





# The Product Experience Revolution



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# A revolution is coming.

Gone are the days when purchasing a product brought a sense of joy and confidence. Consumers once took pleasure in finding the right item, knowing it was made to last due to its quality and suitability for purpose.

Nowadays, we are inundated with choices, most of which are disposable or designed for one-time use. We have been trained to hunt for deals and seek the lowest prices, leading to purchases that frequently fail to meet our expectations and items that are either returned or discarded, contributing to the growing problem of waste and environmental damage.

In fact, a recent statistic shows that **only one percent of products are still in use six months after their purchase.**

Even if we wanted to repair these products, we often are not given the proper information or materials needed to do so. The result is a relentless cycle of consumption, driven by the constant pursuit of the latest and greatest versions of everything.

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If our demands on the planet continue to increase at the same rate, by the mid-2030s we would need the equivalent of two planets to maintain our lifestyles.

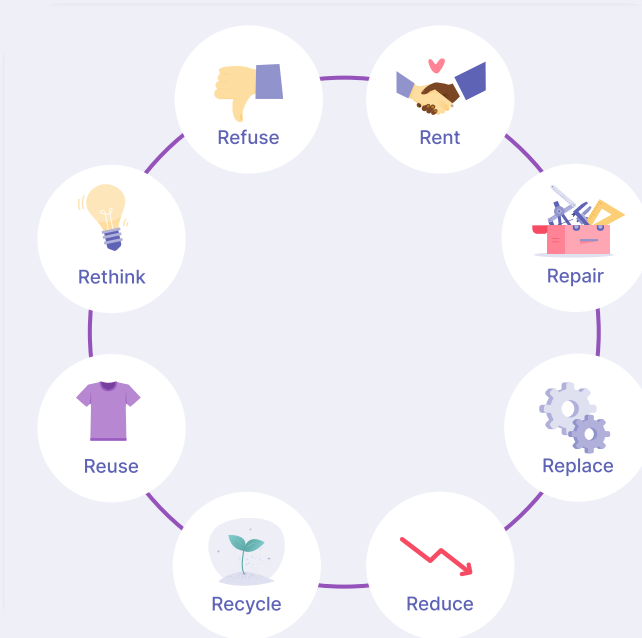
**WWF International Director  
General James Leape**

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## Reckless consumerism is killing the planet.



# People want to make responsible decisions.



Consumers today are increasingly aware that their choices have consequences. However, despite this awareness, there remains a critical gap in the information needed to make well-informed decisions. This lack of transparency and guidance has long hindered efforts to shift towards more sustainable consumption patterns.

Younger generations are **27% more likely** to buy if they believe a brand cares about its impact on people and the planet.

*(source)*

**66% of consumers** spend more time researching information and validating purchases than before.

*(source)*

The global Sharing Economy market size was valued at **\$150 million in 2022**, and is expected to reach **\$794 million by 2028**.

*(source)*

These individual changes in behavior are the driving force behind a revolution in consumerism. As more people choose quality, transparency, and sustainability, they collectively push businesses to adopt better practices. By making informed choices, consumers are not only improving their own lives but also contributing to a larger global effort to combat reckless consumerism and its detrimental impacts.

# Coming 2026: Digital Product Passports

It's not just consumers that are demanding change; soon, there will be legal mandates in place that require and regulate this level of transparency.

[The Digital Product Passport \(DPP\)](#) initiative comes under the European Green Deal, and aims to gather and share data on a product and its supply chain so all actors, manufacturers,

repairers, and consumers better understand the environmental impact of the materials and products they use.

Information like a unique identifier, material data, sustainability, and repair data will have to be shared, in addition to the basic but still mandatory product name, product model, manufacturing place and date, and warranty details.

That's *a lot* of product information to collect, organize, enrich, localize, manage, and share to a lot of disjointed parties.

