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AI is revolutionizing practices and competing with tools

Will the enthusiasm in parts of the USA following Trump's return to power alongside his ally Elon Musk, and the tech industry's shift towards a more Republican stance act as a catalyst for Europe to rethink its sovereignty and for France to (finally) close ranks? Adding to this, we face a geopolitical and energy crisis, along with cautious investors. In France, the dissolution of Parliament opened 2024, leading to 65,000 business bankruptcies (a 20% increase), leading to an inevitable rise in unemployment. Given this context, can we be optimistic about our government in early 2025?

According to EY's November 2024 barometer, 49% of foreign investors have reduced their investments in France due to regulatory uncertainty, stalled reforms, labor costs, and budgetary concerns. On top of that, the regulatory burden on data usage continues to grow. It will take serious creativity, innovation, and strategic thinking to maintain France's attractiveness at last year's level.

On a brighter side, France remains strong in AI, with 590 specialized startups, including 29 unicorns, making us a leader in the field. And guess what fuels AI? Data. According to [Cerfa](#), reliable, precise, accessible, ethical, and personalized data – what we call *good data* – continues to grow by 4% per year until 2026, remaining the lifeblood of our businesses.

Here are the 10 key trends in Data Marketing for 2025, building on 2024 major themes while also reflecting on new developments, often driven by emerging platforms.

1. AI becomes more autonomous

The AI market reached nearly \$48 billion in 2024, on the European market driven by generative AI (source IDC). In 2025, IT spending in Europe related to AI is expected to grow by 8.7%, with AI-specific budgets increasing by 21% (Gartner). This ongoing growth is fueled by AI agents, systems capable of planning and acting autonomously, eliminating repetitive tasks. By combining perception, reasoning, action, and learning, these agents can automate functions like customer support. However, AI agents require complex and costly architectures, along with niche expertise. As AI integration becomes essential, companies are appointing newly-denominated Chief AI Officers (CAIOs) to oversee implementation.

2. No AI without data

Europe's AI market holds great potential, but most companies are unprepared. Gartner reports that only 4% believe they have enough quality data for AI, while 78% struggle to leverage generative AI due to inadequate data (MIT Technology Review, 2024). The issue lies in disorganized, unreliable, and inaccessible data. 2025 will be the year of preparation of data for AI models.

3. Retail media expands into full-service platforms

Retail media has become the fourth-largest advertising channel, primarily led by Amazon in the US, where it is now the company's most profitable segment. According to Statista, retail media ad spend is projected to reach \$176 billion by 2028 on the French market, growing at an annual rate of 30%. This growth is driven by monetization strategies, loyalty programs, and customer account data, leading to the rapid expansion of e-retail media, which itself is growing by 24% annually (SRI). Retail media is now responsible for one-third of Walmart's profits and has become a core business for the retail industry.

In France, retail media has surpassed €1 billion in ad spend and now accounts for 10–12% of digital advertising revenue (Observatoire ePub). It is one of the main growth drivers, alongside social media advertising. This market has become crucial for leveraging valuable first-party data (Colab 2024 study) and has evolved into a structured industry with key players, such as major retailers, marketplaces, specialized retailers, and retail media networks.

The biggest shift in retail media is its expansion beyond ad placements. Initially, retail media platforms served as data providers for advertisers. Now, they have transformed into full-fledged media agencies, simplifying access to first-party data and offering clean rooms (e.g., Ermes, Dekuple Publicis, AMC Amazon Marketing Cloud, Infinity Numberly, and digital IDs). These solutions enable an omnichannel view of customers, covering transactions, behavior, and geolocation.

Additionally, self-service platforms like Mirakl are making these services more accessible, allowing brands to create audiences and optimize media strategies. This evolution marks a major trend for 2025, as retail media platforms increasingly operate like traditional media agencies, but with the added advantage of direct consumer data access.

