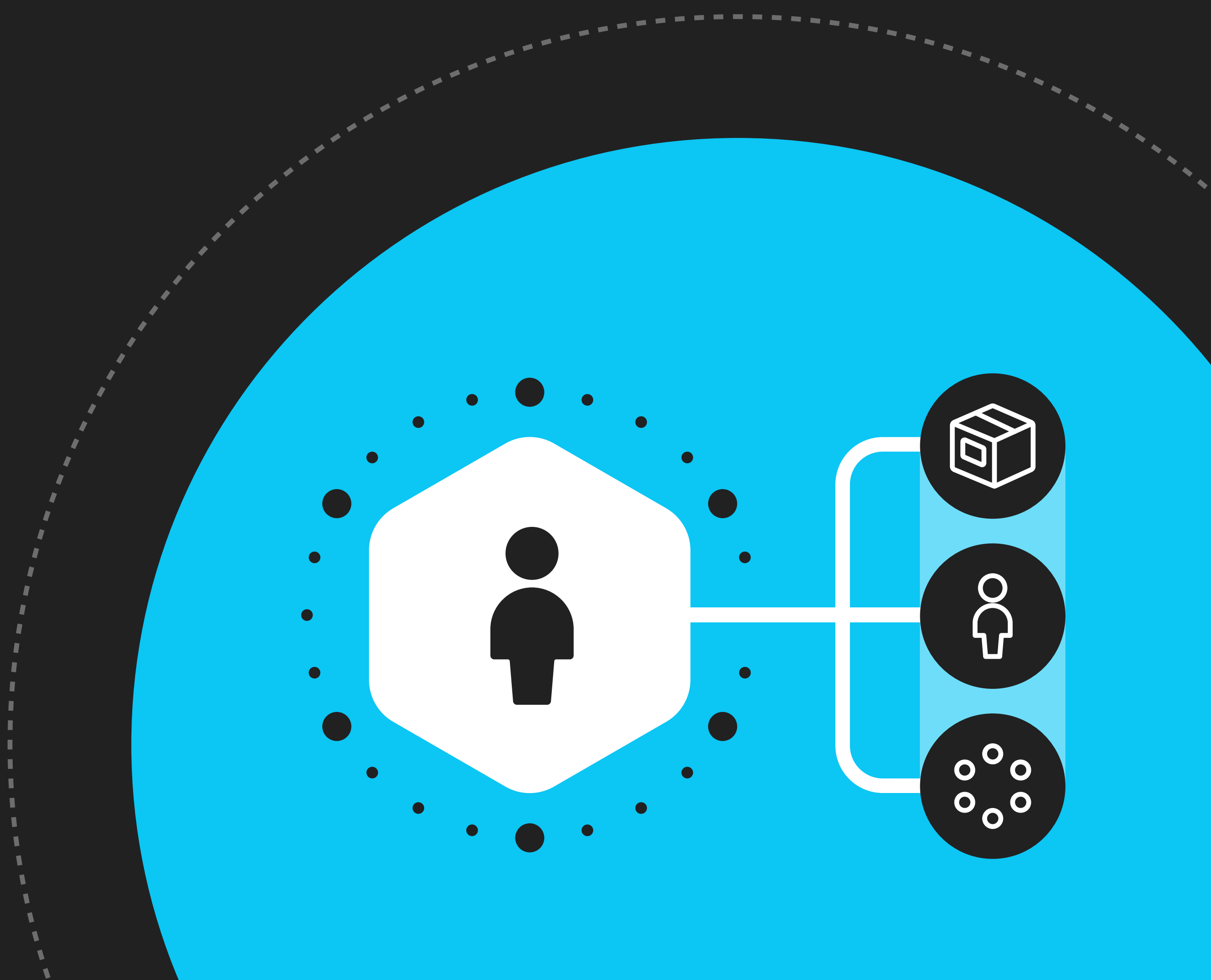


2025 Digital Commerce Benchmark Study

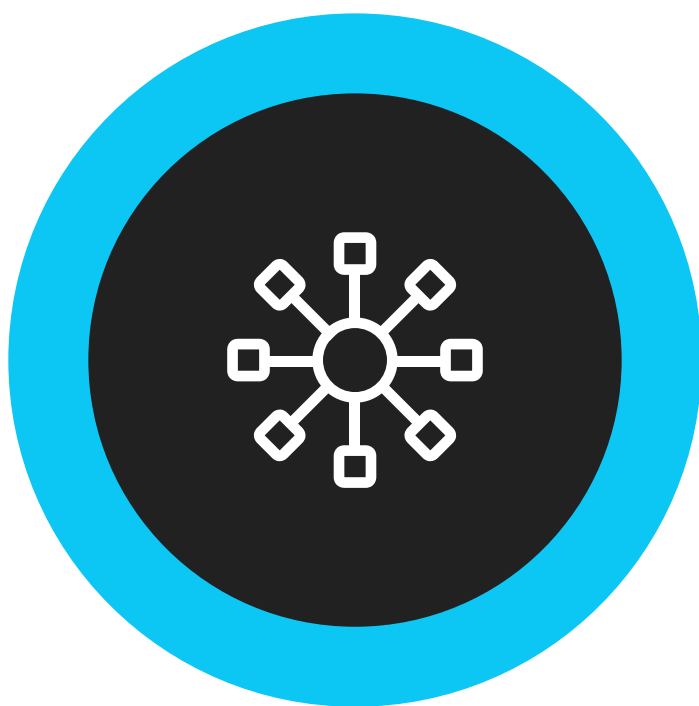
Analysis of digital maturity and go-to-market strategies for consumer brands and industrial manufacturers

Research by [Ntara](#)

Compliments of Akeneo and Bynder



Executive summary



Omnichannel growth continues to explode

One in three brands plan to expand into new channels—most often marketplaces—while others continue to deepen their presence within existing channels to drive growth.



Businesses are still betting on digital commerce

Despite global uncertainty, 51% expect growth in 2025 and 45% plan to increase budgets to support digital commerce. Many feel digitally mature, yet on par with or behind competitors.



Customer-centricity yields better results

People understand that PIM and DAM provide value to organizations, but many aren't dreaming big enough. Those who understand that PIM and DAM facilitate a better customer experience in digital commerce report better performance, higher confidence, and higher digital maturity.



Many struggle to articulate ROI of digital projects

30–40% of businesses are unsure if they've seen any ROI. But the issue isn't the software—it's the implementation. Companies reporting high ROI focused on change management, governance, and adoption.

Research overview

Mastering digital commerce is a journey

Having an online presence is only the beginning—it's how you manage and deliver product experiences that sets leaders apart. So, how do you stack up?

In this report, we continue our annual benchmark study of two key groups: consumer product brands and industrial product manufacturers. These businesses share a common goal—they design, make, market, and sell physical products across multiple channels.

The study explores:

- **Omnichannel growth:** Where businesses succeed and struggle when it comes to creating consistent customer experiences across channels.
- **Product experience management (PXM):** How businesses prioritize investments that support the product experience, which is key to driving omnichannel growth.
- **Product information management (PIM) and digital asset management (DAM) software:** Why focus on PIM and DAM? Because they form the foundation of PXM. We examine how businesses use PIM and DAM to deliver consistent content and connected experiences.

Throughout the report, find YoY comparisons, verbatim quotes from research participants, and actionable analysis. By the end, you'll know where you stand—and what it takes to accelerate digital commerce using PIM and DAM.

Ntara

Ntara is a [consulting and systems integration firm](#) that specializes in PXM. PXM includes PIM, DAM, ecommerce, omnichannel strategy, digital shelf analytics, buyer research, and ongoing analytics. We help brands and manufacturers, such as Logitech and Hyster-Yale Materials Handling, execute PXM strategies, integrate PIM & DAM software, and create cohesive customer shopping experiences across all channels. Our research practice began in 1999. We provide PXM and customer research for our clients and conduct industry research on an ongoing basis.

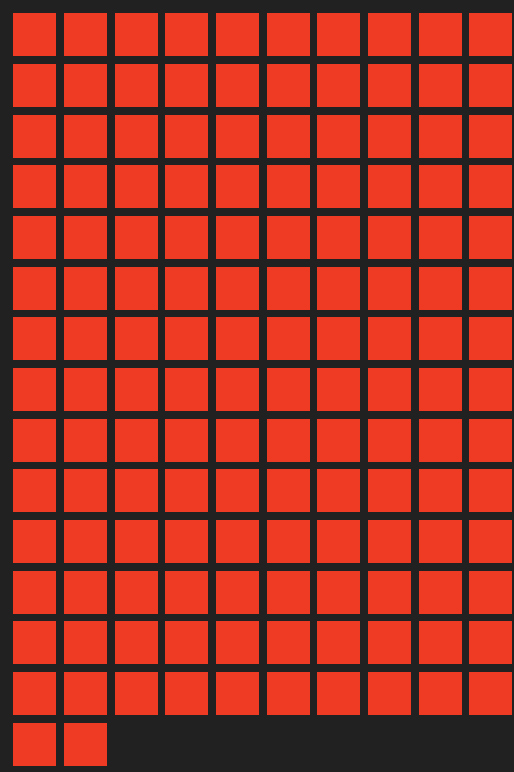
Akeneo

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.

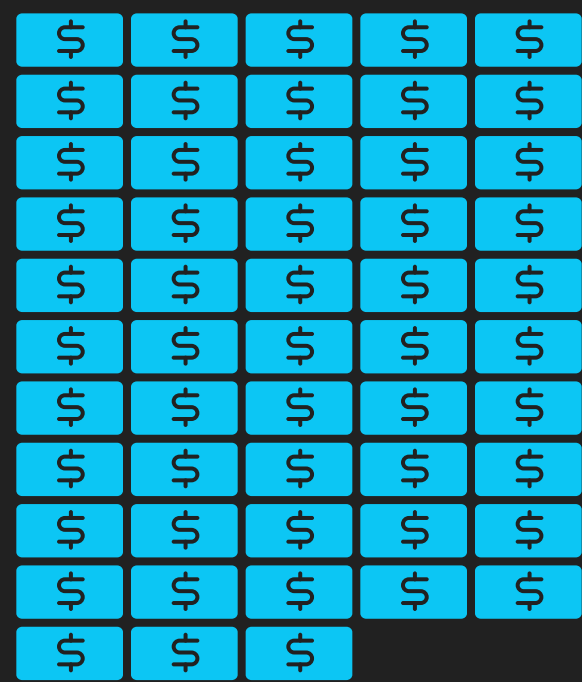
bynder

Bynder goes far beyond managing digital assets. The AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. Bynder enables more than 1.7M users across more than 4,000 organizations, including Spotify, Puma, Five Guys and Icelandair. With powerful and intuitive solutions that embrace the way people want to work, and a richly integrated ecosystem, Bynder is the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses.