## Digital Product Passports (DPP) will require organizations to provide:

**Product data:** Product names, collection information, batch numbers, manufacturing date, warranty information.

**Material data:** Origins of raw materials and components, and supplier, manufacturer, and partner information.

**Ownership data:** A record of current and past owners, transaction history, and date of purchase or resale.

**Repair data:** Information about how products can be repaired, and when, why, and how repairs have occurred.

**Sustainability data:** Emissions and energy sources from the design and manufacturing process, and guidance on end-of-life disposability.

[Learn more about Digital Product Passports.](#)





# Embrace responsible consumption with PX.

The revolution in consumer behavior is upon us. Instead of continuing to anchor ourselves to irresponsible selling practices in the name of customer experience, we have the opportunity to foster confident buying experiences by establishing a robust **Product Experience (PX) Strategy** that showcases high-quality products transparently and responsibly.

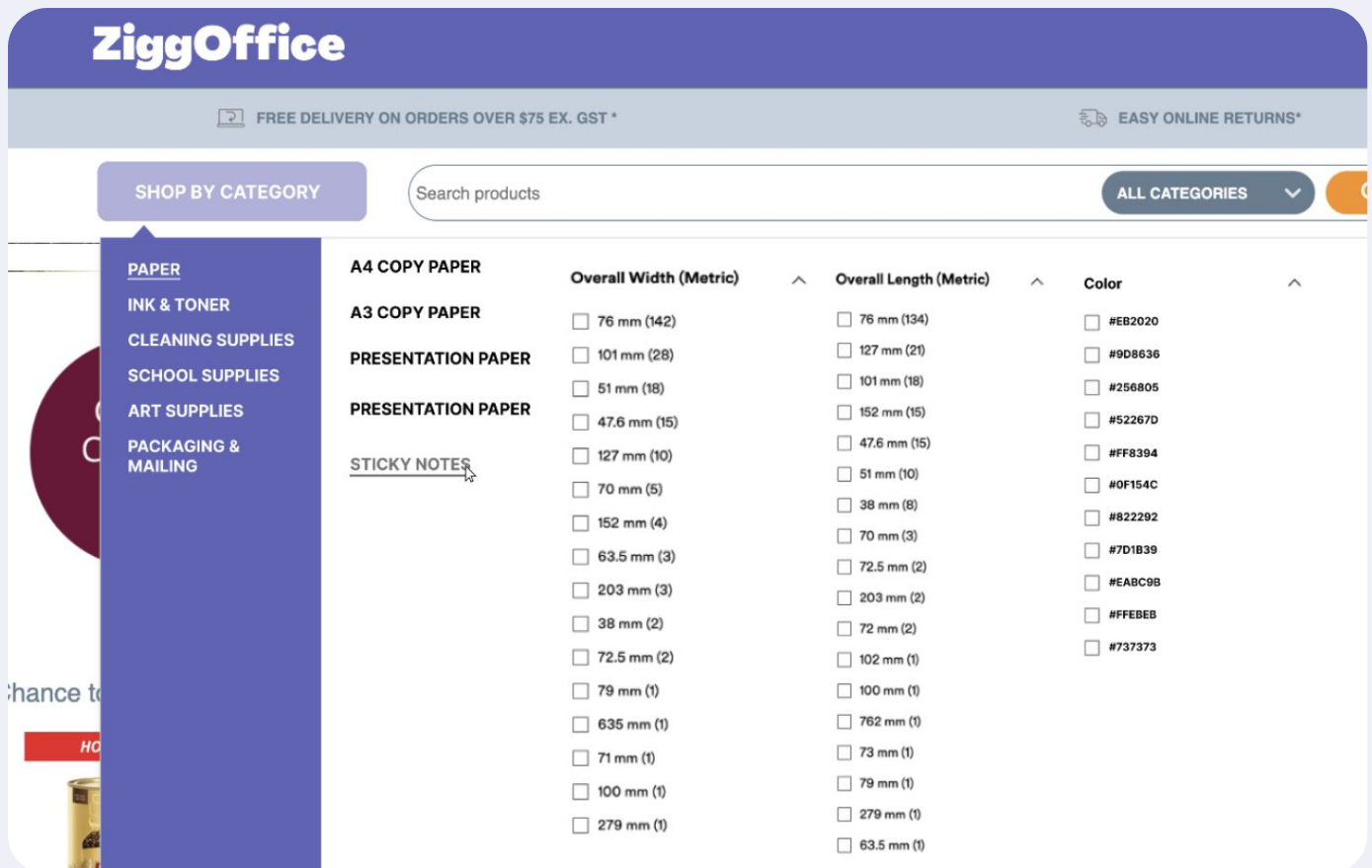
Brands committed to social and environmental responsibility will double their market value more than four times faster than low-purpose brands, so not only do customers benefit but there's also significant profit to be made by fueling this responsible consumption revolution through quality product experiences.



