



Above: Samsung Galaxy S25 Launch - Live on Amazon!

WELCOME.

Welcome to our guide on the **Future of Live Shopping**, a space where e-commerce meets real-time engagement, and the customer experience is more interactive and personal than ever before.

As a Director at Groovy Gecko, a live streaming and production company, I've had the privilege of witnessing first-hand how live shopping is transforming the e-commerce landscape. What was once a transactional experience is now becoming a dynamic, two-way conversation, blending the immediacy of live video with the convenience of online shopping.

In this booklet, we'll explore the key trends shaping live shopping, share practical insights on how to leverage this powerful format, and highlight why it's becoming a must-have strategy for brands looking to deepen customer connections and drive sales.

Live shopping isn't just about selling, it's about storytelling, authenticity, and creating memorable moments that convert. We hope this guide equips you with the tools and inspiration to make live shopping a core part of your e-commerce strategy.

Looking forward to hearing your thoughts.

Take Ward

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THE FUTURE OF LIVE SHOPPING.

A GAME-CHANGER FOR E-COMMERCE.

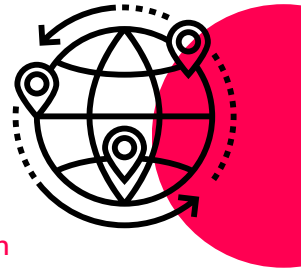
Live shopping is revolutionising the e-commerce landscape, seamlessly blending entertainment, social engagement, and instant purchasing to create immersive, **real-time shopping experiences**. As consumer expectations evolve, they increasingly demand more than just transactional online interactions. They seek dynamic, engaging, and **interactive brand experiences**.

IN CHINA, LIVE SHOPPING HAS EXPLODED INTO A \$810 BILLION INDUSTRY (2024).

THE GLOBAL OPPORTUNITY VS. EUROPE'S LAG.

In China, live shopping has exploded into a **\$810 billion industry** (2024), proving its potential to transform e-commerce. Yet, in Europe, brands have struggled to replicate this success, with live commerce generating only **around \$14 billion**.

The difference? A tailored approach is needed, one that reflects local shopping behaviours, platform preferences and digital engagement styles across key European markets (EU5).



WHY LIVE SHOPPING MATTERS.

1

CHANGING CUSTOMER EXPECTATIONS.

The seamless fusion of physical and digital brand experiences is no longer optional, it's critical to maintaining relevance and inspiring long-term loyalty.

FAST-GROWING MARKET.

Live shopping is projected to account for up to 20% of all e-commerce sales globally by 2026 (McKinsey), making it an essential strategy for brands that want to stay ahead.

2

A SHIFT IN STRATEGY.

Many brands still treat marketing and customer experience as separate functions.

Live commerce blurs this divide, transforming shopping into an immersive, social-driven event where engagement directly translates to sales.

3



Above: Waitrose Live Cook Along & Live Shoppable!

**LIVE SHOPPING IS PROJECTED
TO ACCOUNT FOR UP TO 20%
OF ALL E-COMMERCE SALES
BY 2026.**

(McKinsey)



Where online meets in-store. The lines between in-store and online shopping are rapidly blurring.

Shoppers no longer just browse; they want to connect with brands, see products in action, and receive instant feedback, much like they would in a physical store.

Live commerce enables brands to complement this real-world engagement digitally, **driving higher conversion rates, fostering deeper brand loyalty, and enhancing customer satisfaction.**

For your e-commerce strategy, integrating live shopping isn't just about staying ahead of trends, it's about **redefining the way consumers shop and interact with brands.**

The fusion of digital convenience with the authenticity of real-time interaction is the key to future-proofing your brand in an increasingly competitive market.

LIVE SHOPPING MODELS.

What are the options?

1.0 SOCIAL & AMAZON.

- Brands leverage external marketplaces like Amazon Live and social commerce tools.
- Easy access to large audiences but limited control over data and brand experience.

2.0 BRAND WEBSITE INTEGRATION.

- Hosted directly on a brand's website or app.
- Full ownership of customer journey, first-party data, and brand identity.

What does the next step look like?


3.0 PARTNERED LIVE COMMERCE.

- The most advanced live shopping strategy sees brands developing dynamic formats that engage audiences and attract commercial partners.
- These broadcasts integrate featured products from both endemic and non-endemic brands, like a beachwear stream sponsored by a travel company, creating new revenue opportunities.