Research methodology



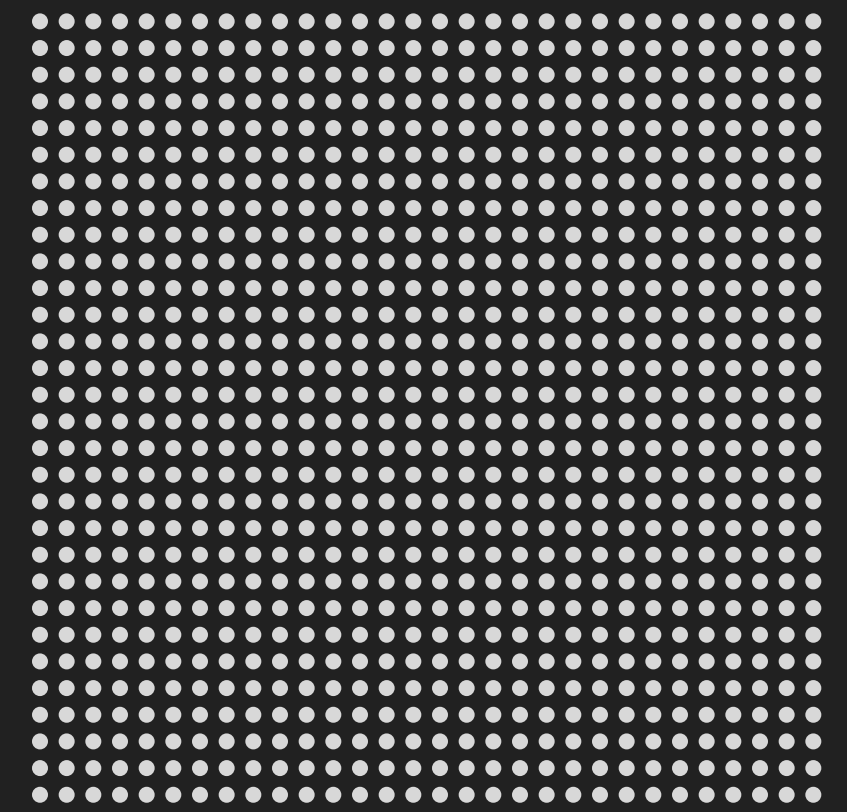
142
UNIQUE
COMPANIES



REPRESENTING
\$53B+
IN ANNUAL REVENUE



12
VERTICALS



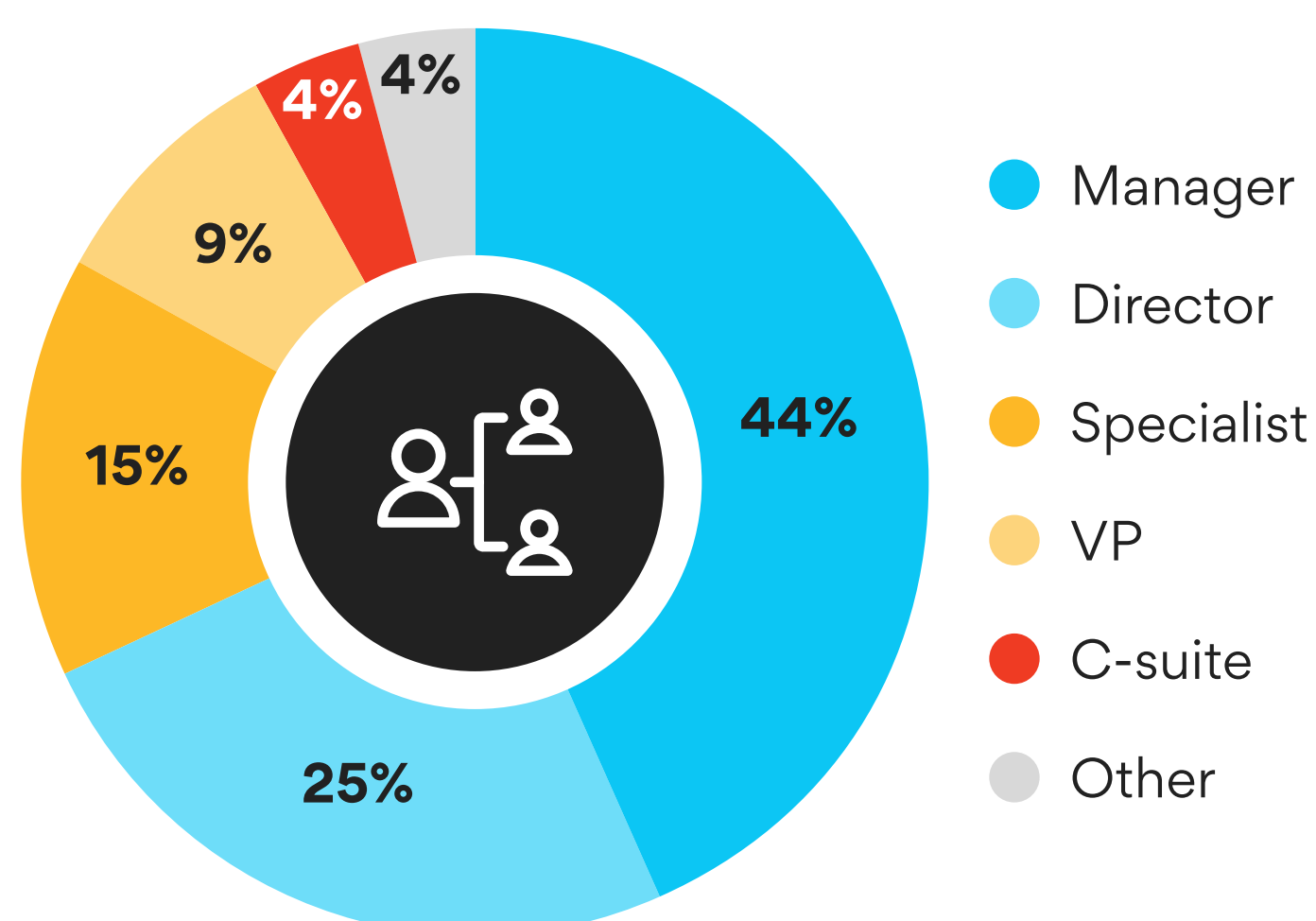
9,000+
DATA POINTS

Target audience

This benchmarking study targeted leaders, decision-makers, and software selection influencers from consumer brands and industrial manufacturers, many of which are headquartered in the US with a global reach. The functional roles of survey respondents primarily span the categories of IT, marketing, product, ecommerce, digital, and more.