But what even goes into the anatomy of whether a product experience is good or bad? Let's break down a specific example.

# What makes a **bad** product experience?

Imagine you're a teacher, preparing for the first day of school. It's the night before, and you realize you're out of sticky notes. You go online to your favorite office supplies retailer, search for sticky notes, and this is the experience you're presented with:

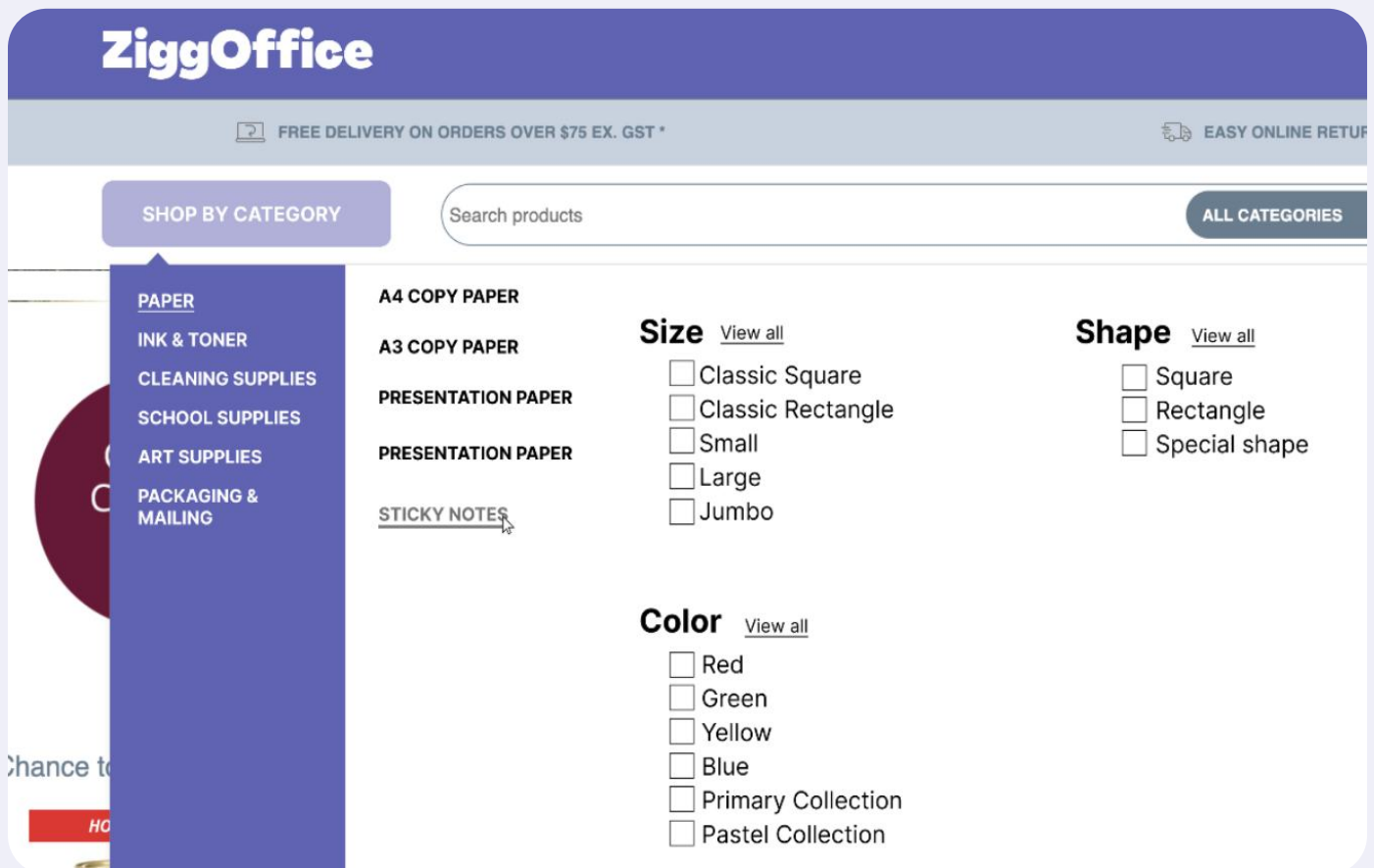


With a range of options and details like the width and length of each sticky note, this approach may seem comprehensive, but in actuality creates a terrible user experience.

Most people don't need to know the exact dimensions of a sticky note! The 'Color' filtering option is equally frustrating, with hex codes that are meaningless to most users. While technically providing a lot of information, this is a **bad product experience**.

# What makes a good product experience?

Now, let's take a look at an alternative sticky note browsing experience:

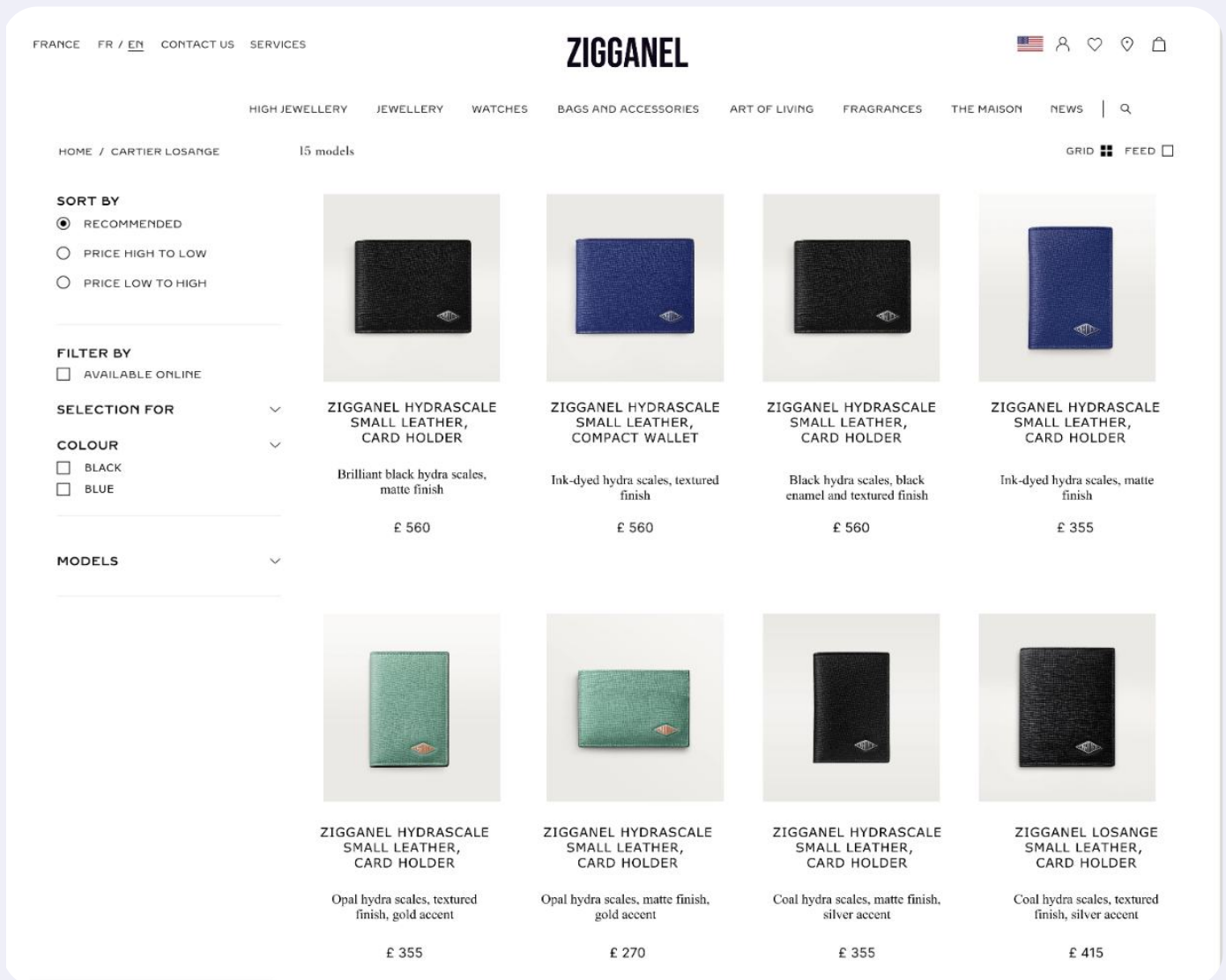


Here, you can easily understand the size, shape, and color options without getting bogged down in unnecessary details. It presents the same product information as the first experience, but in a way that is intuitive and easy to navigate.

The difference between these two experiences highlights a crucial point: **simply providing product information isn't enough**. How you present that information matters just as much.

# The importance of correct, compelling data.

Let's switch gears a bit: imagine you're in the market for a new wallet and your friend recommends luxury jewelry company, Zigganel. You search for the Zigganel website, navigate to their 'Wallets' section, and this is what you see:

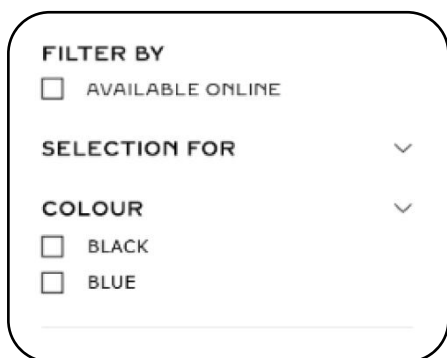


On first glance, this experience seems great! But again, let's take a deeper look.

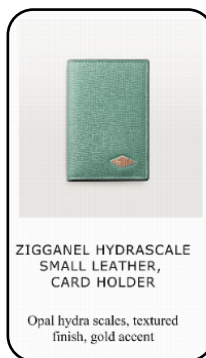
# Taking a closer look:

## Bad filtering options

The color options only show two choices, when there's at least three, if not more! Plus, you would think that every option shown on the website is available online, so offering that filter option is useless.



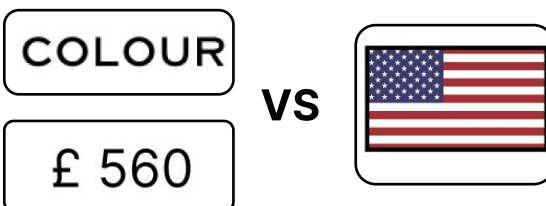
## Incorrect titles or photos



The product photographed here is clearly a green/teal color, while the title and description has it listed as 'Opal'.

