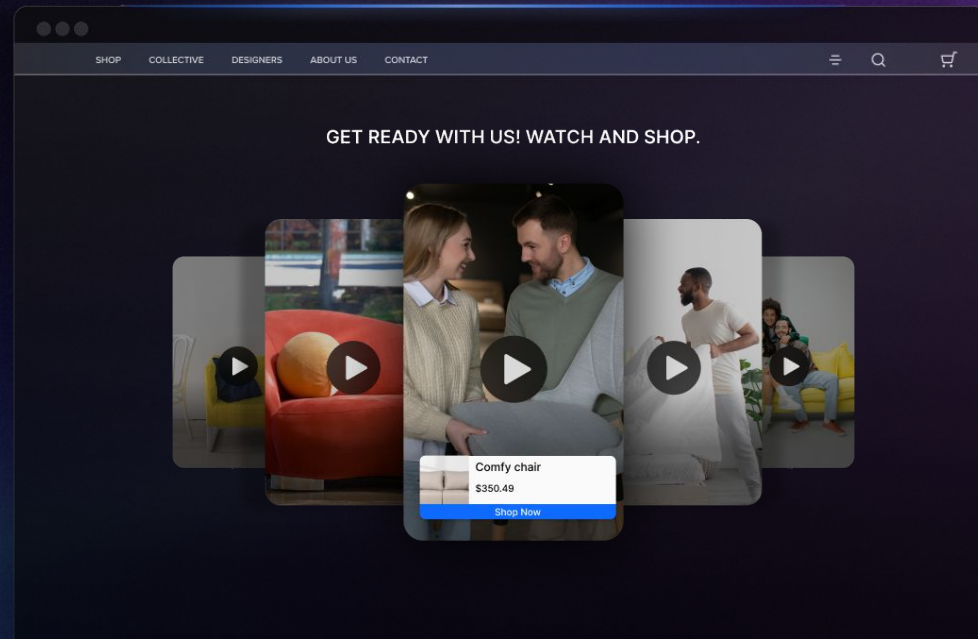


¹Company Filings. Company Websites. Omnicore Agency. SimilarWeb.

Shoppable Video

A “One to mass” brief video format that integrates clickable links or tags, enabling viewers to directly explore and purchase featured products within the video

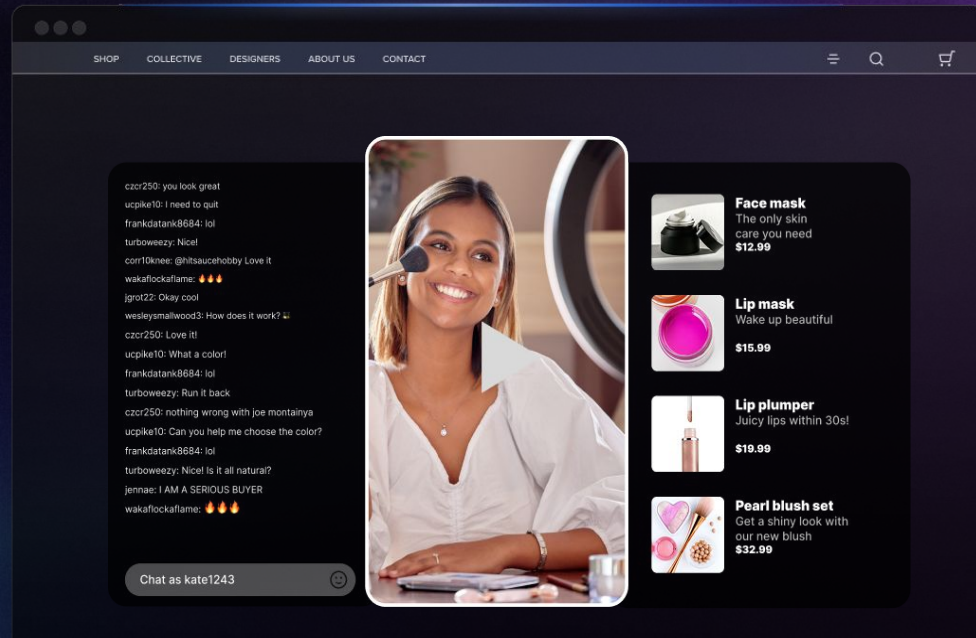
It brings the convenience of buying directly from video content.



Showroom Video

A “One to many” video format where hosts showcase and sell products in front of audiences, allowing viewers to interact via chats and make purchases directly during the session

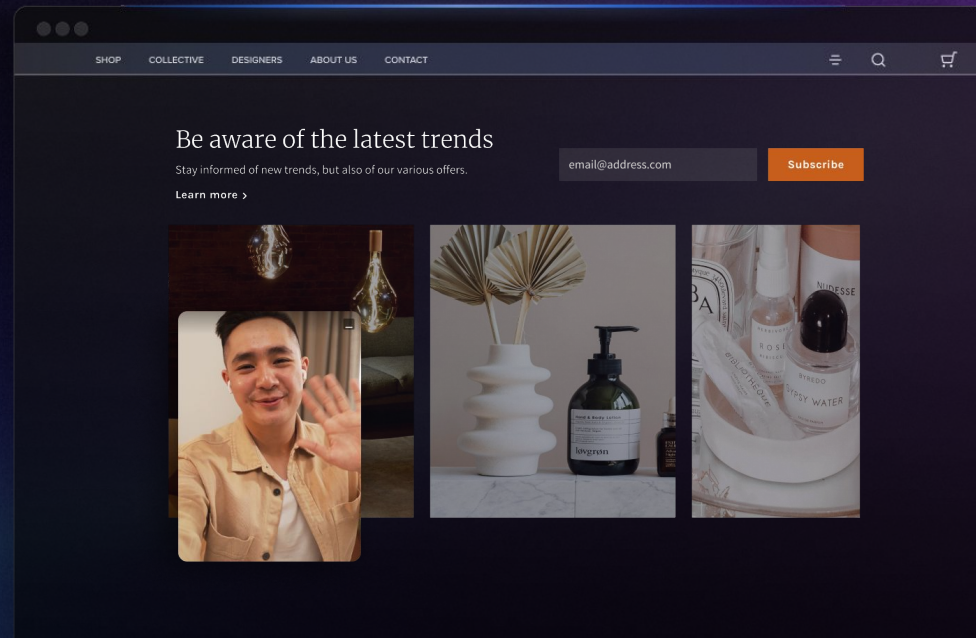
It creates urgency and excitement with interactive engagement.



1:1 Video Chat

A “One to many” video format where hosts showcase and sell products in front of audiences, allowing viewers to interact via chats and make purchases directly during the session