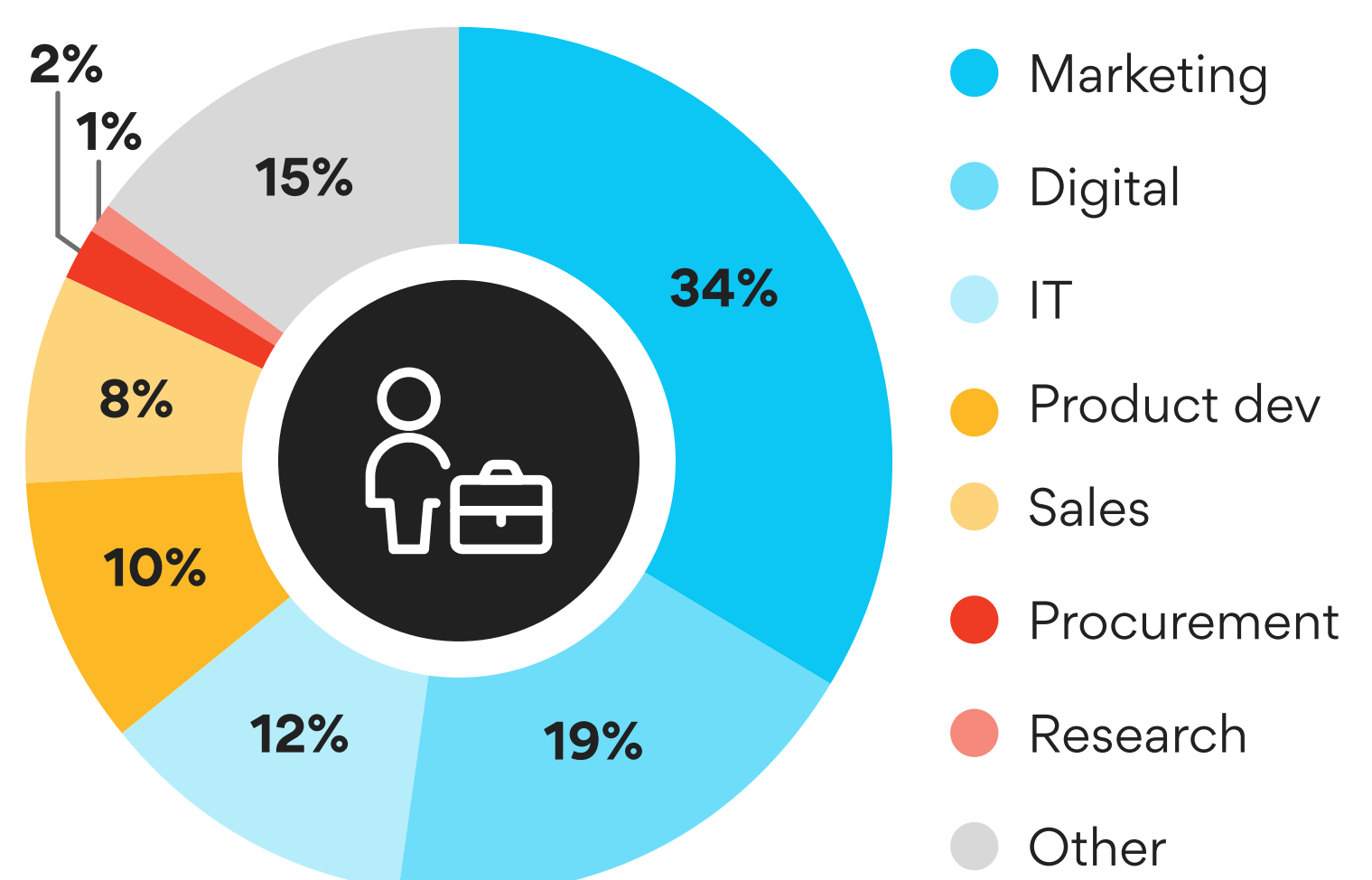
Level of PXM responsibility

n = 170



Line of business

n = 170

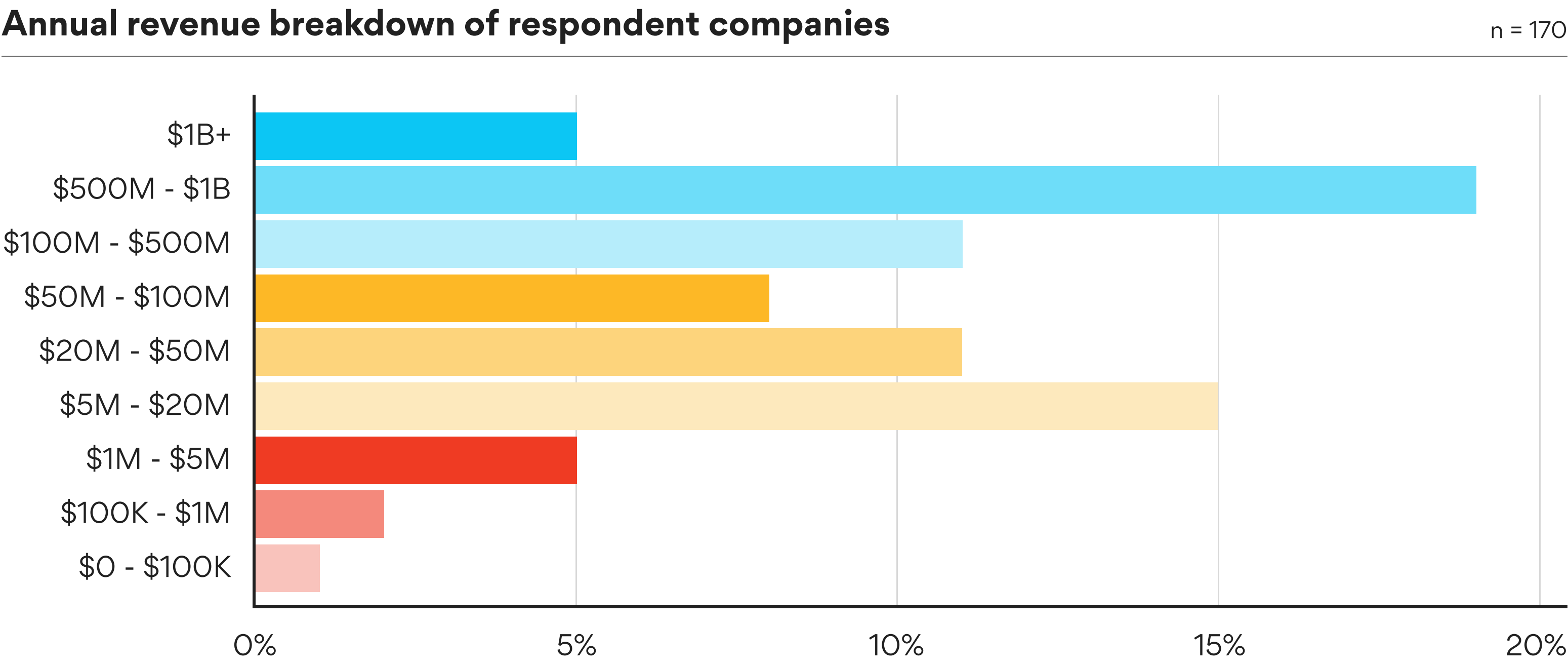
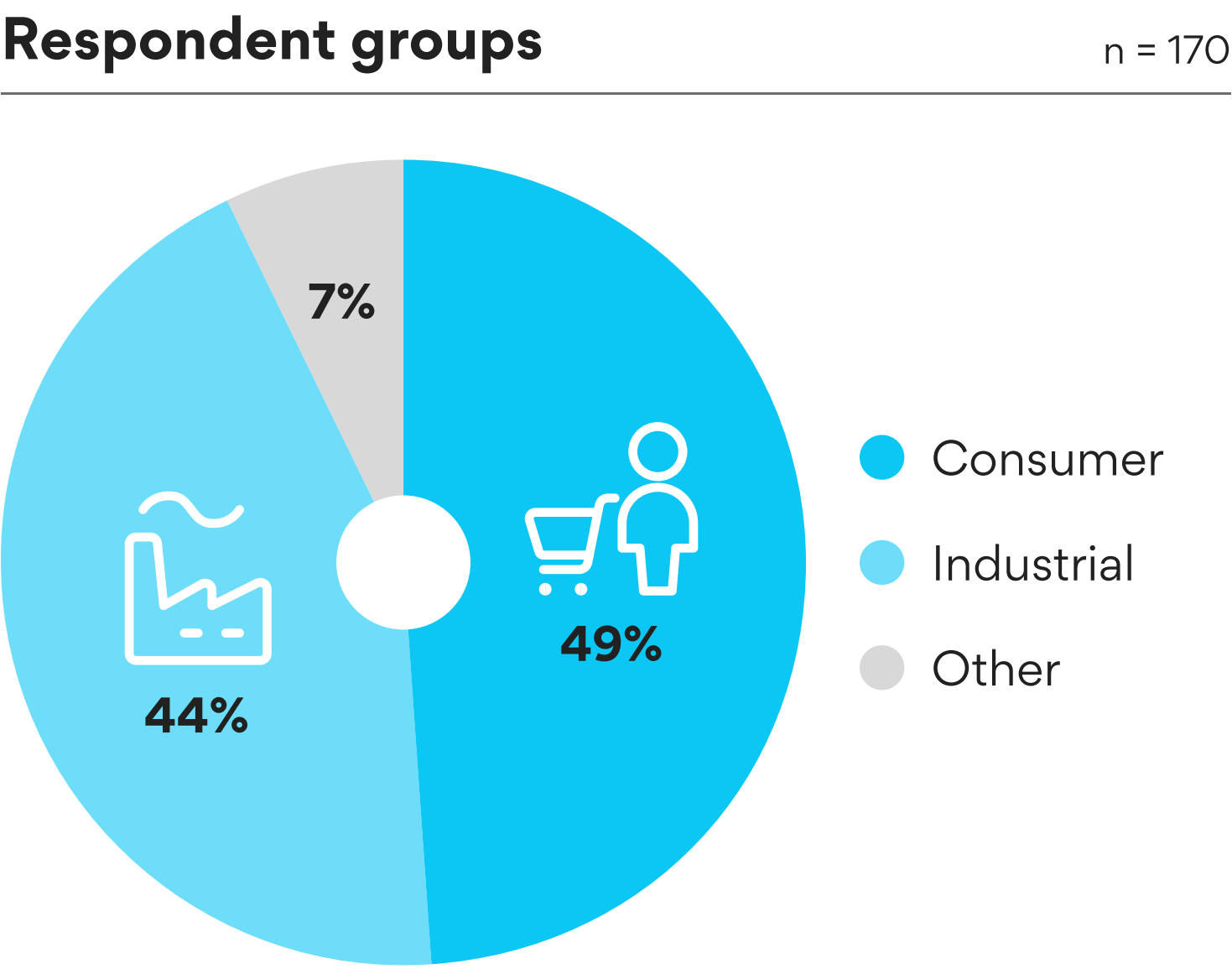


Quantitative survey

The survey collected data that reveals how companies bring products to market and how they leverage PIM and DAM software. However, this is not a software evaluation report.

It's an exploration of how companies execute omnichannel, i.e., how they create a seamless customer experience across multiple sales channels. Each participant evaluated their company's digital maturity and collective understanding of these systems. They answered questions about company performance and digital commerce budget year-over-year. In total, we surveyed 170 people from 142 companies.

We created two respondent groups by evaluating how each company, across a variety of industries, brings products to market. Those who primarily make and sell consumer products were labeled "consumer product brands," and those who primarily make and sell industrial products were labeled "industrial product manufacturers." Early results indicate that findings are highly applicable to retailers, distributors, resellers, and wholesalers.



Qualitative interviews

In addition to the survey, we also spoke with multiple business leaders, decision-makers, influencers, and users of PIM and DAM software. These discussions provided additional context for the survey insights.

Key trends



KEY TREND

#1: Omnichannel growth continues to surge.

Manufacturers understand the reality of omnichannel: B2C and B2B customers shop on their own terms. Whether it's a distributor placing a bulk order through a portal or a consumer shopping on their phone, the path to purchase is flexible, self-directed, and increasingly digital.

They also know their customers shop across a variety of channel types, including wholesale/distribution, B2B and B2C ecommerce websites, independent retail, third-party marketplace websites, big box retail, dealer networks, and value-added resellers. **In fact, over 80% of respondents operate in more than one channel type, with the average being roughly three.**

More notably, many companies plan to expand their omnichannel approach this year, with one in three respondents planning to launch a new channel type, most commonly into marketplaces.

This signals continued growth for brands and manufacturers, [despite global economic uncertainty](#).

And even for those not expanding, there's still room to grow within existing channels, like scaling dealer networks or adding more marketplaces. The top 100 global online marketplaces generated [\\$3.8 trillion in GMV](#)—proof there's still plenty of opportunity to explore.

Channel mix varies by business type. Understandably, and noted in both this year's and last year's study, industrial manufacturers are more likely to sell through dealer networks and value-added resellers, while consumer brands focus on independent retail and third-party marketplaces.

However, there are few hard and fast rules with omnichannel. Some consumer brands have found value in gated websites, and some industrial manufacturers have found value in going direct-to-consumer. Ultimately, it’s about defining the right PXM strategy, i.e., putting the right infrastructure in place to support a seamless customer shopping experience across all channels.

One channel rises to the top for both groups: wholesale and distribution, cited by 66% of respondents.

How does your company bring products to the market?n = 170



Whether operating in two channel types or seven, channel strategies are growing more complex. This demands the need to manage large, varied data sets more effectively to serve up consistent product experiences across all channels. But orchestrating full and seamless PXM strategy is no easy feat and it takes purposeful platform integration.

PIM

+

DAM

PIM + DAM trends

A clear trend emerges for those who have both PIM and DAM platforms—not just one or the other. They tend to have a leg up in maturity, confidence, performance, and results. You’ll see these differences noted throughout this report.

“It’s been life changing to have both systems talk to each other. It was a great investment. I just wish the company would put more money behind those resources so we could truly move it forward.”

— Furniture manufacturer content manager

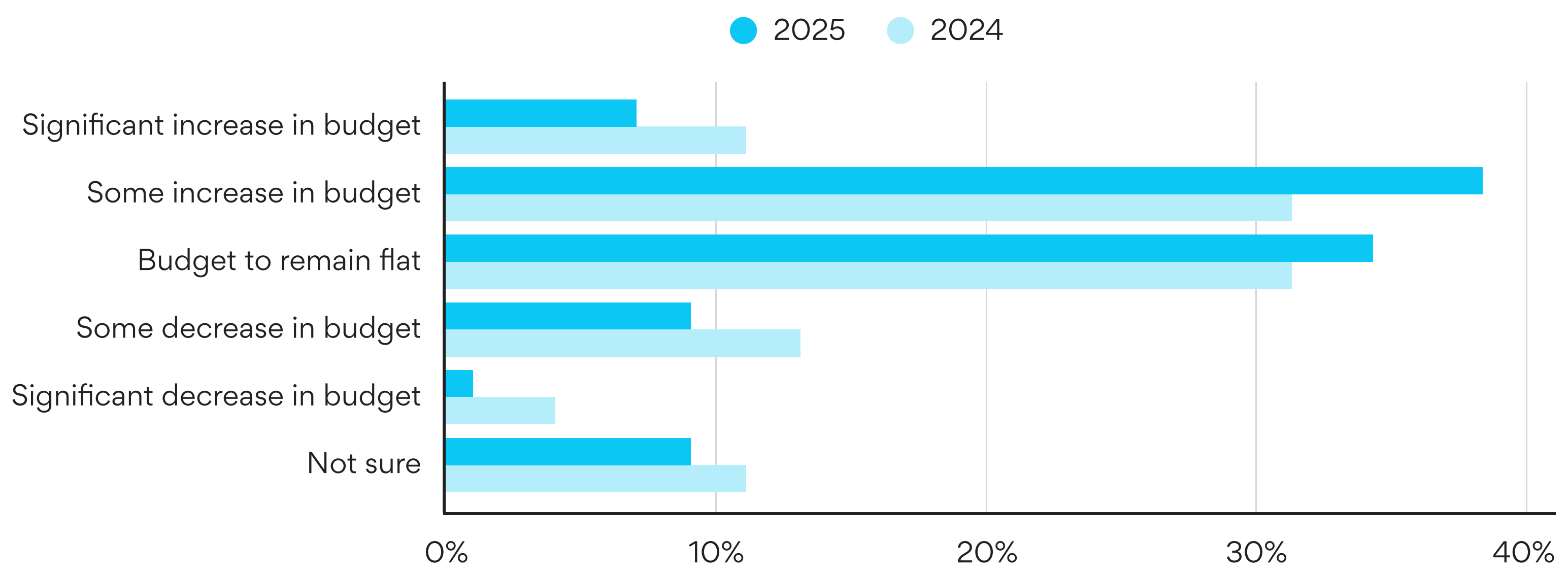
KEY TREND

#2: Businesses are still betting on digital commerce and PXM.