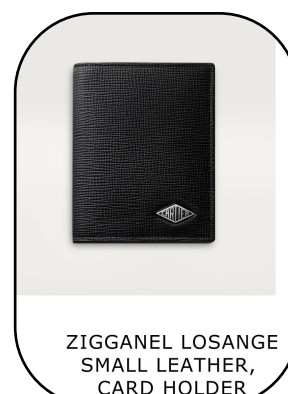
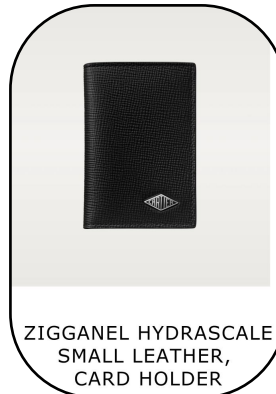
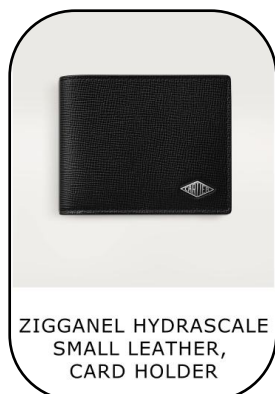
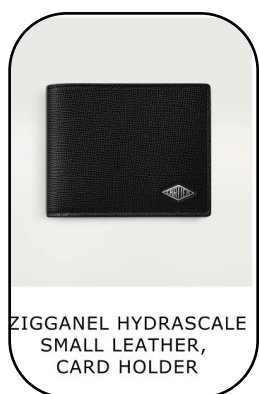
## Inconsistent localization

The descriptions and titles are written in British spelling, and presents the prices with pound symbols - but the customer is searching in the US store.



## Indistinguishable products

These four products are nearly indistinguishable on first glance, despite being different, sizes, shapes, and prices. How is a customer supposed to understand the differences between these products without individually clicking into each one?





That's all it takes to lose a customer. Despite what initially seemed like a fine browsing experience, this interaction would have likely led to confusion, frustration, disappointment, and a lost sale.

Customers rely on product information to make informed purchasing decisions - they need to know that the product they see online is exactly what they will receive, and worth the money they spent.

**Over 63% of consumers** said they would cease buying a brand because they lost trust following a bad product experience.

[Learn More](#)

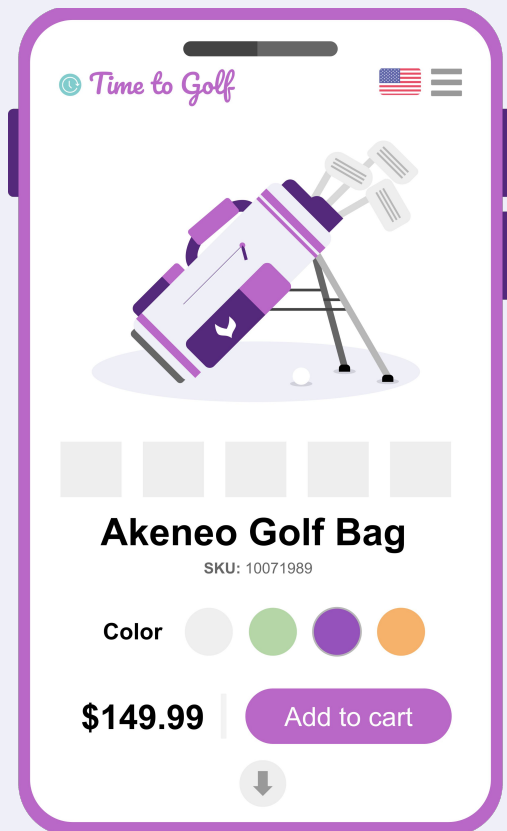
This product information needs to be accurate and consistent not just on your own site, but across every customer touchpoint, which leads us to our third and final example.

## By nature, customers are omnichannel.

Whether they are browsing products online, shopping through a mobile app, interacting on social media, or visiting a physical store, consumers want a consistent and integrated experience.

This expectation means that businesses must ensure their online and offline channels are supported by a foundation of accurate, up-to-date product information that can be easily shared and updated when needed, providing the type of cohesive experience that enables consumers to make informed decisions across all touchpoints.