It creates urgency and excitement with interactive engagement



ADD-TO-CART RATE

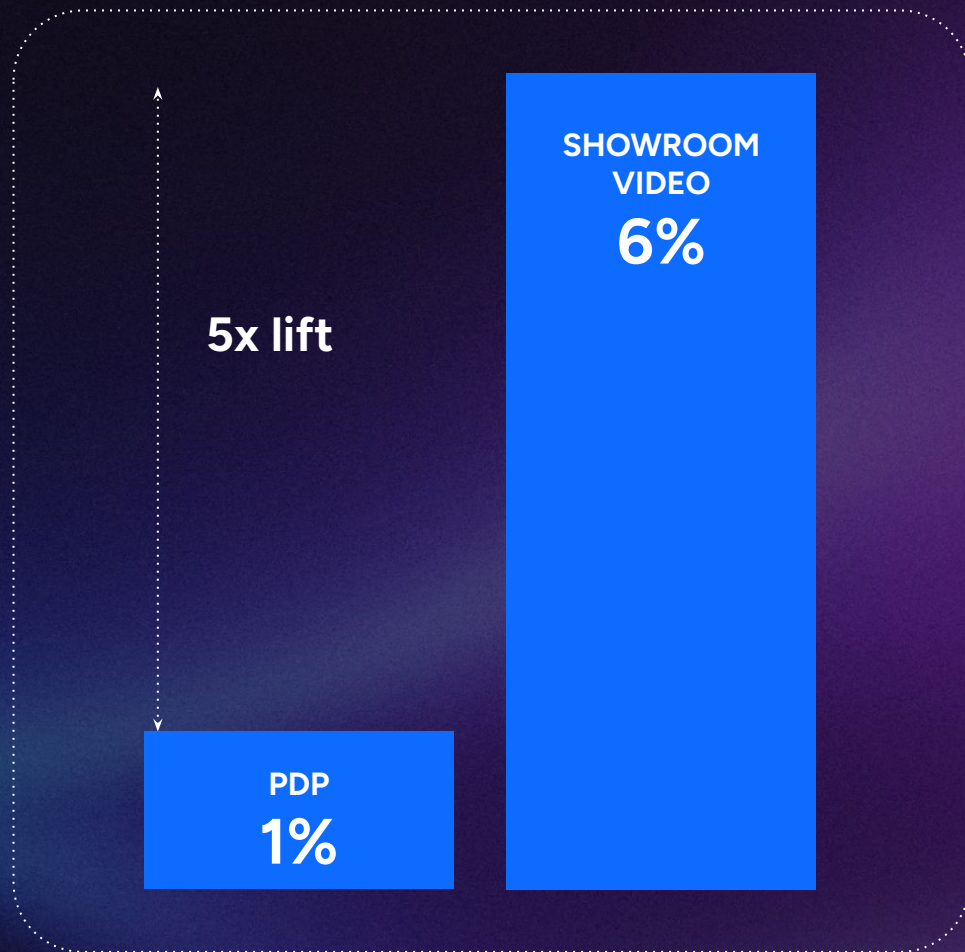
TRAFFIC CONVERSION

Pre-Purchase

SHOWROOM VIDEO -
ADD TO CART RATE

Showroom Videos drive higher buying intent compared to Product Detail Pages (PDP)

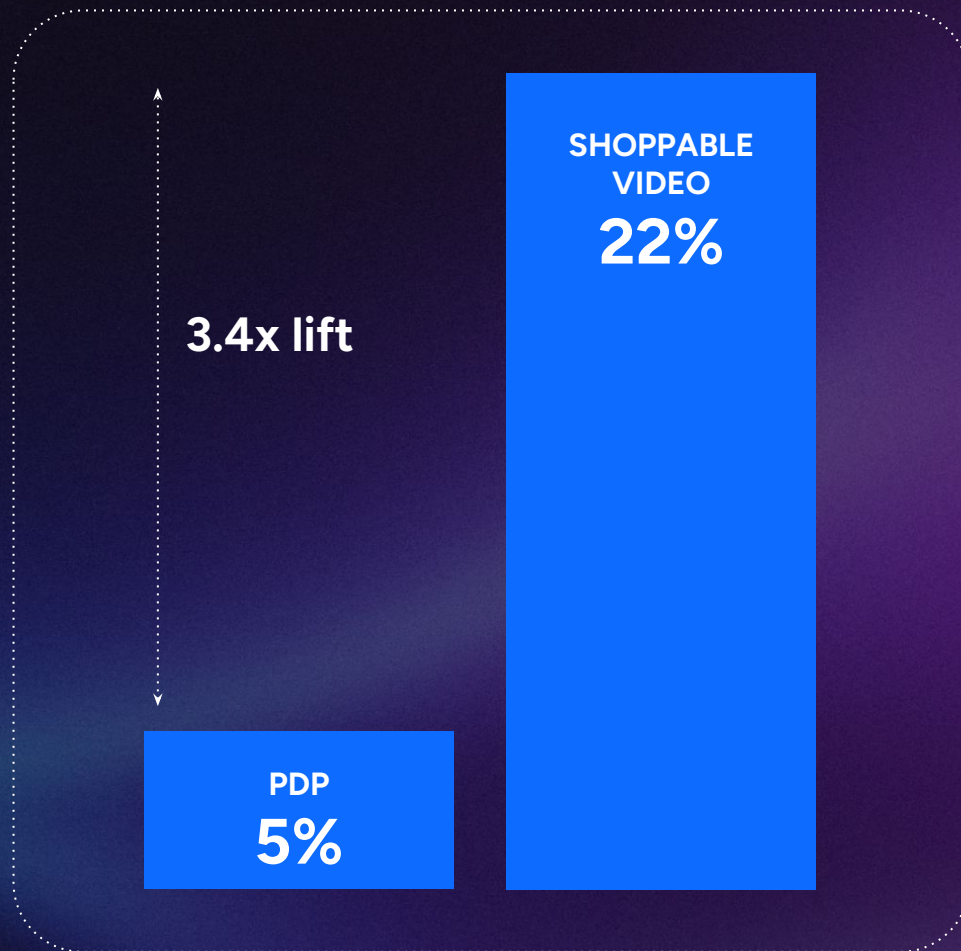
A Home Appliance Brand in the dataset leads with a 6% add-to-cart rate in Showroom Video sessions versus 1% in PDP, resulting in a 5x uplift.



SHOPPABLE VIDEO -
ADD TO CART RATE

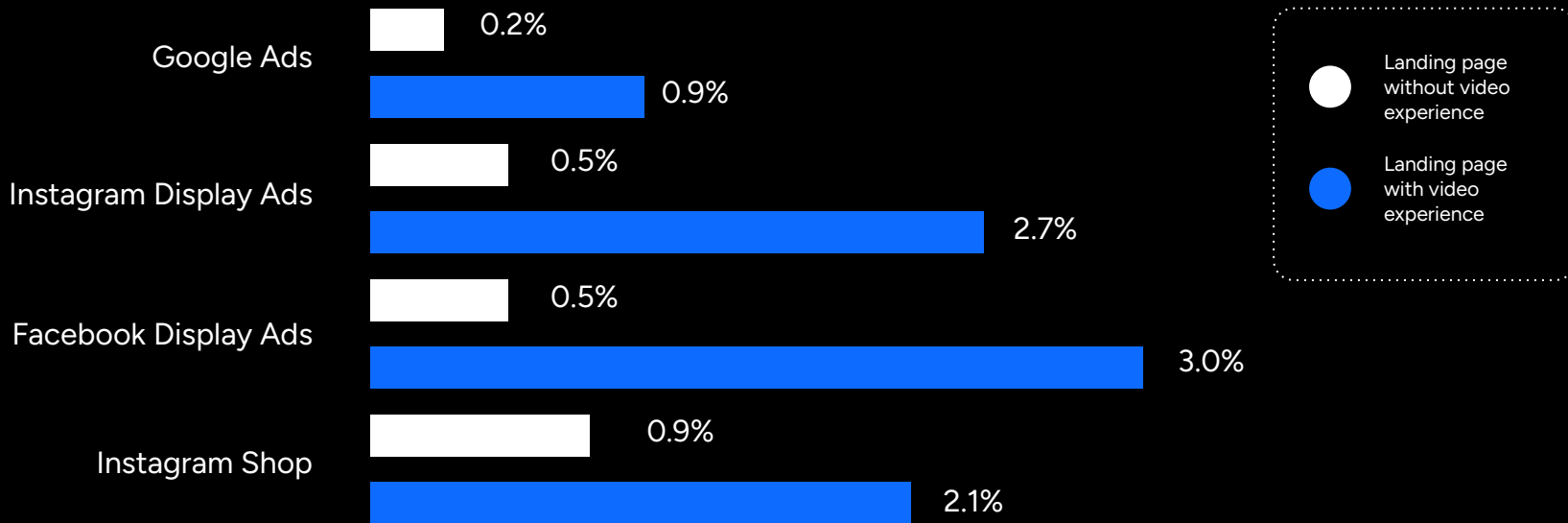
Shoppable Videos drive higher buying intent compared to Product Detail Pages (PDP)

A Cookware Brand in the dataset leads with an add-to-cart rate of 22% in Shoppable Video sessions, compared to 5% on PDP - a 3.4x lift