4. Data governance & ethics

From Google and Meta to Orange and smaller providers, the uncertainty surrounding regulations has become a major concern in the data industry. In 2023, 84% of decision-makers expressed concerns about compliance with evolving legislation (Actu Data, 2023). The resulting fines and restrictions have created hesitation in the market, with some companies slowing innovation, freezing new initiatives, and struggling to build sustainable business models. In extreme cases, this has even led to disinvestment and loss of value for data-driven businesses.

However, transparency and trust remain key factors in the use of data, as 62% of consumers say trust is the most important element in brand interactions (Accenture Trends, 2024). Regulatory bodies are enforcing compliance through information campaigns, audits, and sanctions, ensuring companies uphold ethical data practices.

As a result, strong data governance, ethical data management, and digital sovereignty are no longer just regulatory obligations, they have become competitive advantages (Decideo.fr). Data governance, ethics, and often sovereignty have now become competitive advantages, and concern for these topics is a major trend for 2025.

5. The development of “Frugal AI”

The push for “doing more with less” has led to the development of Frugal AI, a concept focused on minimizing resource consumption while maintaining performance. Companies are now designing AI systems that use fewer computational resources, making them more energy-efficient and cost-effective.

Frugal AI plays a critical role in reducing environmental impact, optimizing energy consumption, and supporting sustainable smart buildings. Originally identified as an emerging trend in 2024, Frugal AI is set to expand further in 2025.

6. Data-driven content & the rise of influencer marketing

We are witnessing the creation of real stories developed by influencers, who have become an essential communication channel that is “platformized” and is considered very effective. By 2022, 70% of French consumers had already made purchases based on influencer campaigns (Statista, July 2024). In 2024, a study by Influencer Marketing Hub revealed that 90% of marketers believe influencer marketing is effective and 72% say it attracts higher-quality customers.

This professionalization of influencer marketing is driven by new platforms and AI-powered tools such as Kolsquare, a European leader offering a TikTok calculator to help brands estimate

performance before launching campaigns; or Ramdam, which provides automated tools for brands to select micro-influencers and create high-performing social media videos.

2025 will see even greater sophistication in influencer marketing and data-driven storytelling supported by AI.

7. The rise of data marketplaces

With the explosion of the volume and variety of data, companies struggle to access high-quality, unified data in a streamlined way. This has fueled the rise of data marketplaces/platforms that facilitate data exchange, enrichment, and sharing.

These marketplaces can be private, public, or hybrid, and they are becoming essential for businesses needing on-demand access to high-quality data. Many operate in self-service mode, providing visualization tools and structured data portals. Key players in the data marketplace ecosystem include Open Data Soft, Dawex, or Mirakl.

8. The Race for better measurement

"2025 will be the year of measurement," according to Google's marketing trend insights. With businesses investing more in data-driven strategies, the ability to accurately measure campaign performance is a top priority.

Indeed, measurement is an ongoing process that requires constant optimizations and is a priority trend: 80% of advertisers consider measuring the effectiveness of actions a priority (AudienceXpress study cited by Viuz 2024).

9. Search Engines face competition

In 2025, traditional search engines like Google could be deeply affected by the rise of AI-powered search tools and social media-driven discovery. AI-powered search engines like ChatGPT, Perplexity AI, and others offer contextual, conversational responses, going beyond traditional search results (Codeur.com). TikTok has also developed a built-in shortcut for quick discovery destined for Gen Z.

As consumer behavior shifts and users demand more interactive, precise answers, Google and other search giants will need to adapt quickly to maintain dominance. The future of search is no longer just about keywords, it will be about context, conversation, and AI-powered personalization.

10. The return of hybrid marketing

Believe it or not, *phygital* marketing, also called hybrid marketing – the fusion of physical and digital experiences – is making a comeback in 2025.

The good old concept of omnichannel is gaining new life: in 2025, 80% of companies plan to invest in omnichannel strategies to offer their customers a seamless experience, whether they are online or in-store (codeur.com). This means offering a continuous image and a customer journey that integrates data collection, consent, and its level of permission, at every interaction and across all possible channels.

This revival of hybrid marketing echoes Seth Godin's "Permission Marketing" concept, now modernized for the digital era.