Despite global uncertainty, businesses reported a strong outlook. 41% of respondents noted positive performance over the past year, and an even greater share (51%) expect growth in 2025.

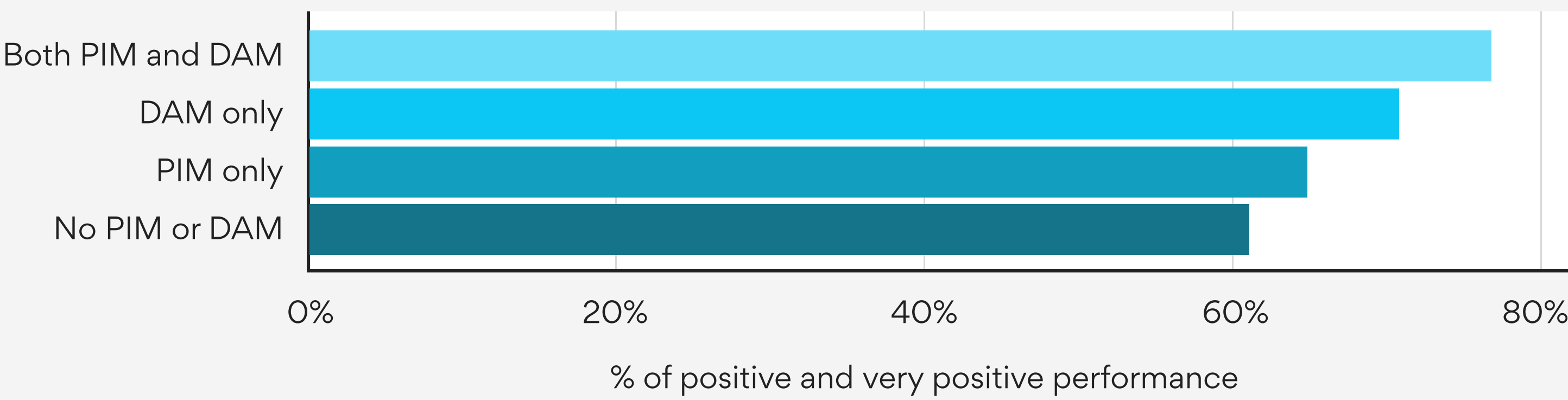
When it comes to digital commerce budgets, spending trends are similar to last year—35% report no change in YoY spending, while 45% foresee an increase, and 11% expect a decrease.

Which of these best describes your digital commerce budget plans for 2025/2024? n = 170



Companies using both PIM and DAM were 26% more likely to report positive or very positive performance.

Does having PIM and/or DAM impact company performance? n = 170



When asked what matters most in improving how they bring products to market, improving the customer experience led the way (89%).

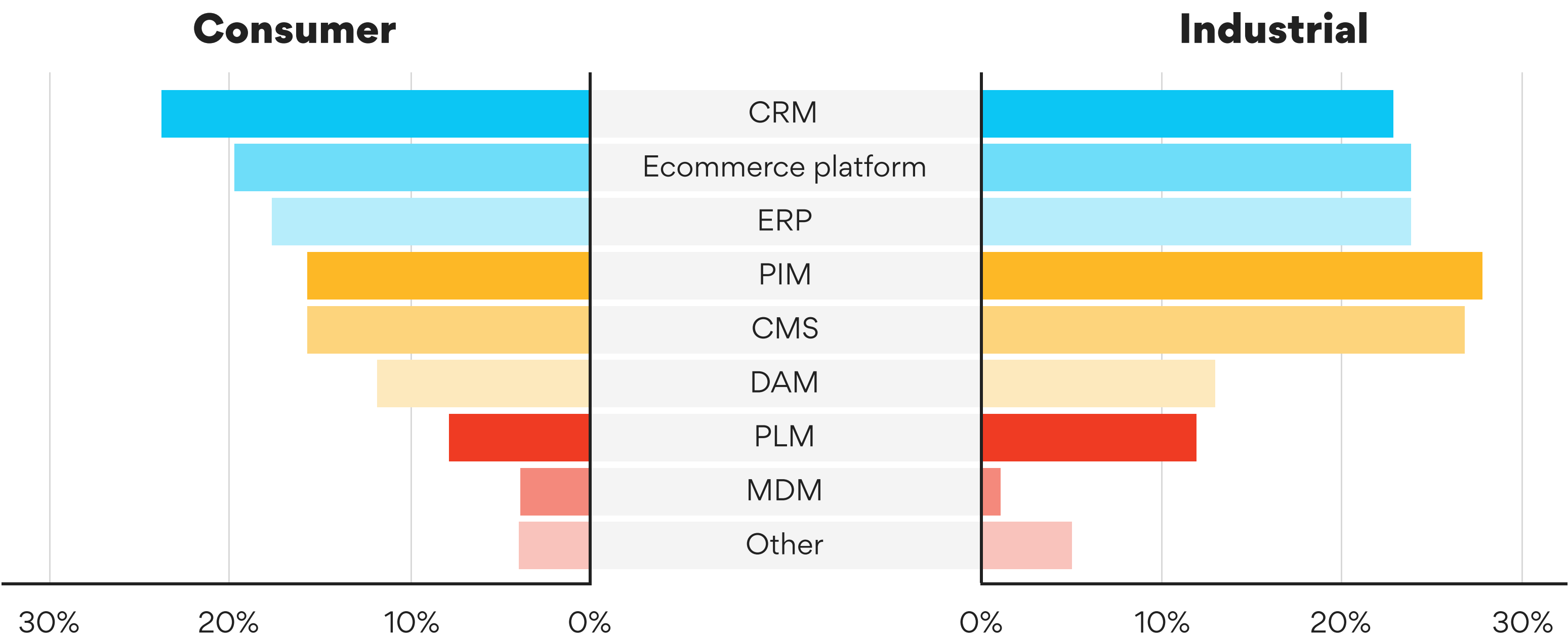
This re-emphasizes the need for PXM. With the right software, people, and processes in place, companies can focus on what matters: improving the customer experience across all channels, from sales to customer service to warranty support.

What else matters when improving how companies bring products to market? Other top responses included automating processes (79%), reducing redundant work (81%), and shortening time to product launch (75%).

These priorities align with ongoing investment in core PXM platforms. When asked which systems they plan to upgrade over the next 18 months, the top five were CRM, ecommerce, ERP, PIM, and CMS.

Which tools and systems will your company upgrade or plan to upgrade in the next 18 months?

n = 170



Among consumer brand respondents, 24% are conducting or planning to conduct CRM projects, 20% are doing ecommerce projects, and 18% are doing ERP projects. Additional planned investments for brands also include PIM (16%), CMS (16%), and DAM (12%).

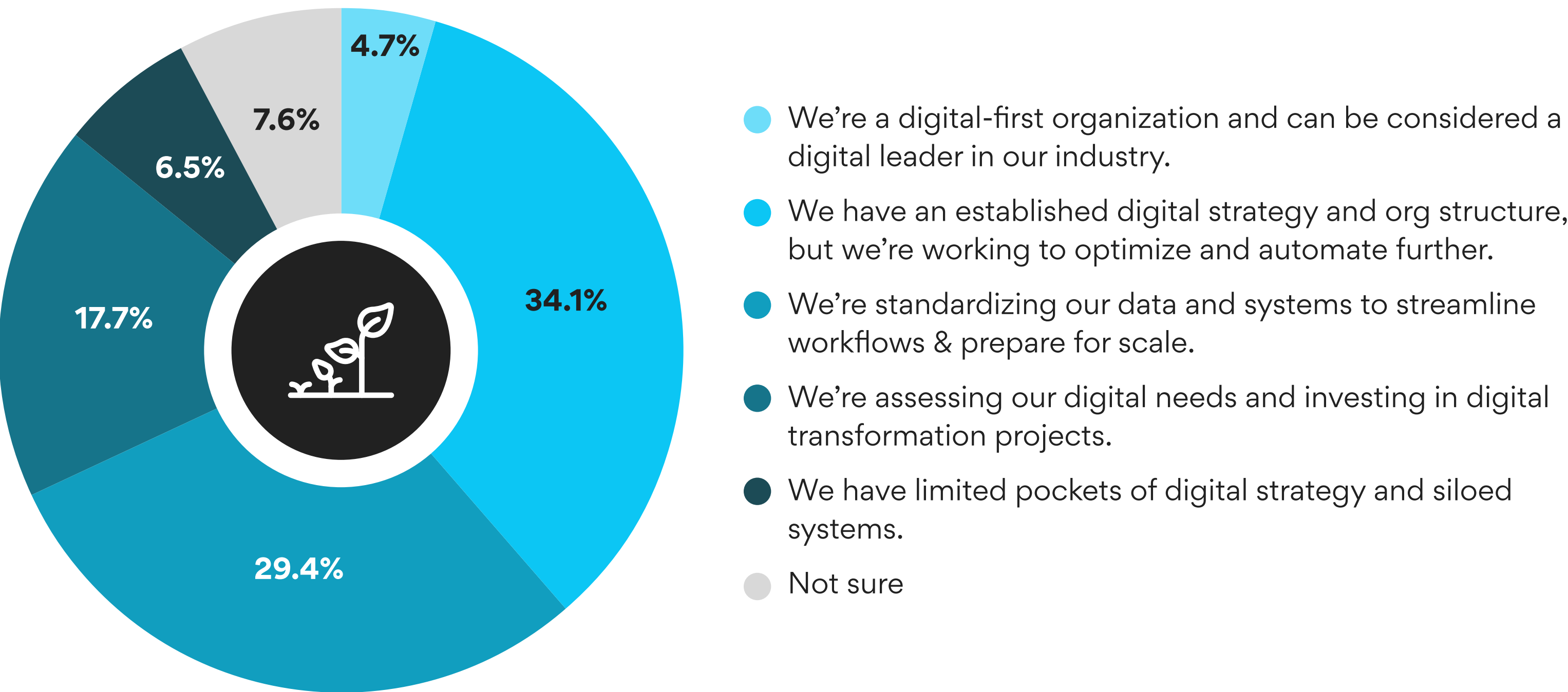
Industrial manufacturers reported a slightly stronger focus on PIM with 28% planning or participating in such projects, 27% working on CMS, and 24% planning for ERP projects. Some industrial manufacturers are also planning ecommerce (24%), ERP (24%), and DAM (13%) projects. The large number of planned upgrades to these key systems strongly indicates the importance companies place on the future of omnichannel and PXM.