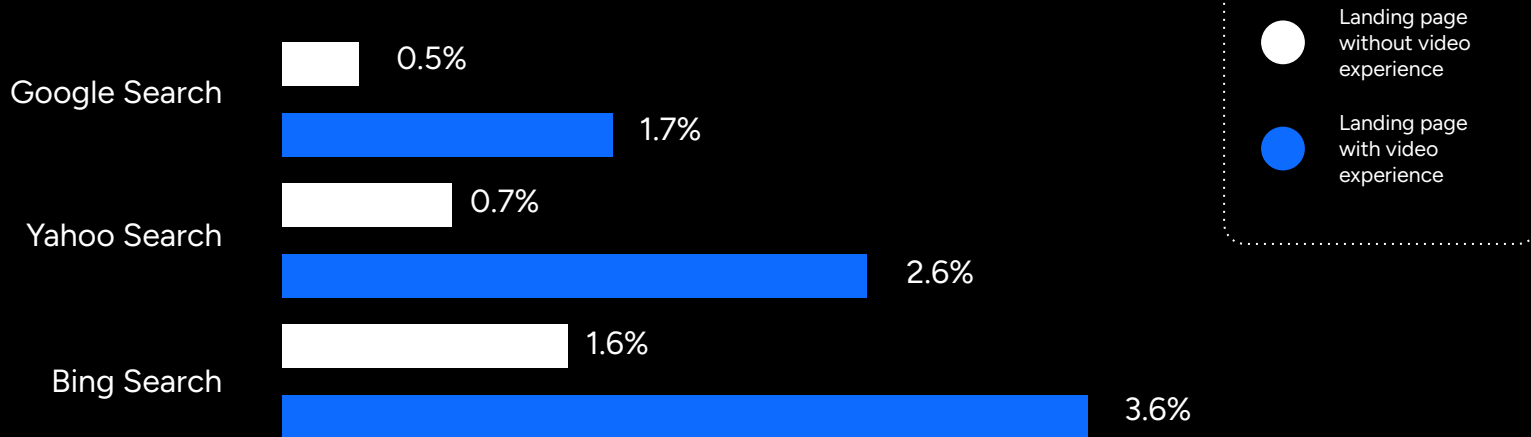
VIDEO COMMERCE - PAID TRAFFIC CONVERSIONS

Video-powered landing pages drive higher traffic conversions in paid sessions



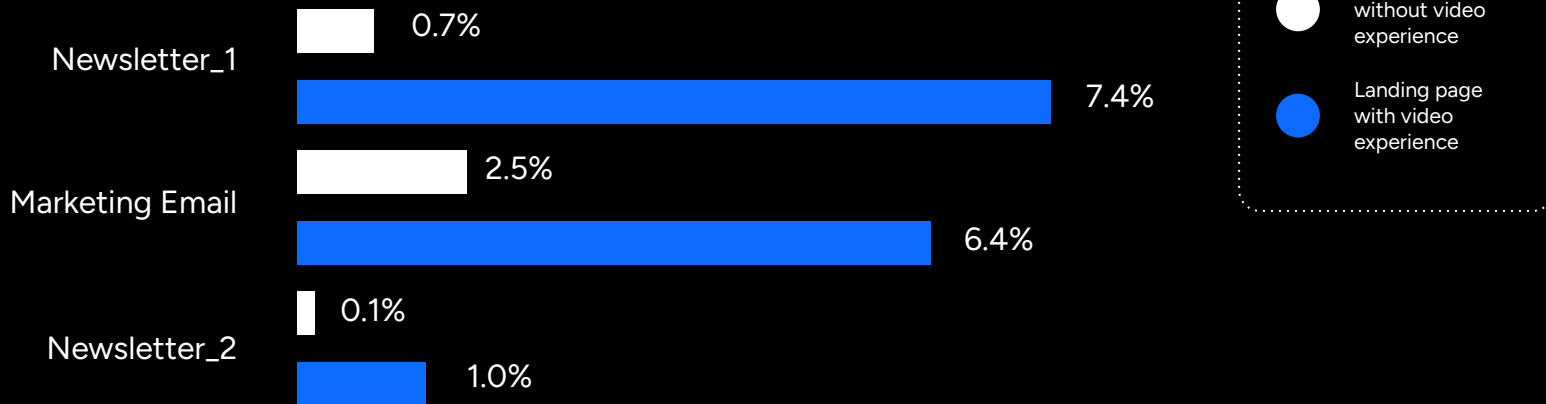
VIDEO COMMERCE - ORGANIC TRAFFIC CONVERSIONS

Video-powered landing pages drive higher traffic conversions in organic sessions



VIDEO COMMERCE - EMAIL TRAFFIC CONVERSIONS

Video-powered landing pages drive higher traffic conversions in email sessions



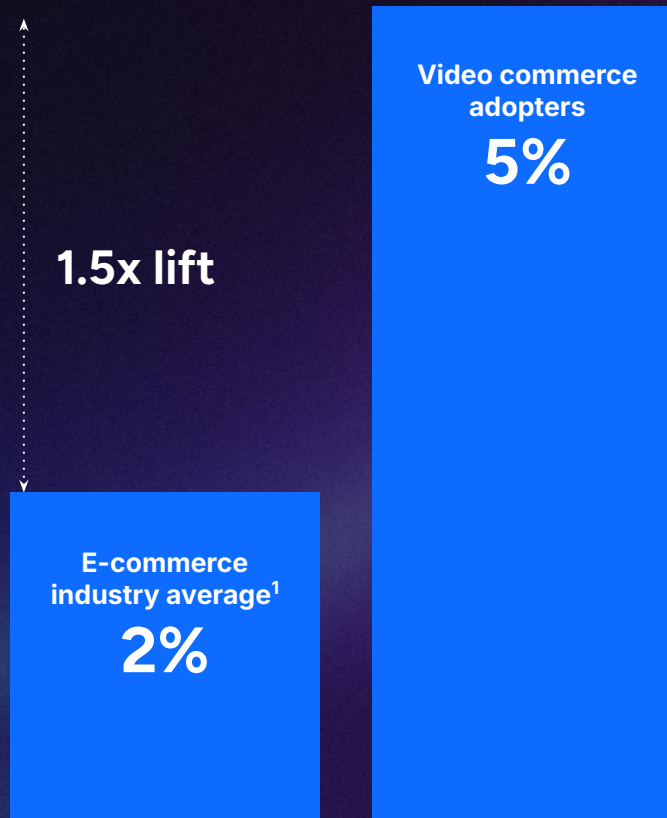
CONVERSION RATE

AVERAGE ORDER VALUE

Purchase Decision

VIDEO COMMERCE - CONVERSION RATE

Video commerce adopters see higher conversion rates than the e-commerce industry average