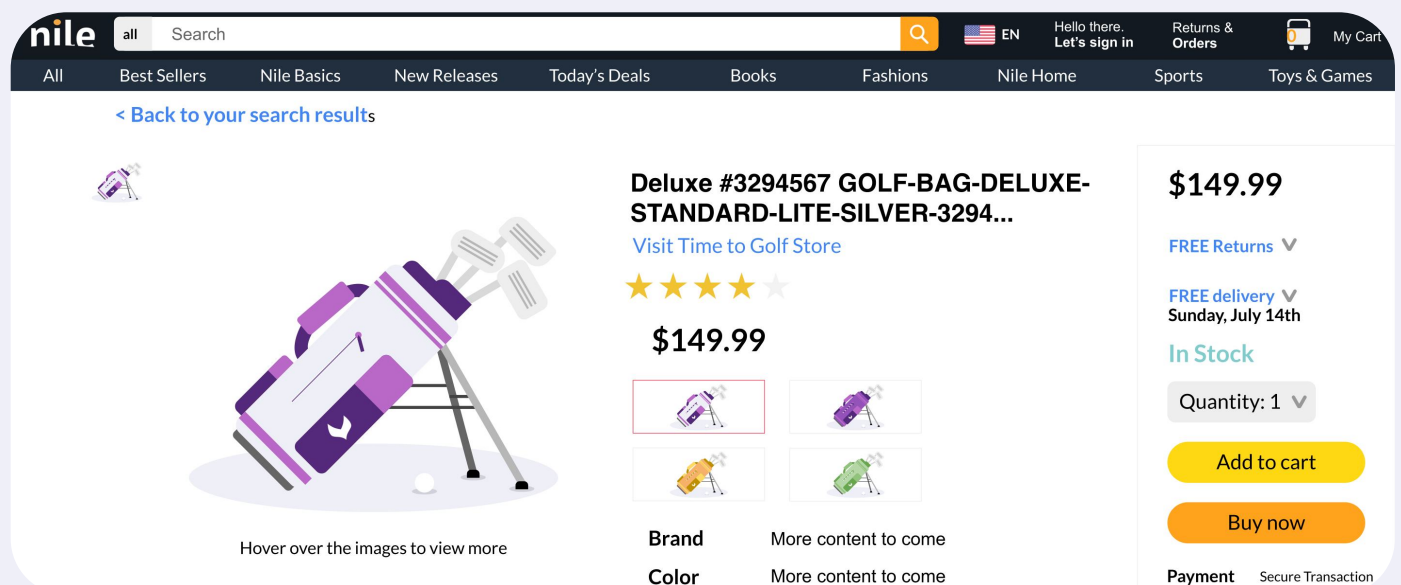
Let's take a look at the same product listed by the same sporting goods company, Time to Golf, on three different channels: a mobile app, a print flyer, and their listing on a popular eCommerce marketplace, Nile.



Mobile



Print flyer



eCommerce marketplace





If you're searching for a golf bag, you're going to have wildly different experiences depending on where you're searching for this product. Let's break down the specifics:

	Marketplace	Mobile	Print
Price	✓	✓	✓
Photos	✓	✓	✓
Color options	✓	✓	✓
Shipping info	✓	✗	✓
Clear product title	✗	✓	✓
Materials data	✗	✗	✓
Sustainability data	✗	✗	✓
Compatible products	✗	✗	✓
User reviews	✓	✗	✗

If you're interested in an eco-friendly bag, you'll likely skip over this product on mobile or a marketplace. Or if you want to see what others think of the bag, you won't find that information on the flyer.

Customers expect the same service, product information, and pricing across all channels, and discrepancies such as these can lead to frustration and dissatisfaction.

# Embrace the PX revolution.

The future of retail lies in embracing responsible and informed consumption. This revolution against traditional, reckless consumerism is already underway, and businesses have a critical choice to make: continue with outdated practices or align themselves with the values and expectations of modern customers.

The good news is that to thrive in this revolution, you don't need to reinvent the wheel.

Providing up-to-date, compelling, and accurate product information across all channels empowers your consumers to make informed, confident decisions.

As the buyers of today and tomorrow prioritize data and business transparency as much as they do convenience or price, embracing responsible consumerism and aligning with this revolution ensures long-term success and sustainability for your business, while also making a positive impact on the world.

## About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, and more utilize Akeneo's intelligent Product Cloud, app marketplace, and partner network to create elevated product experiences through product data enrichment, syndication, and supplier data onboarding.

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