KEY TREND

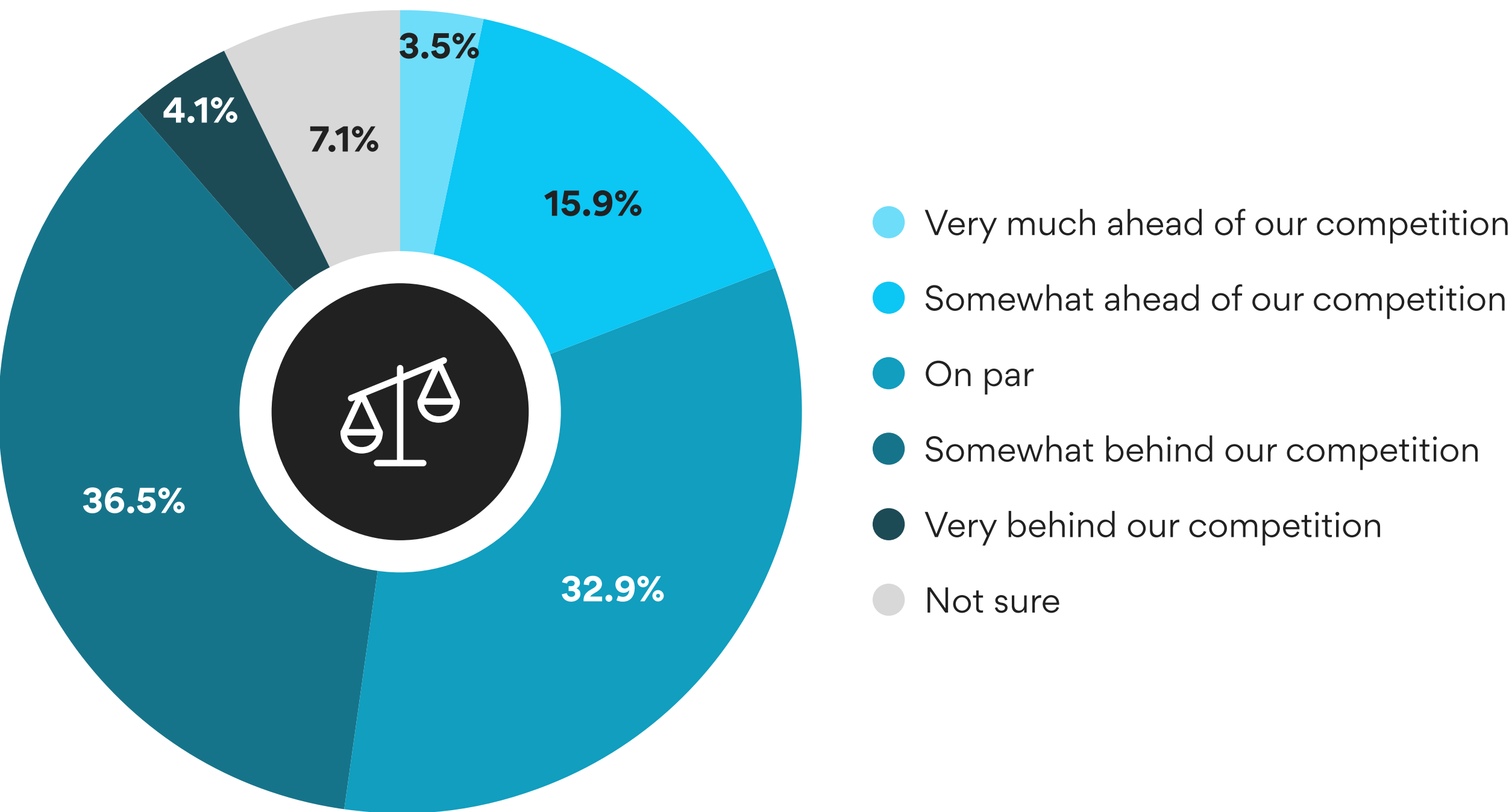
#3: Investments boost digital maturity, but not necessarily confidence.

Most respondents report average to improving digital maturity. When comparing themselves to peers, they feel behind or on par.

Which of these best describes your organization’s current digital maturity? n = 170



Do you believe your current digital maturity is on par with your competition? n = 170



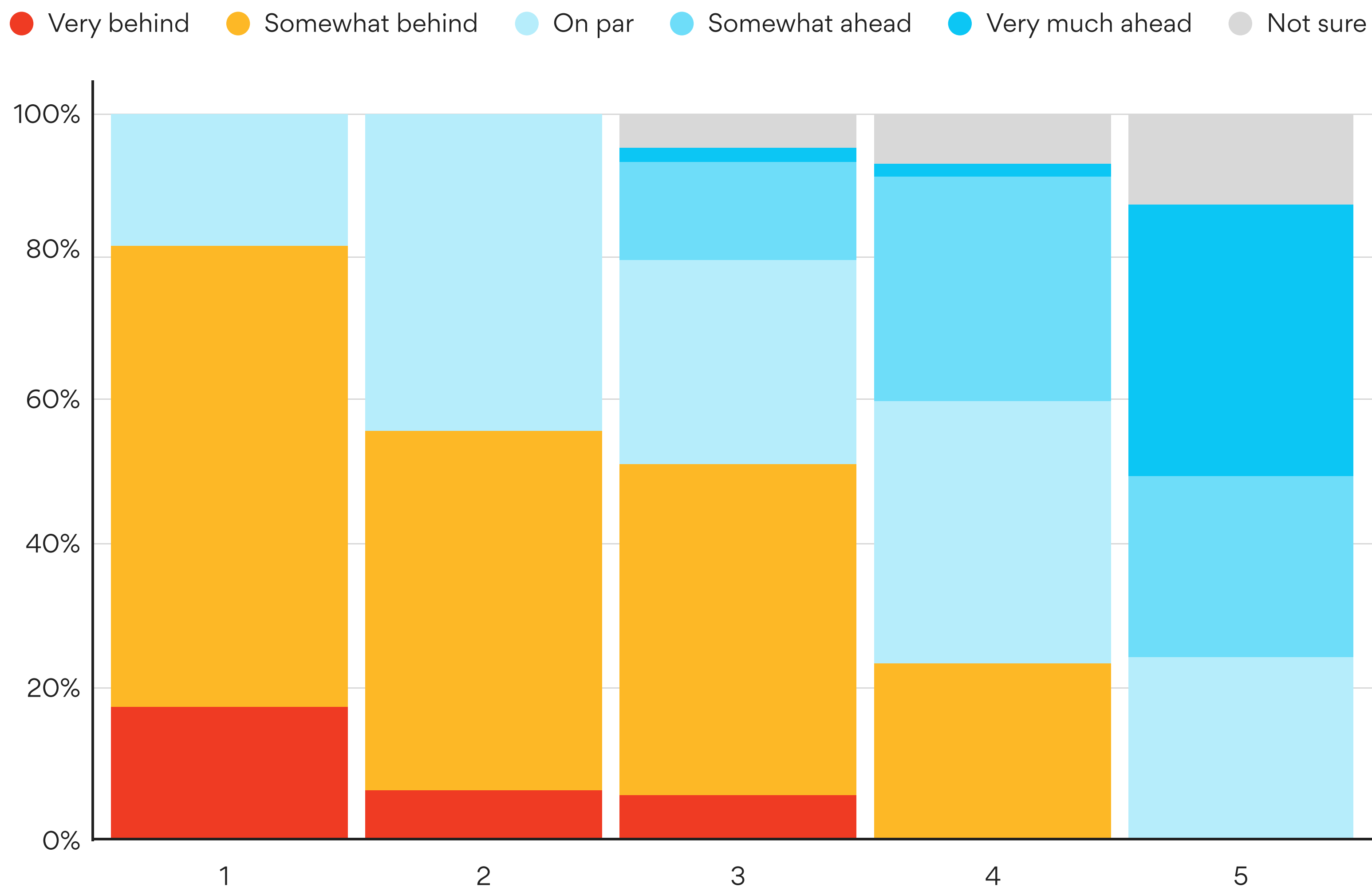
Even at higher maturity levels, many still feel somewhat behind, suggesting high competition in the industry and the uncertainty that comes from ever-changing channel needs, buyer preferences, and requirements.

As digital maturity scales up, confidence against the competition increases.

We asked respondents to scale their organization's digital maturity: 1 representing digital immaturity (siloeed departments and disconnected data), and 5 representing full digital maturity (a digital leader in their industry).

As maturity increases, so does confidence in the ability to compete. Among those at the highest level (5), all felt confident—with none reporting feeling behind the competition.

Maturity vs. competition n = 170



Companies with both PIM + DAM report 36% higher digital maturity and 39% greater confidence when comparing themselves to competitors.

KEY TREND

#4: Companies more often identify as cost-centric, which can hinder ROI.

In our [2024 study](#), we reported a clear pattern: many businesses adopted or upgraded PIM and DAM to achieve bottom-line savings rather than top-line growth. Most respondents cited foundational reasons for implementation—like creating a single source of truth and reducing manual work—rather than areas tied to marketing or omnichannel growth.

This made ROI harder to find. Only 20% of PIM users and 19% of DAM users reported measurable ROI within the first two years of implementation (excluding users who had PIM/DAM for less than three years).