¹What's the Average eCommerce Conversion Rate in 2025?,
MobiLoud, 2025

MOBILE WEB - CONVERSION RATE

Conversion rates
comparison on
mobile web: sites
with video adoption
vs average

Mobile web
Industry average¹

2%

Mobile web
with video adoption

5%

¹What's the Average eCommerce Conversion Rate in 2025?,
MobiLoud, 2025

DESKTOP WEB - CONVERSION RATE

Conversion rates
comparison on
desktop web: sites
with video adoption
vs average

Desktop web
Industry average¹

4%

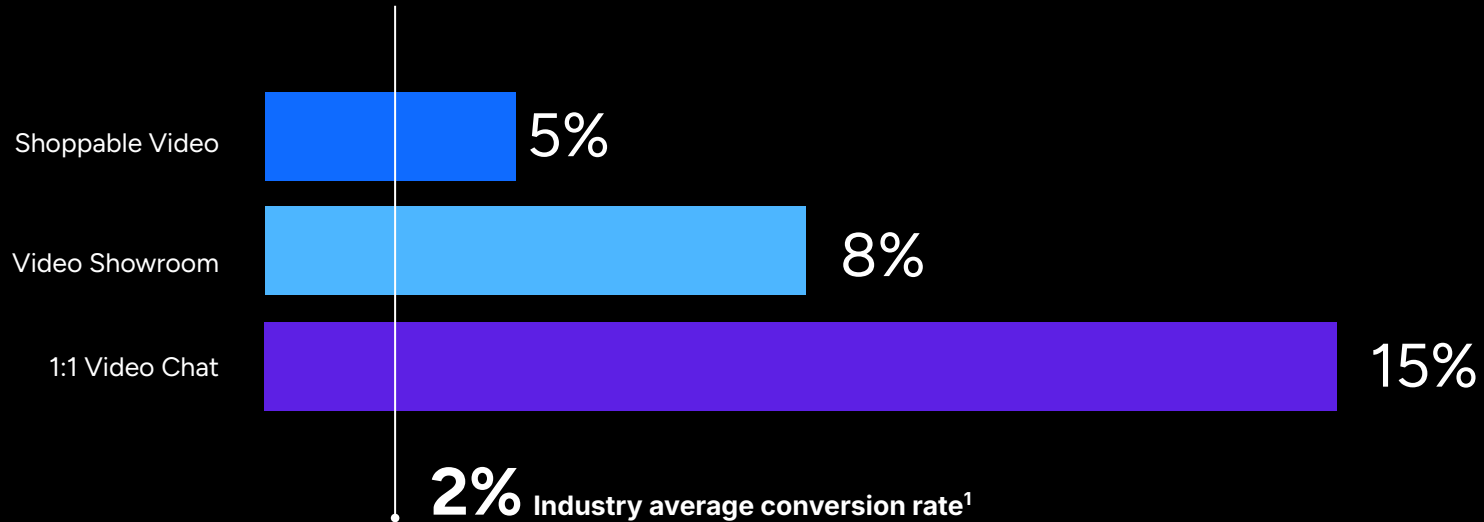
Desktop web
With video adoption

8%

¹What's the Average eCommerce Conversion Rate in 2025?,
MobiLoud, 2025

VIDEO COMMERCE - CONVERSION RATE

Personalized video format yields the **highest** conversion rates



¹What's the Average eCommerce Conversion Rate in 2025?, MobiLoud, 2025

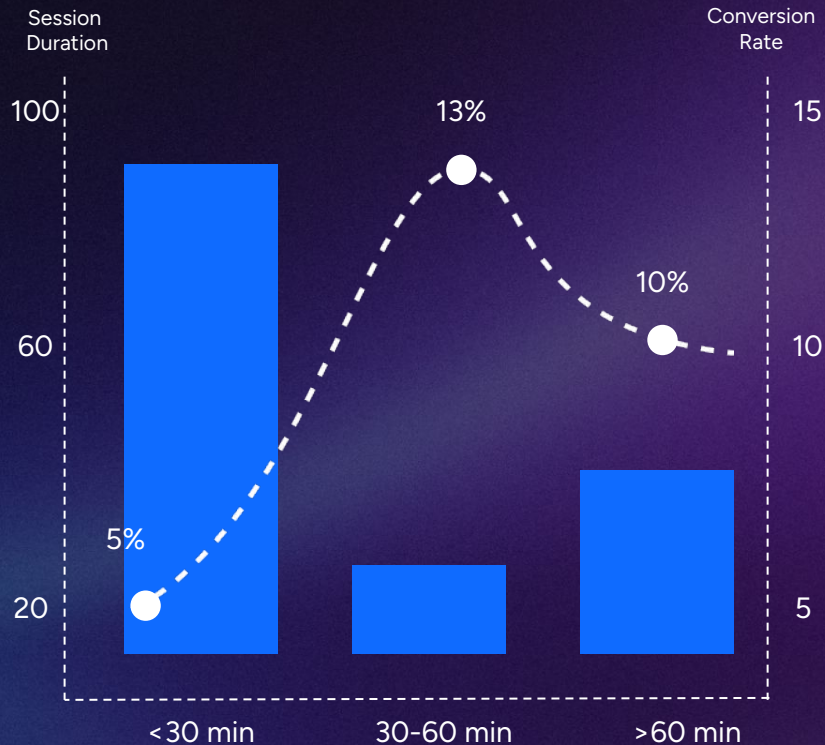
VIDEO SHOWROOM - CONVERSION RATE

Video Showroom sessions between 30-60 minutes yield the highest conversion rate

While sessions between 30-60 minutes represent only 9% of total sessions in dataset, they achieve the highest average conversion rate

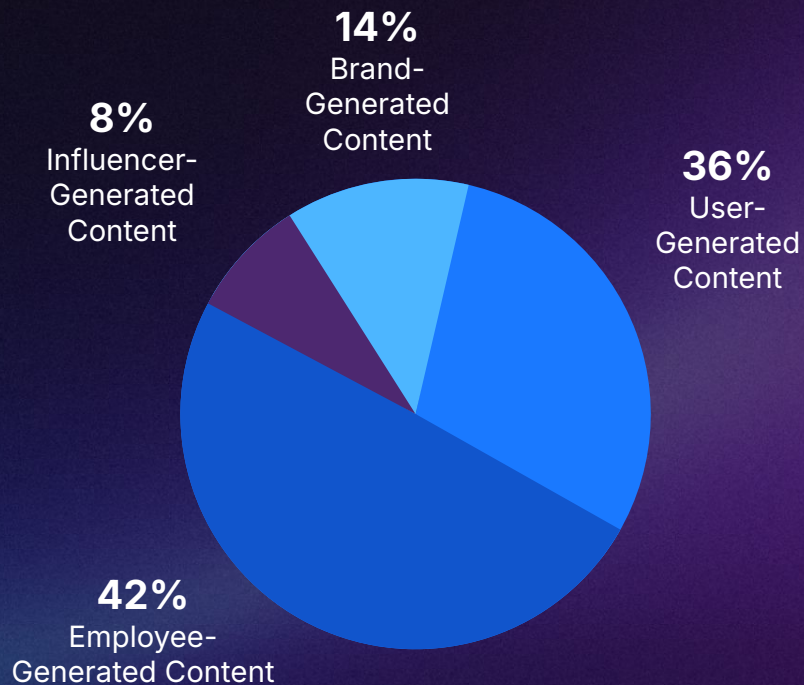
¹What's the Average eCommerce Conversion Rate in 2025?, MobiLoud, 2025

Session Duration vs Conversion Rate



SHOPPABLE VIDEO - CONVERSION RATE

Content type
breakdown of the
50 best-converting
Shoppable Videos



VIDEO ECOMMERCE GLOSSARY -
SHOPPABLE VIDEO

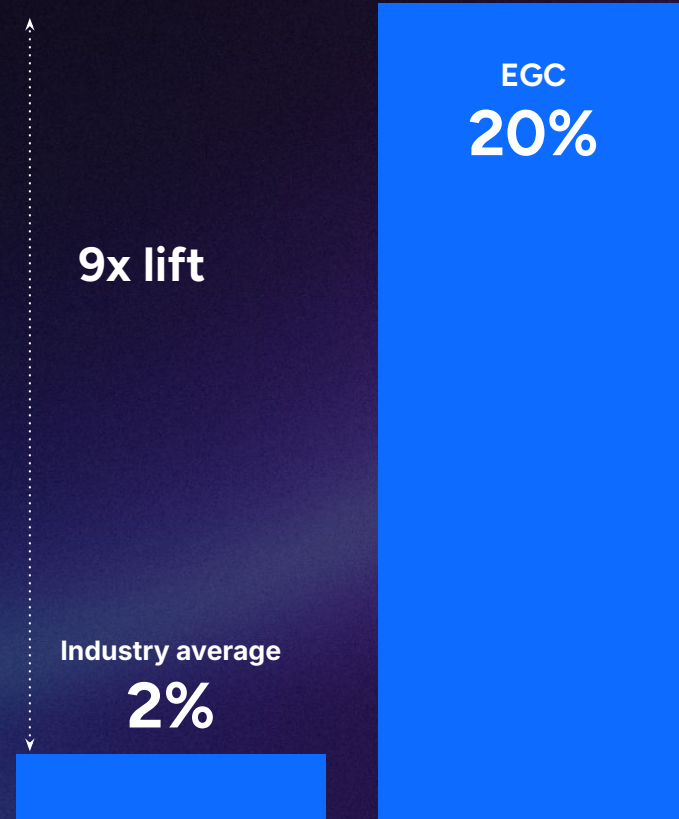
Employee-Generated Content (EGC)

Showcasing real employees to build human connections between the brand and its audience



TOP 50 SHOPPABLE VIDEOS -
EGC - CONVERSION RATE

Employee- Generated Content (EGC)



