



Google Cloud

AI Trends 2025

Retail and CPG



AI has catalyzed a wave of rapid innovation—and the pace shows no sign of slowing. Its evolving capabilities will continue to drive a radical transformation in how organizations operate, compete, and innovate in 2025.

To map its impact, Google Cloud analyzed data to identify the top five AI trends reshaping business. Here, Carrie Tharp, VP, Global Solutions & Industries explores what this means for retail and CPG organizations.

Multimodal AI: Unleash the power of context

2025 is a pivotal year for enterprise AI adoption, driven largely by multimodal learning and the contextual awareness it enables.

Multimodal AI mirrors human learning by integrating diverse data sources like images, video, and audio in addition to text-based commands.¹ This unlocks

AI's ability to decipher and learn from a much broader range of contextual sources with unprecedented accuracy, producing outputs that are more precise, customized, and tailored, creating an experience that feels natural and intuitive.²

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Multimodal AI will continue to help retailers interpret vast amounts of customer-generated data, including text, images or videos on social media. It can also help understand context in digital interactions to predict trends, offer tailored product recommendations, and improve shopping experiences.”



Carrie Tharp, VP,
Global Solutions & Industries,
Google Cloud

¹ MIT Technology Review, [Multimodal: AI's new frontier](#), May 2024

² Forbes, [Sensing Success: OpenAI, Anthropic And 40+ Others Leverage Multimodal AI](#), May 2024

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AI agents: The evolution from chatbots to multi-agent systems

Customer agents

Employee agents

Creative agents

Data agents

Code agents

Security agents

AI applications have evolved from chatbots into sophisticated AI agents capable of handling complex workflows. These AI agents show reasoning, planning, and memory; and have a level of autonomy to make decisions, learn, and adapt.

Multi-agent systems are the next phase of evolution. They are composed of multiple independent agents that collaborate to achieve a goal or complex workflow beyond the ability of an individual agent.

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We expect retailers will focus on implementing agents and redefined workflows, especially in marketing. For example, creative agents can generate tailored marketing campaigns with unique copy and images, combined with optimization agents to maximize audience selection, placements, and personalized recommendations.



Carrie Tharp, VP,
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Best Buy is resolving issues up to 90 seconds faster with its gen AI-powered virtual assistants that can help troubleshoot product issues, reschedule order deliveries, and manage subscriptions.

[Watch the video](#)

PODS, working with advertising agency Tombras, used Gemini to create the “World’s Smartest Billboard,” a campaign on their trucks that could adapt to each neighborhood in New York City. The ads used live feeds of data so they updated in real-time hitting all 299 neighborhoods in just 29 hours creating more than 6,000 headlines.

[Learn more](#)

Woolworths, the leading retailer in Australia, boosts employees’ confidence in communications with “Help me write” across Google Workspace products for more than 10,000 administrative employees.

[Learn more](#)

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Assistive search: The next frontier for knowledge work

AI has changed the way the world discovers information, creating a shift from retrieving to creating knowledge.

Advanced AI-powered search technology includes site search, product search, and customer support self-service search.

It is helping organizations enrich and optimize product data catalogs, save significant manual work, and improve conversion and cross-selling efficiency.

[Learn more about enterprise search](#)

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We expect gen AI will continue to transform internal search for knowledge workers and external search for websites, allowing customers to find products using natural language, images, or voice commands to deliver higher quality search results-reshaping discovery online.”



Carrie Tharp, VP,
Global Solutions & Industries,
Google Cloud

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AI-powered customer experience: So seamless, it's almost invisible

Today's real-time conversational insights and speech-based customer support features are a stepping stone, not the final destination of AI-powered CX.

This will be reached when companies can combine customer engagement applications and enterprise search to

provide customers with precisely what they want: experiences so seamless, personalized, and efficient that issues are resolved without a customer even noticing they have interacted with a company's customer service or support technology.

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We expect retailers will expand their gen AI experiments to create more personalized interactions and omnichannel support, such as personal AI stylists, visual representations of suggested looks, and using gen AI to generate images or videos to help troubleshoot and cross-sell.”



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Klook, Asia's leading platform for experiences and travel services, is building organization-wide AI capabilities that will personalize and optimize experiences for customers, partners, and employees, including developers who are using Gemini Code Assist to support testing and generating code for the Klook platform. [Learn more](#)

NotCo, a Chilean food technology company known for its plant-based alternatives to animal products, created an AI chatbot available 24/7, so users can simply ask the chatbot questions about sales, inventory, or any other data, and generate reports. This allows NotCo's teams to gain valuable insights in real time, enabling them to make data-driven decisions faster and with more confidence. [Learn more](#)

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 Trend 05

Security gets tighter—and tougher—with AI

2025 is a revolutionary year for AI's adoption into security and privacy best practices.

AI has the potential to become a powerful tool in every security professional's toolkit—

helping to bolster security defenses, identify and combat threats, relieve manual work, and speed up responses.

[Get Mandiant's latest AI-powered threat intelligence insights](#)

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We'll see retailers focusing on AI-powered deepfake detection systems to spot fake product reviews, brand and influencer impersonation, and even fraudulent customer interactions. These systems will leverage advanced algorithms, such as multimodal analysis and anomaly detection, to distinguish between genuine and fabricated content.”



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For a deeper dive into these trends, download the full **AI Business Trends 2025** report.

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