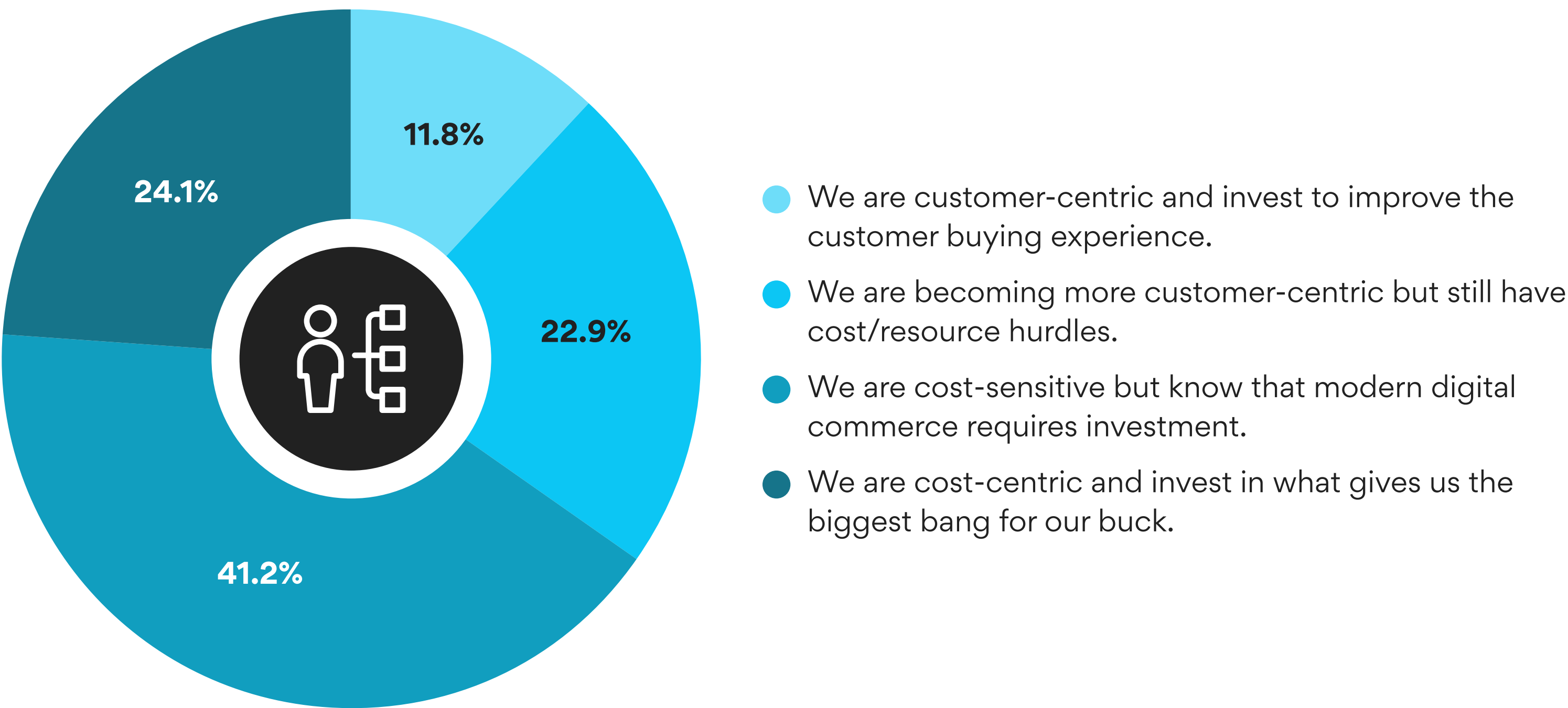
We see a similar trend this year.

The good news is that understanding of PIM and DAM continues to improve. Most respondents (55%) have a good or very good understanding of the value these platforms provide.

But while they recognize the value, many still approach investments with a cost-centric mindset.

Which of the following best describes how your company invests in digital transformation?

n = 170



What are the implications behind cost-centric vs. customer-centric?

It has little to do with the money you ultimately invest. After all, every company wants to save money and has a budget to consider. Instead, it's more about what's driving your decision—where you place your value.

Cost-centric businesses tend to approach decisions based on price sensitivity and cost savings. Customer-centric companies tend to think more holistically about how investment decisions will advance the customer experience, which ultimately leads to long-term growth.

This distinction is important because it also ties closely with ROI. When businesses are cost-centric, ROI is often calculated by savings in software license or maintenance cost. This can only go so far.

Customer-centric businesses see the larger picture. They measure ROI by how much faster they can get products to market—with fewer errors—resulting in less returns and increased net promoter score.

Customer-centric organizations are led by buyer empathy, which makes them worthy of loyalty in the customer's eyes. When investment decisions are made with that driver in mind, the potential for ROI is significant and scalable.

“We’re very customer-centric offline – high net promoter score, high marks for customer experience. We have so much goodwill with our brand but we have to work to become customer-centric online, as well. We aren’t there yet, and we have to meet that momentum online.”

— Food and beverage manufacturer



Companies with both PIM and DAM tend to lean more customer-centric than cost-centric overall. This suggests they’ve found balance and value in investing in systems like PIM and DAM that support a better end user experience.

KEY TREND

#5: There's an opportunity to increase ROI in two critical areas.

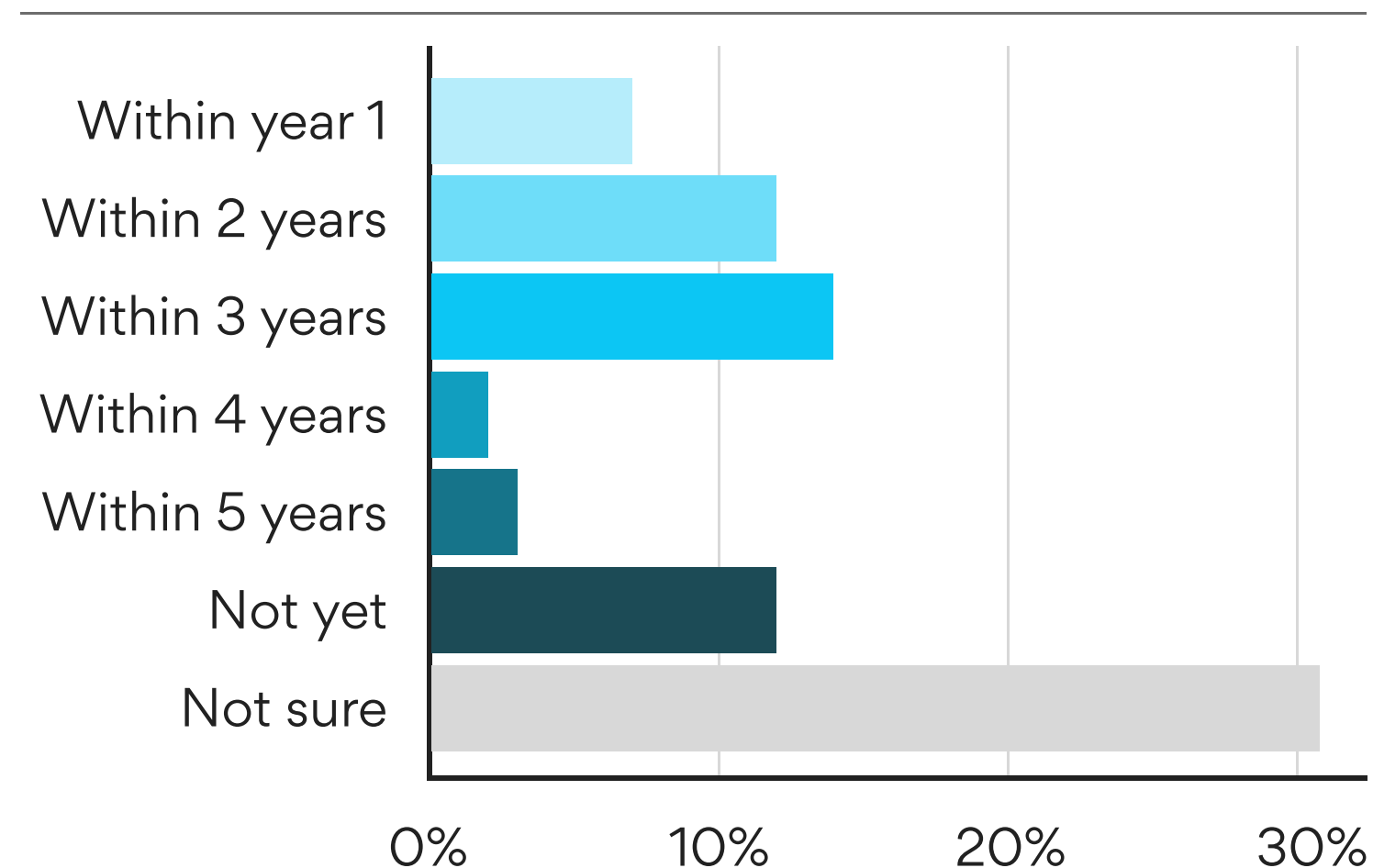
Companies have a clear opportunity to get better results on the path to PXM, a trend revealed in the data surrounding PIM and DAM implementations. Why focus specifically on PIM and DAM? As we mentioned earlier, when PIM and DAM are integrated into the center of the tech stack, they create the technical foundation for PXM. And in companies doing PIM and DAM well, we often see PXM working well, too. That's why it's so important to get the most from these investments. When supported by the right people and processes, PIM and DAM can drive consistent, compelling omnichannel experiences.

ROI timelines

When asked about the timing of ROI, most experienced returns within two to three years—understandable given these are major projects with many moving parts.

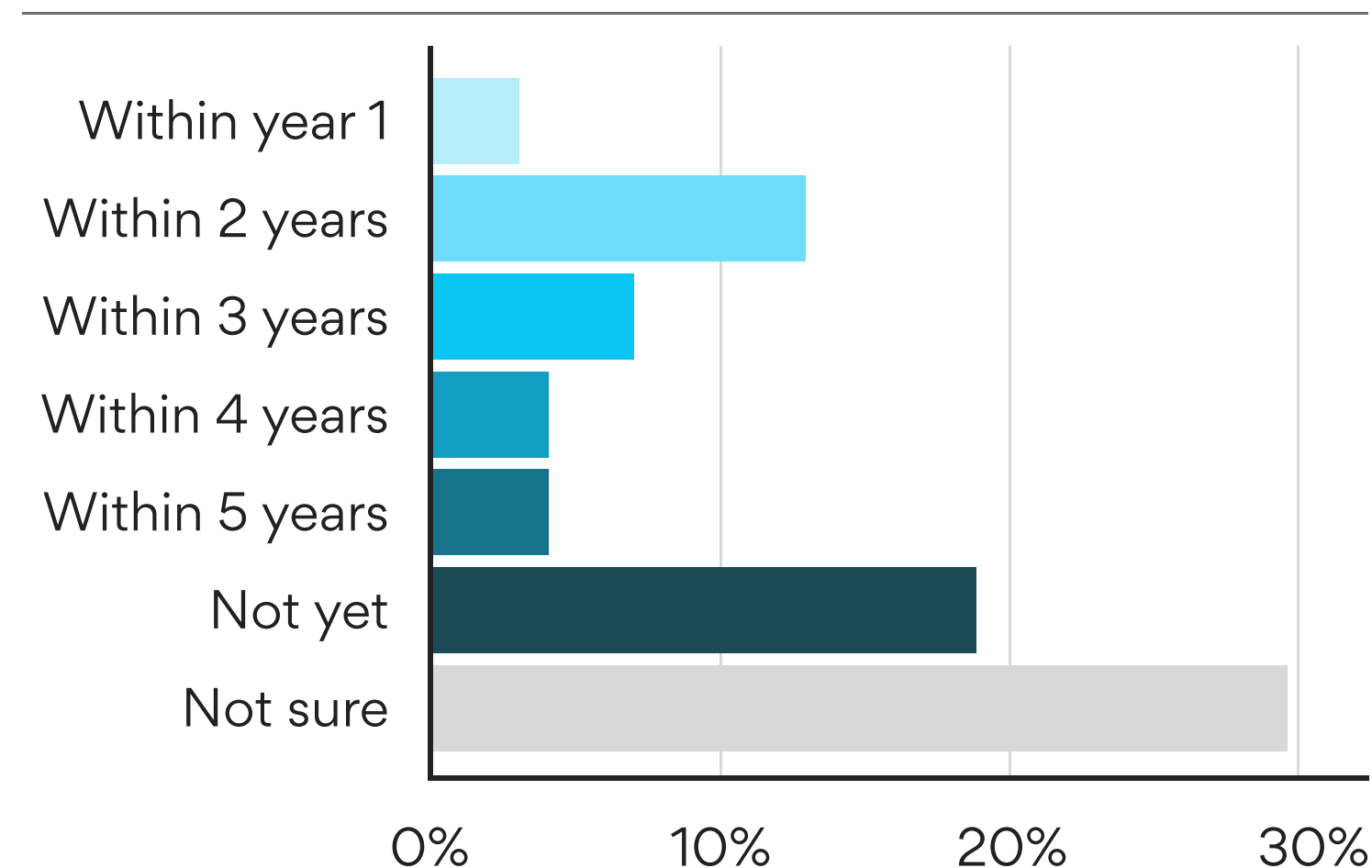
How quickly has your organization realized a return on investment for your current DAM?

n=37



How quickly has your organization realized a return on investment for your current PIM?

n=31



However, there is also uncertainty: 30–40% aren't sure whether their PIM or DAM has delivered ROI. Respondents shared operational and organizational hurdles that tend to get in the way.