VIDEO ECOMMERCE GLOSSARY -
SHOPPABLE VIDEO

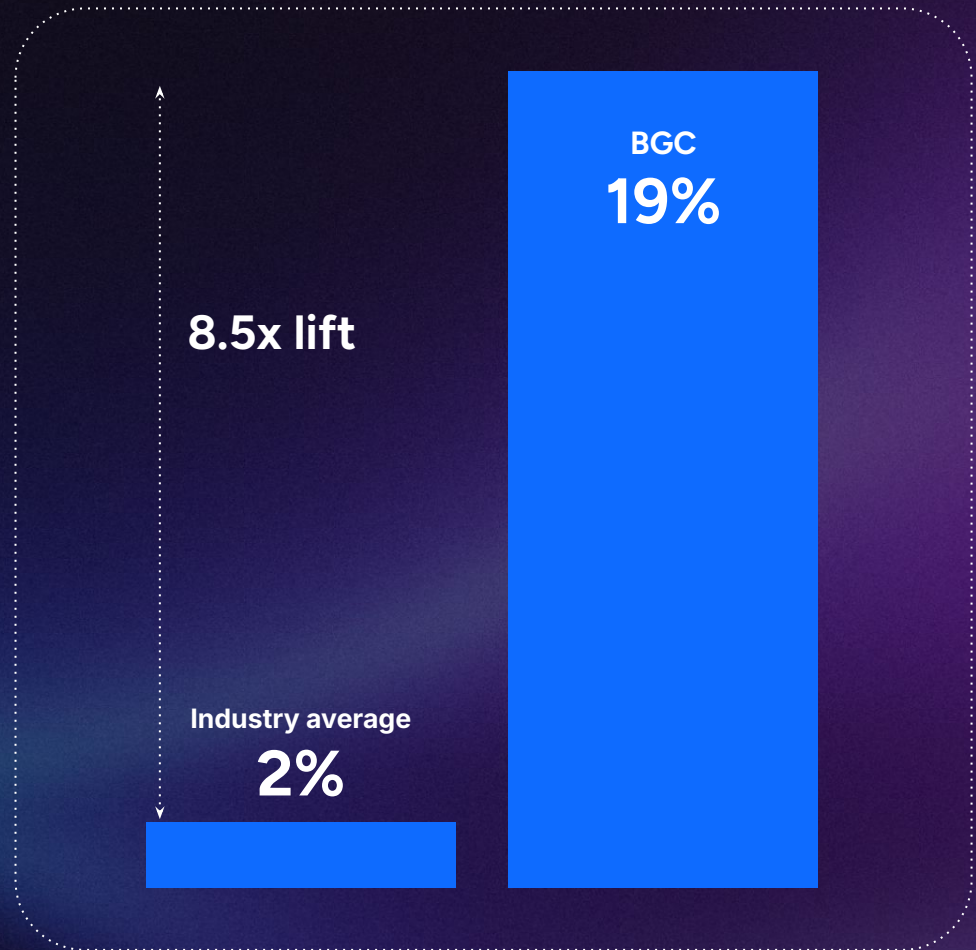
Brand-Generated Content (BGC)

Professionally produced content
that highlights product features,
enhances brand perception,
usually used as advertisement



TOP 50 SHOPPABLE VIDEOS -
BGC - CONVERSION RATE

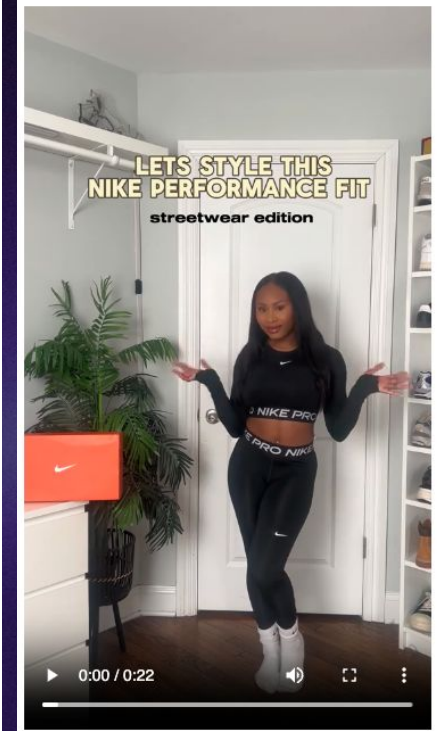
Brand-Generated
Content drives
conversion rates of
as much as 19%



VIDEO ECOMMERCE GLOSSARY -
SHOPPABLE VIDEO

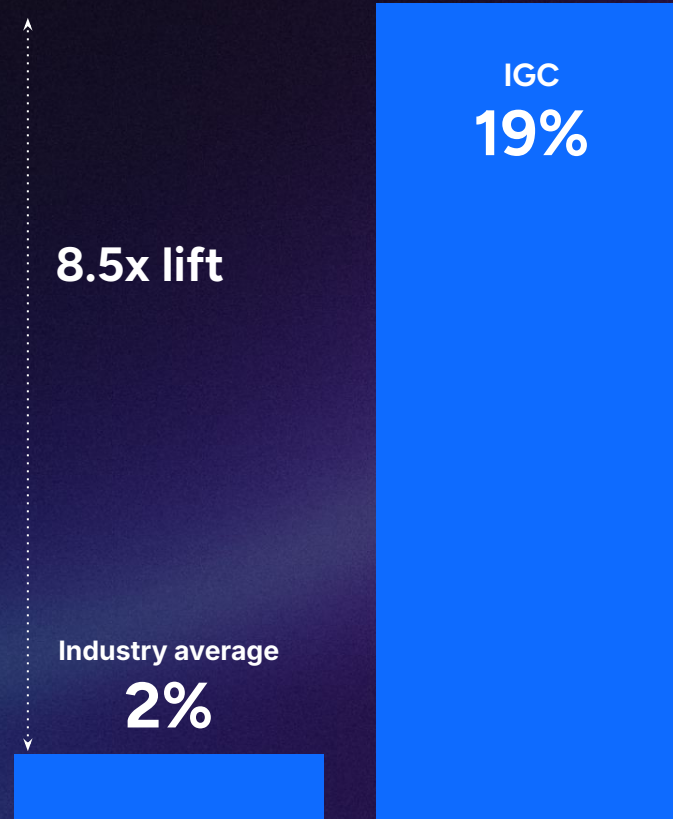
Influencer-Generated Content (IGC)

Paid content partnerships with influencers or affiliates to leverage their niche appeal and amplify brand reach



TOP 50 SHOPPABLE VIDEOS -
IGC - CONVERSION RATE

Influencer-Generated
Content drives
conversion rates of as
much as 19%



VIDEO ECOMMERCE GLOSSARY -
SHOPPABLE VIDEO

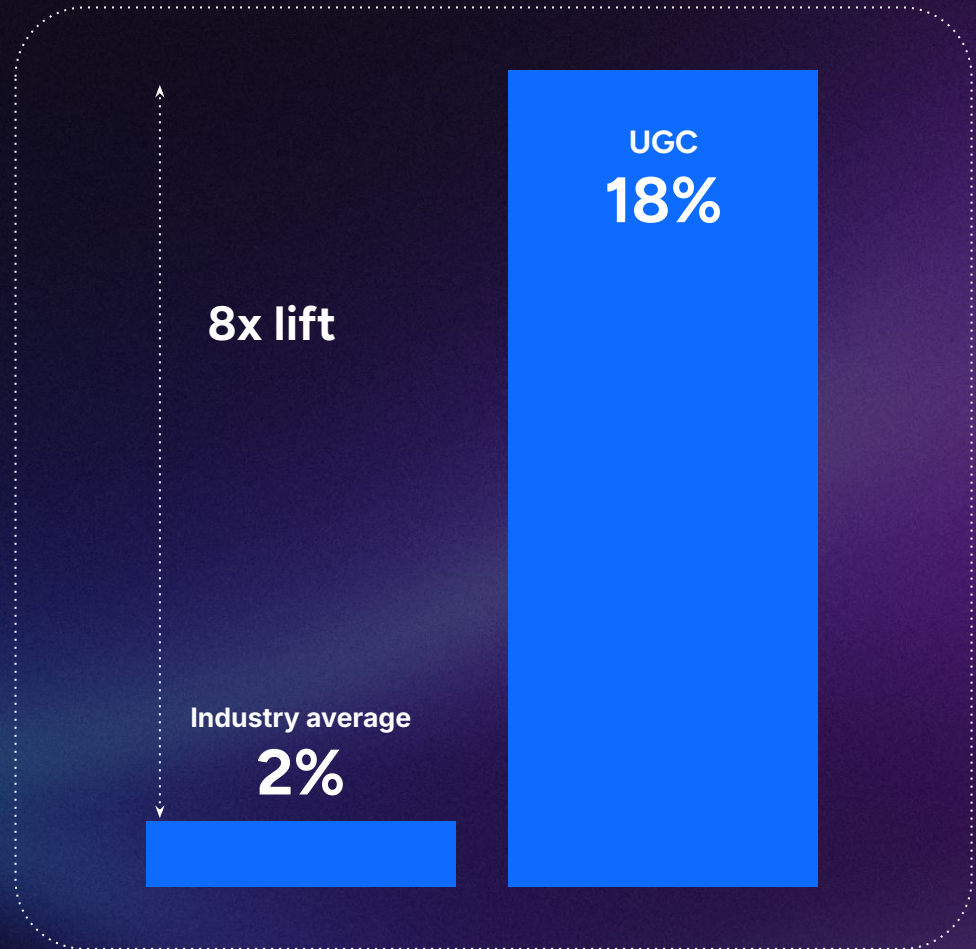
User-Generated Content (UGC)

Authentic and relatable,
resonating with consumers
seeking trust and transparency,
usually unpaid content
generated by direct consumers



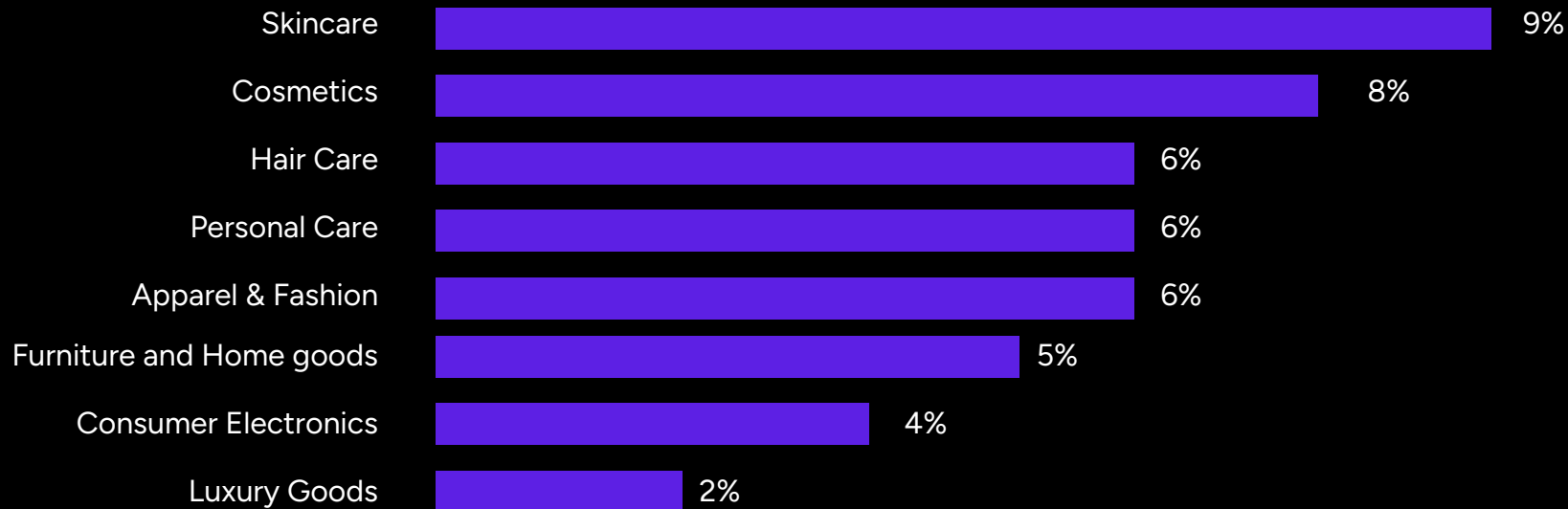
TOP 50 SHOPPABLE VIDEOS -
UGC - CONVERSION RATE

User-Generated
Content drives
conversion rates of
as much as 18%



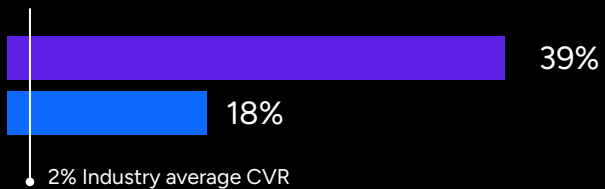
INDUSTRY - CONVERSION RATE

Conversion Performance Varies by Industry Among Video Commerce Adopters



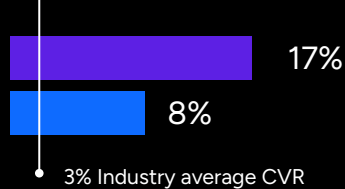
Cosmetics - Conversion Rate

CVR benchmarks in the Skincare Industry:
average vs. top-performing videos



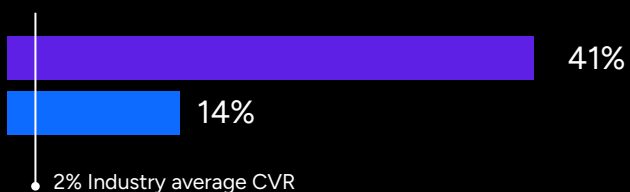
Hair Care - Conversion Rate

CVR benchmarks in the Hair Care Industry:
average vs. top-performing videos



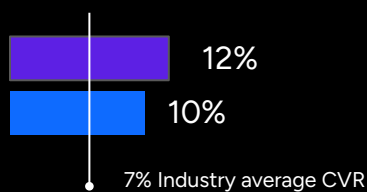
Personal Care - Conversion Rate

CVR benchmarks in the Cosmetics Industry:
average vs. top-performing videos



Skincare - Conversion Rate

CVR benchmarks in the Personal Care Industry:
average vs. top-performing videos



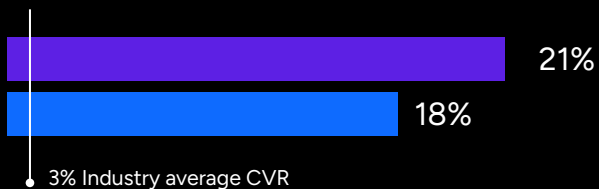
● Best case in Showroom Videos

● Best case in Shoppable Video

Source: Internal Firework Research
based on 600+ customer sample

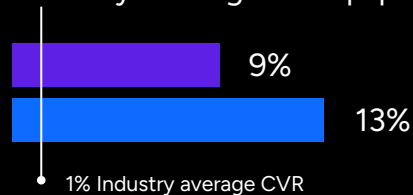
Apparel & Fashion - Conversion Rate

CVR benchmarks in the Apparel & Fashion Industry: average vs. top-performing videos



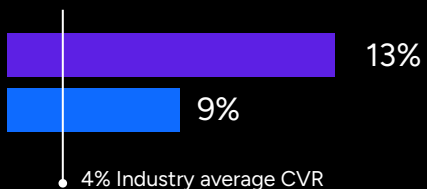
Furniture & Home Goods - Conversion Rate

CVR benchmarks in the Furniture & Home Goods Industry: average vs. top-performing videos



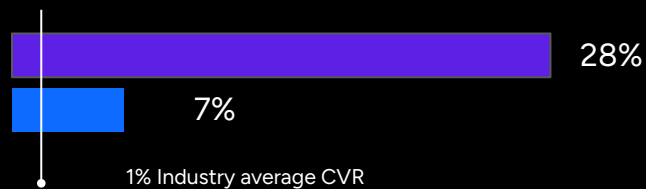
Consumer Electronics - Conversion Rate

CVR benchmarks in the Consumer Electronics Industry: average vs. top-performing videos



Luxury Goods & Jewelry - Conversion Rate

CVR benchmarks in the Luxury Goods & Jewelry Industry: average vs. top-performing videos



● Best case in Showroom Videos

● Best case in Shoppable Video

Source: Internal Firework Research
based on 600+ customer sample

REPEAT PURCHASE RATE

LIFETIME VALUE

GROSS MERCHANDISE VALUE

Post-Purchase

**CUSTOMER ELECTRONICS -
REPEAT PURCHASE RATE**

Best observed
Repeated Purchase
Rate (RPR) in the
Consumer Electronics
Industry achieved
275% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

275% lift

RPR without
video exposure¹

4%

RPR with
video interactions²

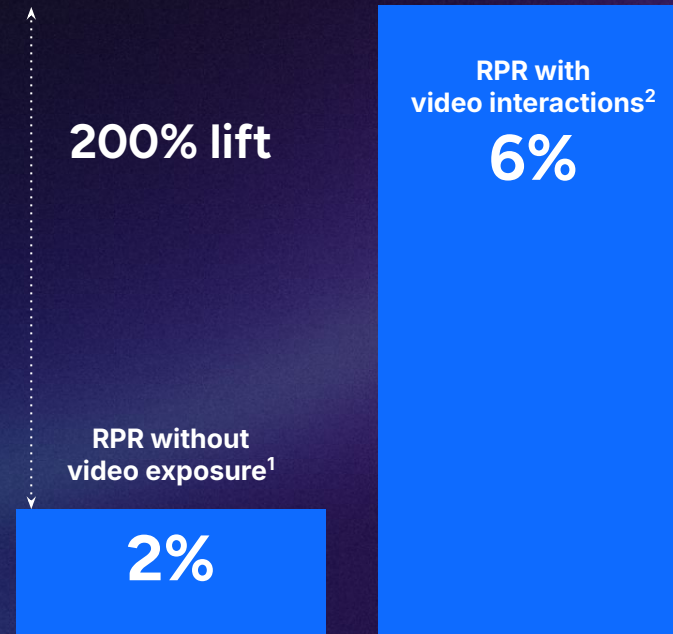
15%

**PERSONAL CARE -
REPEAT PURCHASE RATE**

Best observed
Repeated Purchase
Rate (RPR) in the
Personal Care Industry
achieved 200% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.