“We have other priorities that we’re focusing on, and it’s been hard convincing everyone of the value of PIM.”

“There was a learning curve and a need to train users on how to use DAM most effectively that took several years.”

These challenges set the stage for opportunity, and the outlook is far from bleak. In fact, many companies are already seeing timely, incremental, and long-term ROI. Next, we offer practical steps to get results that help boost digital commerce.

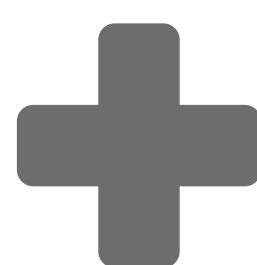
Analysis and Recommendations

A look at what's working—and how to move from investment to impact.

#1: Gain an advantage with PIM + DAM.

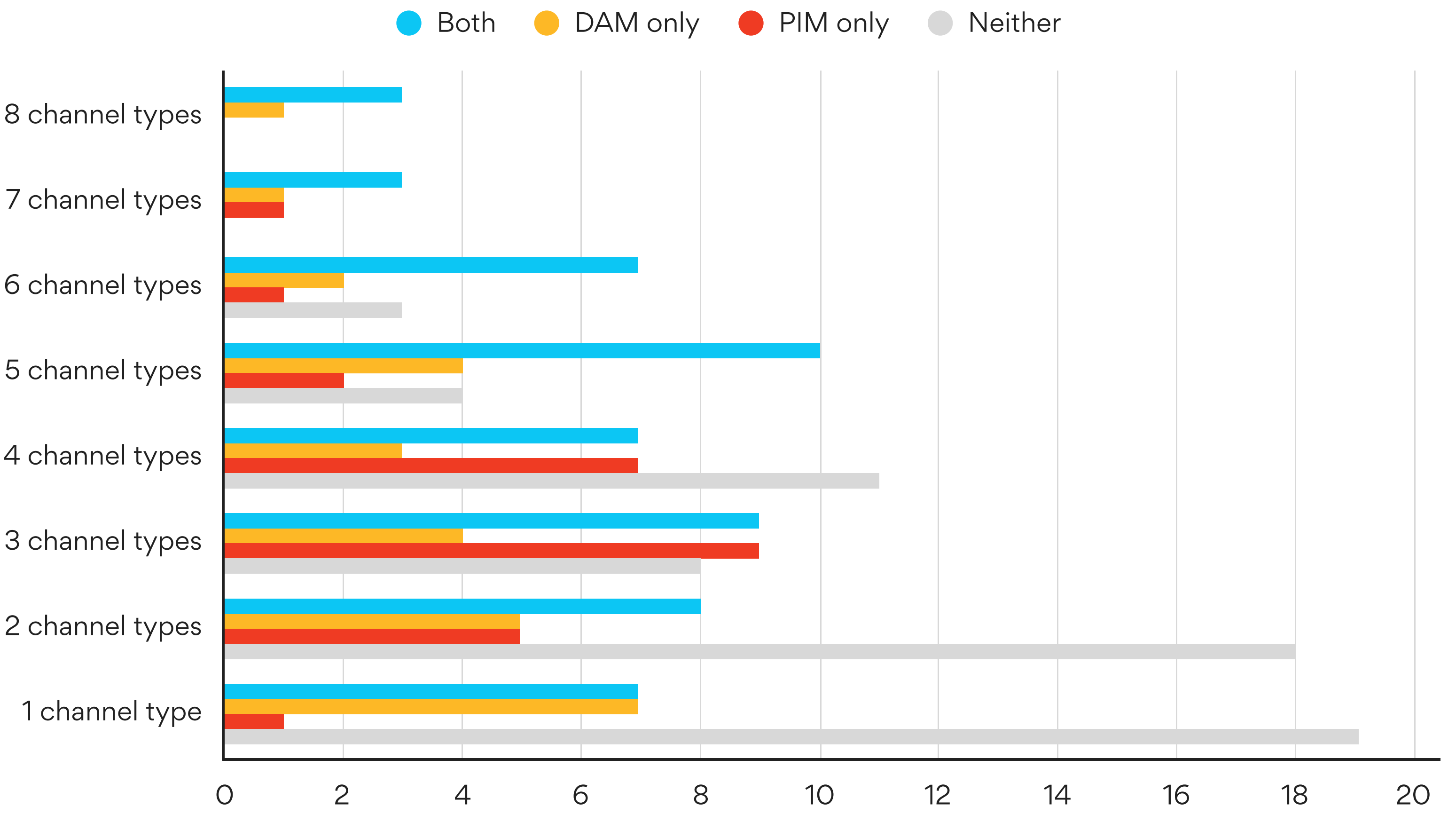
Throughout this report, one group consistently stands out: companies using both PIM and DAM to bring products to market. These respondents are:

- 26% more likely to report positive or very positive company performance
- 33% more likely to report ROI from PIM
- 8% more likely to report ROI from DAM
- More likely to report higher digital maturity
- More likely to feel confident in their competitiveness

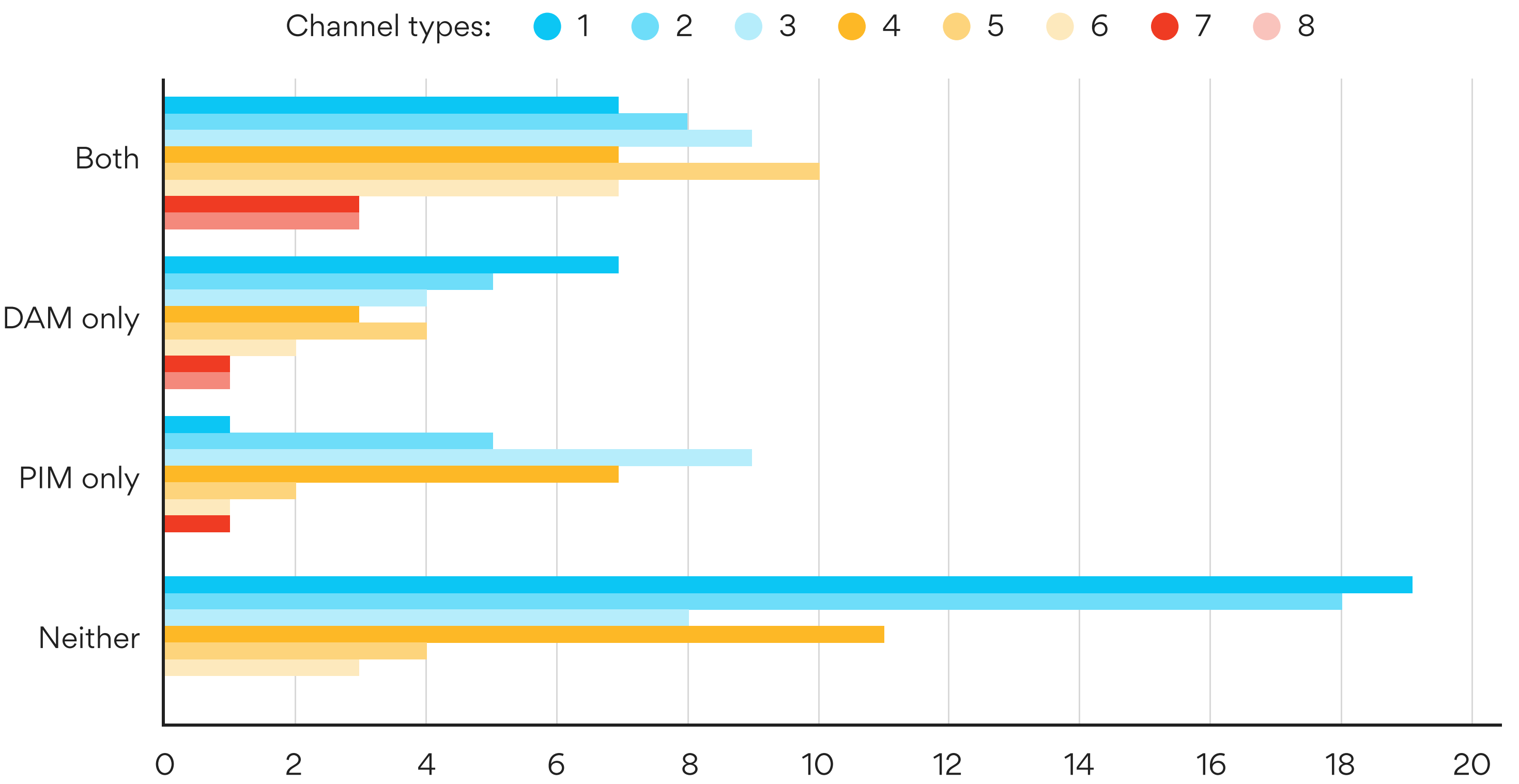


Interestingly, the more channels a company sells through, the more likely they are to have both PIM and DAM. This suggests they’ve moved beyond debating whether to invest, instead planning feature backlogs and managing complex channel strategies.

Number of channel types vs. have PIM/DAM n = 170



Number of channel types vs. have PIM/DAM n = 170



Why PIM and DAM work better together

PIM manages product data like specs, pricing, and descriptions. DAM handles images, videos, and other rich media. When integrated, they keep data and assets aligned, empowering companies to create more cohesive product experiences.

A PIM + DAM integration also allows for syndication to multiple channels. That means product data and digital assets can move automatically from multiple source systems into PIM and DAM, and syndicate to multiple channel types. This centralized approach inherently improves customer experience across channels and generates tangible ROI.

Companies with both platforms in place are already thinking differently. They’re not just managing systems—they’re connecting the dots between product experience and customer experience. In other words, they’re laying the foundation for PXM.

#2: Focus on the customer.

What separates companies with stronger results isn’t just what they buy. It’s why they buy it.