**FURNITURE AND HOME GOODS -
REPEAT PURCHASE RATE**

Best observed
Repeated Purchase
Rate (RPR) in the
Furniture & Home
Goods Industry
achieved 240% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

240% lift

RPR with
video interactions²

17%

RPR without
video exposure¹

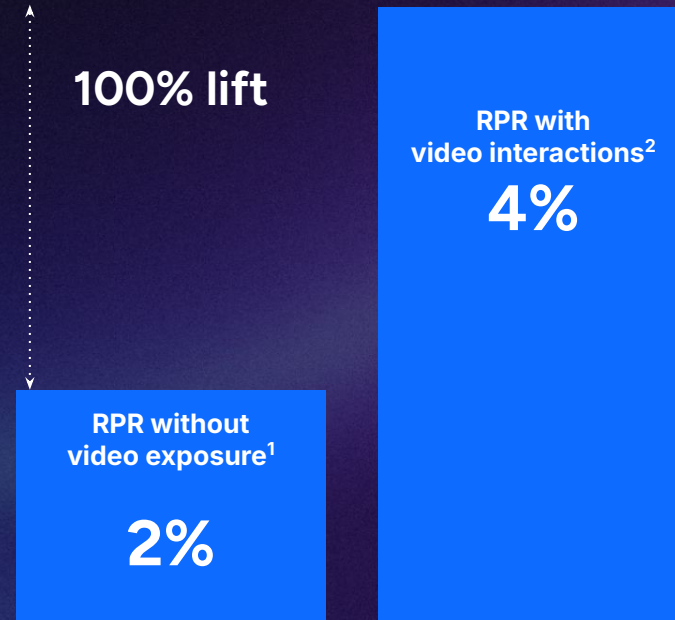
5%

**COSMETICS -
REPEAT PURCHASE RATE**

Best observed
Repeated Purchase
Rate (RPR) in the
Cosmetics Industry
doubled

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.



**COSMETICS -
REPEAT PURCHASE RATE**

Best observed
Repeated Purchase
Rate (RPR) in the
Apparel & Fashion
Industry achieved
170% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

170% lift

**RPR without
video exposure¹**

11%

**RPR with
video interactions²**

30%

**CONSUMER ELECTRONICS -
LIFETIME VALUE**

Best observed
Lifetime Value (LTV)
in Consumer
Electronics Industry
more than doubled

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

110% lift

LTV without
video exposure¹

\$227

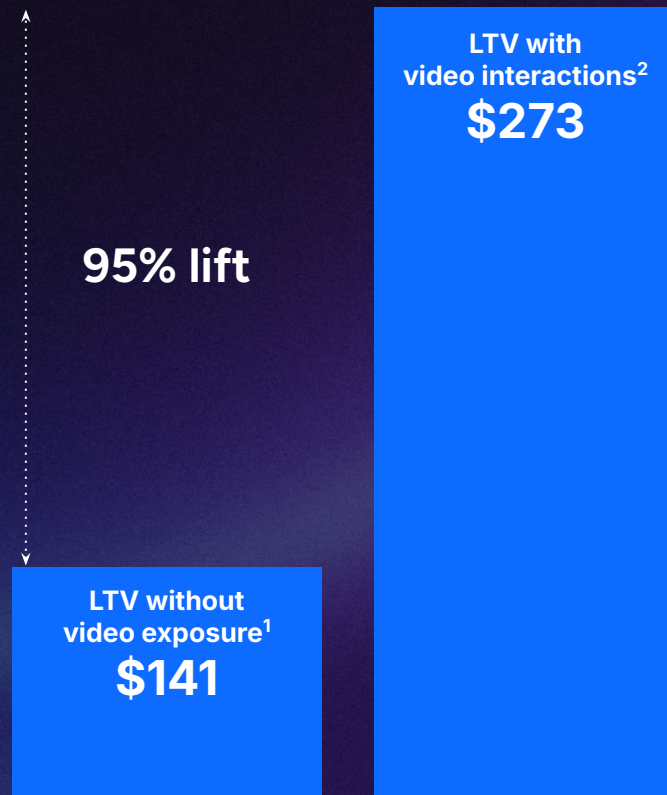
LTV with
video interactions²
\$487

**FURNITURE AND HOME GOODS -
LIFETIME VALUE**

Best observed
Lifetime Value (LTV)
in Furniture & Home
Goods Industry
achieved 95% lift

¹Video exposure is defined as the presence of video
experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a
Shoppable Video in full screen, serving as the attribution point
for its impact on engagement and purchase decisions.

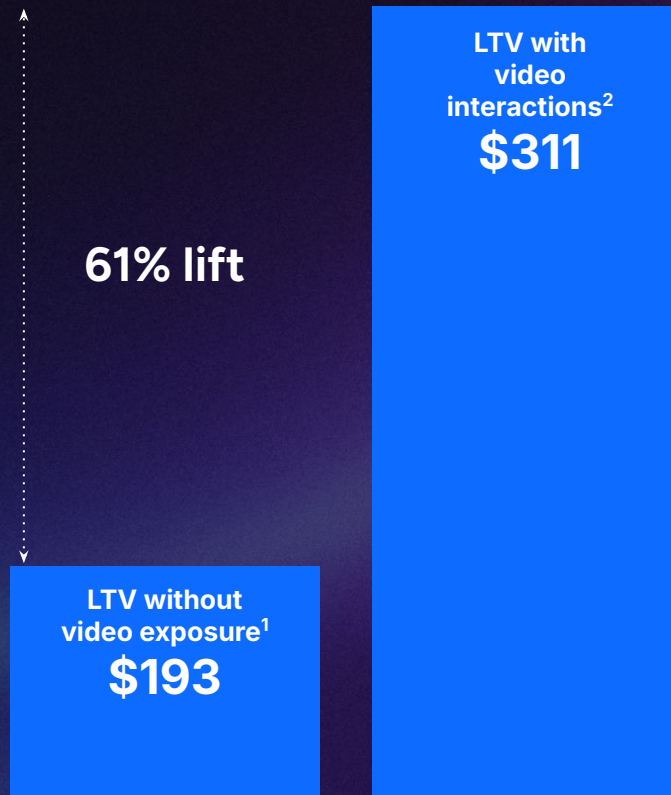


**APPAREL & FASHION-
LIFETIME VALUE**

Best observed
Lifetime Value (LTV)
in Apparel & Fashion
Industry achieved
61% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.