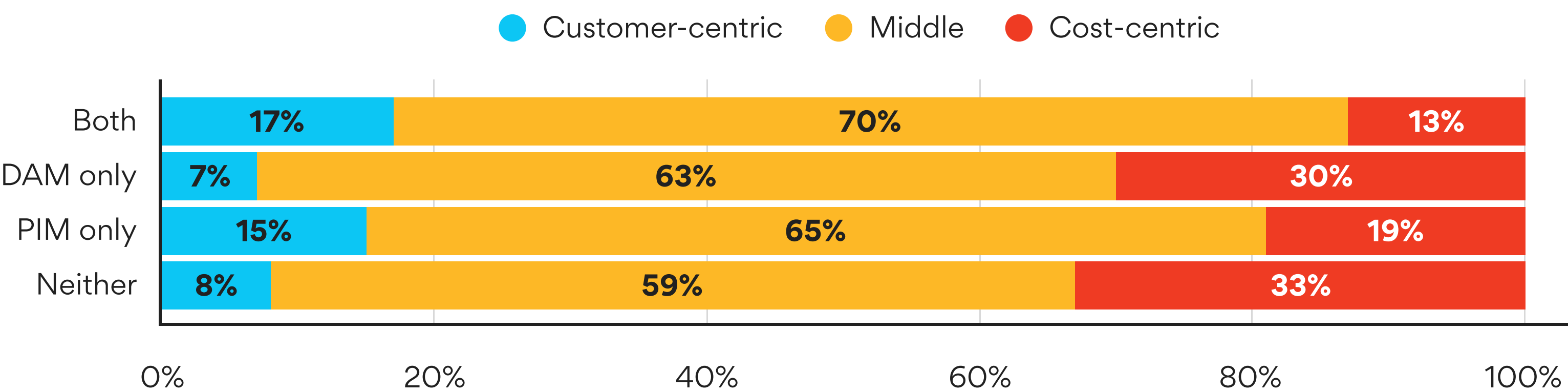
Customer-centric companies think differently. They invest to improve the buyer experience—not just reduce costs or inefficiencies. This goes far beyond the software—it’s about the leadership, strategy, and framework that drive how platforms are implemented and evolved.

We see that mindset in action.

When we analyze companies who have both PIM + DAM, they tend to lean more customer-centric than cost-centric overall when it comes to making tech purchasing decisions. This suggests that these companies have found balance and value in investing in systems that support a better customer/buyer experience.

Which of the following best describes how your company invests in digital transformation?

n = 170



#3: Think strategically about how you execute.

Today’s PIM and DAM platforms are flexible and capable. The issue isn’t the software—it’s the execution.

Companies that struggle to realize ROI cite gaps in strategy, governance, and change management. Those who succeed take a more intentional approach from day one.

Top 3 reasons for achieving ROI with PIM

Single source of truth
Speed to market
Organization of product data

Top 3 reasons for not achieving ROI with PIM

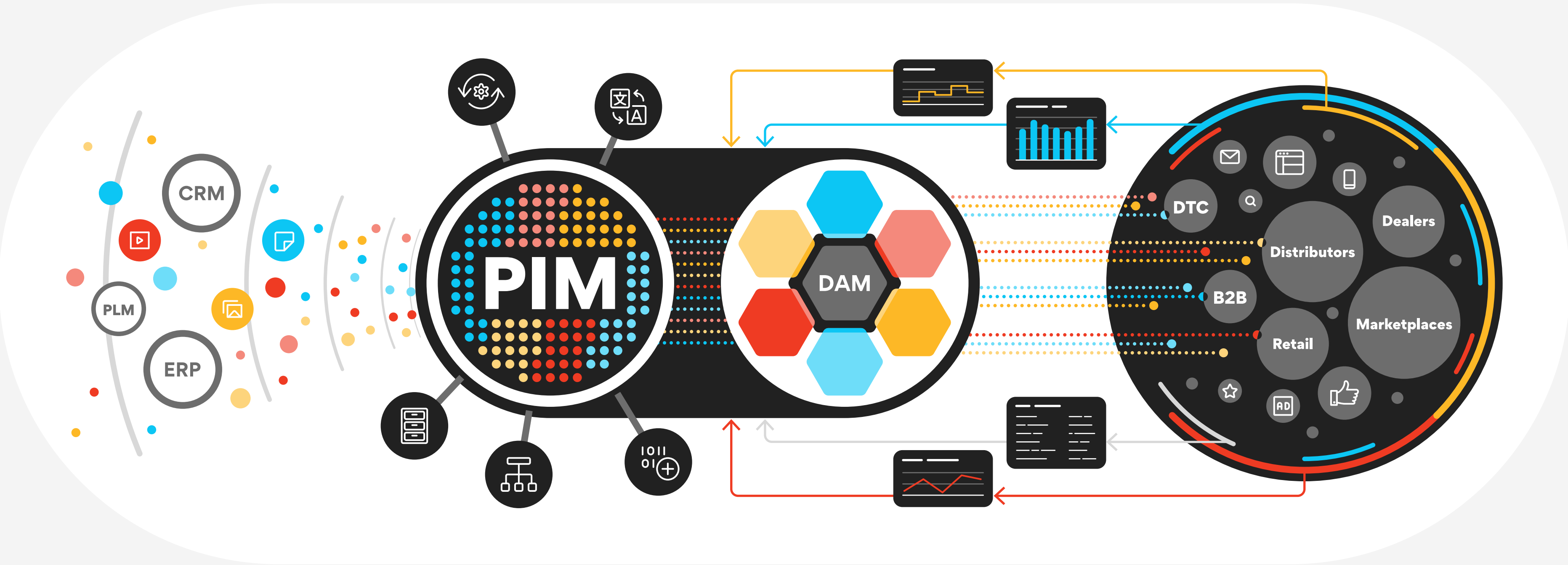
Not enough time
Slow adoption
Lack of training & support

Top 3 reasons for achieving ROI with DAM

Organization of media
Centralized assets
Process efficiency

Top 3 reasons for not achieving ROI with DAM

Slow adoption
Hard to estimate
Functionality



What do ROI achievers do differently?

 <p>Align platform implementation with clear business goals</p>	 <p>Ensure ease of use across multiple roles</p>	 <p>Scale quickly after MVP</p>
 <p>Syndicate to multiple destinations</p>	 <p>Automate processes across business lines</p>	 <p>Empower cross-functional stakeholders</p>
 <p>Train teams on consistent processes, governance, and standards</p>	 <p>Communicate value internally and to leadership</p>	 <p>Educate users on how PIM and DAM support long-term transformation</p>

The platforms are proven. What sets ROI achievers apart is how they implement—grounded in values, framework, and execution that scales over time.



What is the biggest reason for your company's ability to achieve ROI?

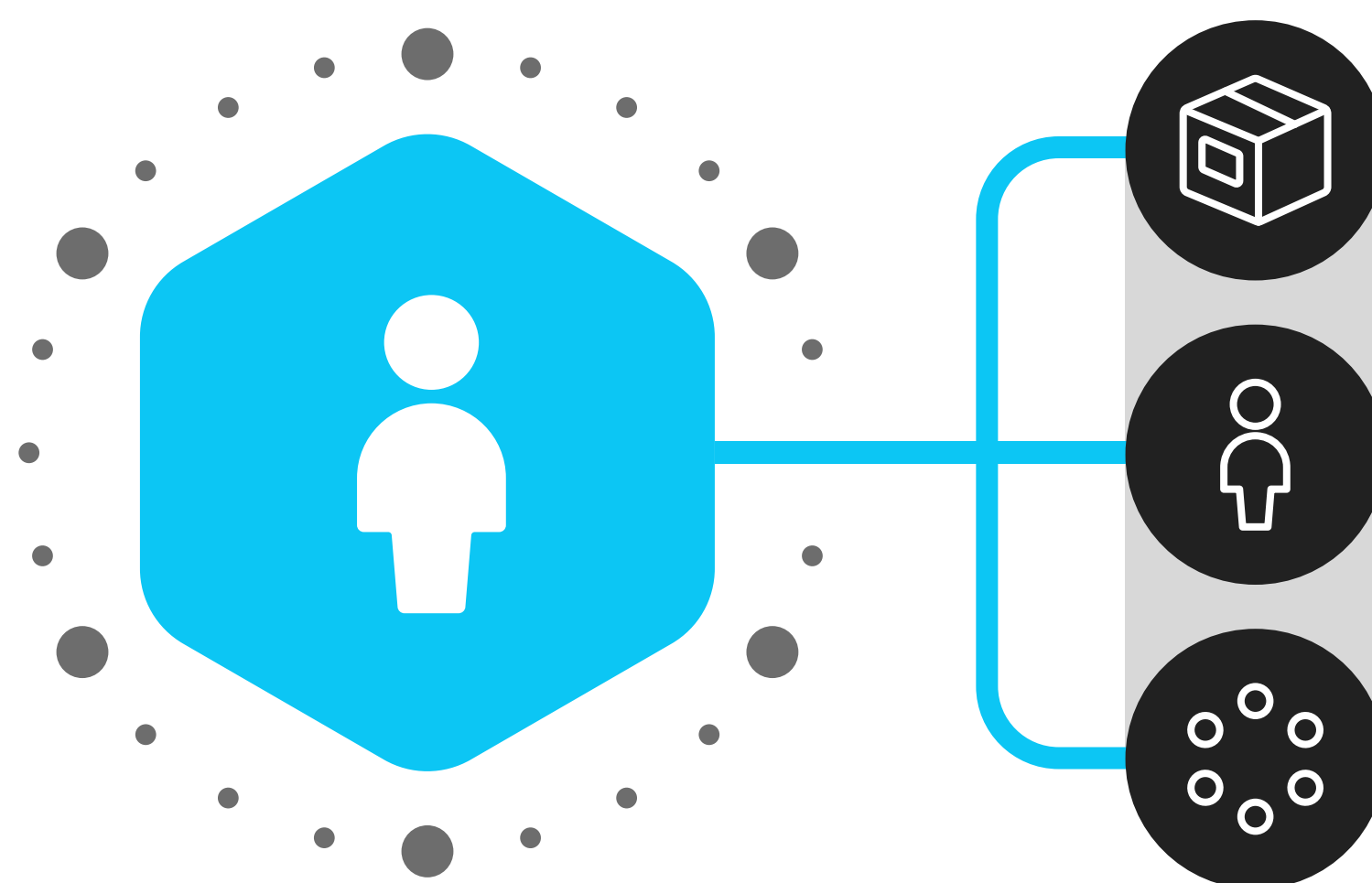
Respondent verbatims:

“Flawless management of digital assets and the possibility to customize and enhance marketing content quickly with no technical investment needed.”

“Complete syndication files for our ecommerce and distributors.”

“Being able to access the DAM via the PIM ensures that we keep our digital assets updated and accurate.”

“Ecommerce websites pull product data from PIM—which needs product images. So very critical for syndication.”



Conclusion

Digital commerce is evolving—and many manufacturers are evolving with it.

Our research shows the top performers are investing in PIM and DAM not just to move faster or cut costs, but to win the long game with customer experience.

That's why Ntara focuses here. PIM and DAM are essential to enabling PXM—and their impact often depends on how they're activated.

The right systems integrator can help you define a clear PXM framework, guide strategic software implementations and integrations, and continue uncovering new opportunities to drive value long after going live.

*For more information,
email benchmark@ntara.com
or visit ntara.com.*