**PERSONAL CARE -
LIFETIME VALUE**

Best observed
Lifetime Value (LTV)
in Personal Care
Industry achieved
50% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

50% lift

LTV without
video exposure¹
\$95

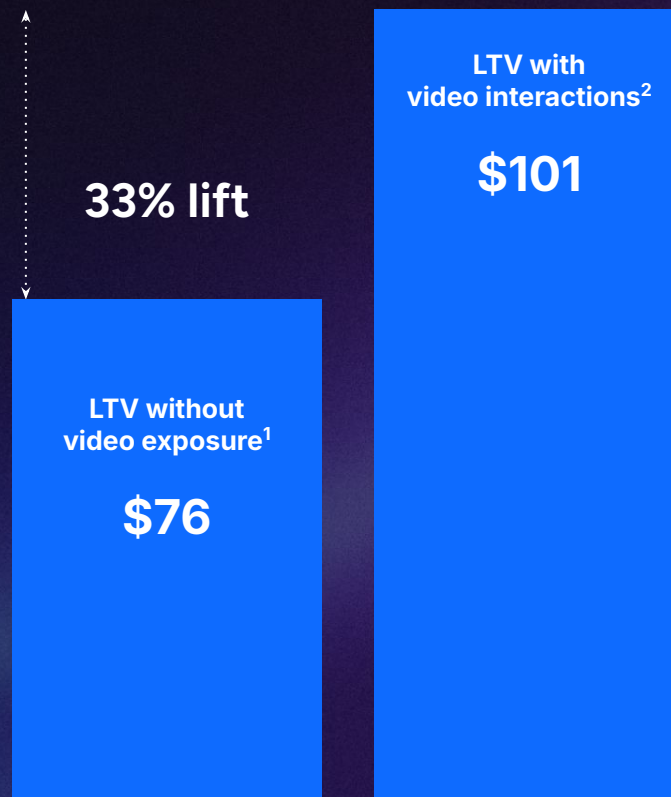
LTV with
video interactions²
\$143

**COSMETICS -
LIFETIME VALUE**

Best observed
Lifetime Value (LTV)
in Cosmetics
Industry achieved
33% lift

¹Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

²Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.



SHOPPABLE VIDEO - GROSS
MERCHANDISE VALUE

Shoppable Videos
contributes as high
as 43% of Website
GMV

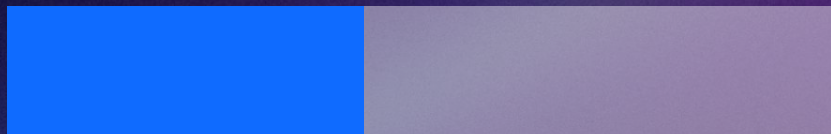
The highest observed result in the dataset comes from a Consumer Electronics Brand, which achieved \$2M GMV through Shoppable Video sessions, accounting for 43% of its total website GMV of \$6M

43%

GMV driven by
Shoppable Video

67%

GMV driven by
all other channels



SHOWROOM VIDEO - GROSS
MERCHANDISE VALUE

Showroom Video
contributes as much
as 27% of Website
GMV

The upper benchmark from
the dataset shows that a
Consumer Electronics Brand
generated \$17M GMV via
Live Video sessions,
accounting for 27% of its
total website GMV of \$61M.

27%

GMV driven by
Showroom Video

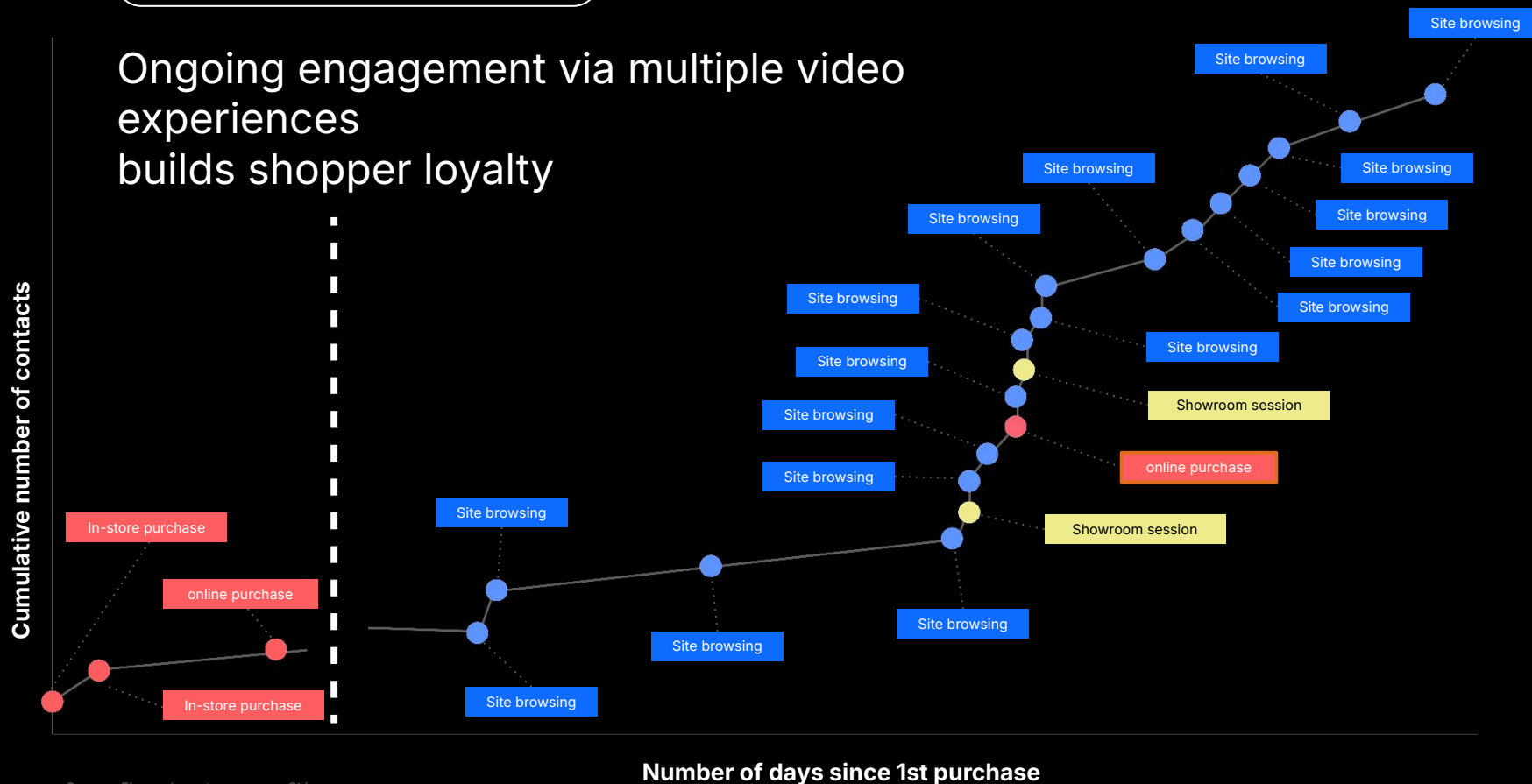
73%

GMV driven by
all other channels



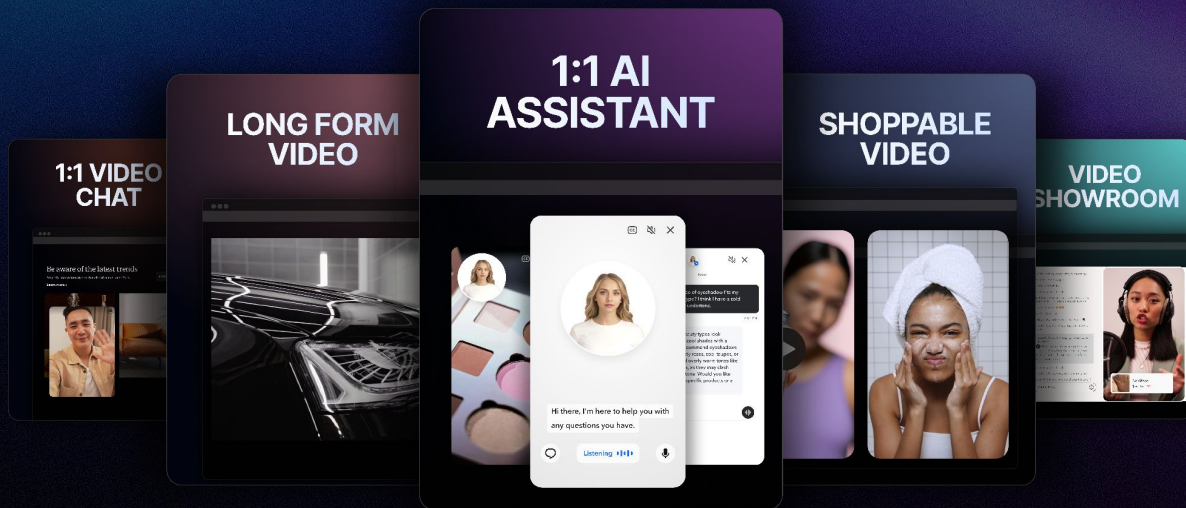
CONSUMER JOURNEY - LIFETIME VALUE

Ongoing engagement via multiple video experiences builds shopper loyalty





Firework is the leading **AI-powered** video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences



TALK TO AN EXPERT