CASE STUDIES.



SAMSUNG X AMAZON LIVE

SAMSUNG GALAXY

Groovy Gecko partnered with Samsung and Amazon to produce the first-ever Amazon UK Live Shoppable launch — unveiling the Samsung Galaxy S25 with full live shopping integration.

BACKGROUND.

To launch Samsung's Galaxy S25 in the UK, Amazon chose Groovy Gecko to produce its first-ever Shoppable Live stream for the region. We delivered a 30-minute live show from a London location, featuring influencers and a Samsung expert, designed to showcase key product features in a fun, interactive format.

Seamlessly blending high-quality production with real-time e-commerce integration, the stream engaged audiences and drove direct sales via Samsung's Amazon store.

OUR SOLUTION.

Groovy Gecko provided full production support for the Samsung Galaxy S25 launch on Amazon Live, from location scouting and scripting to dynamic multi-camera filming.

The live stream featured two influencers and a Samsung expert, showcasing key features like AI search and advanced camera tools through real-time demos.

We streamed simultaneously in portrait and landscape formats, enabling live shopping via the Amazon storefront. Post-event, we delivered promo edits and a full recording for extended brand use.



SAMSUNG

LIVE SHOPPABLE.

THE RESULTS.

The launch stream ran flawlessly, delivering a seamless experience for both the on-screen talent and viewers. Audience engagement was high, with active participation in the live chat throughout the broadcast. Most importantly, the event made a strong impact on product visibility and sales, marking a successful debut for Amazon Live's shoppable format in the UK.



78%

said talent helped me learn something new about the product.

32%

of all Samsung campaign sales on Amazon were influenced by Amazon Live media.



Bartle Bogle Hegarty x F&F Home.

F&F HOME: TIKTOK LIVE

Groovy Gecko partnered with Bartle Bogle Hegarty (BBH) and F&F Home, a Tesco brand, to deliver a unique TikTok live stream event that captured the brand's products in an organic, mobile-first format.

OBJECTIVES.

The challenge was to create an authentic experience for TikTok users while elevating production values, allowing the stream to feel both professional and native to the platform.

F&F Home wanted to engage with a younger, **mobile-savvy audience on TikTok**, showcasing their products such as dinnerware, bedding, and bathroom essentials.

They aimed to create a native, behind-the-scenes feel to resonate with TikTok's audience, avoiding overly polished content but still elevating the overall production quality. The goal was to introduce F&F Home products through an **influencer-led session** while ensuring the stream didn't feel too produced, yet maintained high standards for visuals, sound, and flexibility.



WHAT WE DID.

Groovy Gecko blended handheld wireless cameras with professional production to create dynamic, mobile-phone-like footage. Using wireless audio, comms and streaming, we ensured seamless integration while keeping the authentic, on-the-ground feel.

Filmed in a stylish East London studio, the 90-minute influencer event showcased F&F Home products. We avoided stabilisation rigs for raw, TikTok-style camera work and shot in 9:16 for a native experience. Interactive graphics and the **live shopping functionality** enabled viewers to purchase products directly during the stream.

RESULTS.

The TikTok live stream proved to be a significant success, surpassing 40,000 views, a remarkable achievement for the client's first TikTok live event. The interactive format, coupled with seamless integration of the F&F Home product range, caught the attention of viewers, encouraging interaction and engagement.

45K

Live viewers on
TikTok.

6M

Views to the
on-set Campaign
with Influencers!

1 DEFINE CLEAR OBJECTIVES.

A well-executed live shopping event should have a clear purpose, whether it's brand awareness, engagement, or direct sales. Setting measurable KPIs, such as viewer engagement, watch time, conversion rates, and audience retention, ensures success can be tracked and optimised over time.

2 KNOW YOUR AUDIENCE.

Understanding audience personas is critical. Who are they? What platforms do they use? What type of content resonates with them? Tailor live commerce strategies accordingly, from product selection to the choice of influencers or hosts.

MASTERING LIVE SHOPPING.

A Strategic Guide.

To succeed in Live Shopping, a strategic, data-driven approach is needed that aligns with audience behaviour, business goals, and best practice.

3 CONTENT STRATEGY & FORMAT

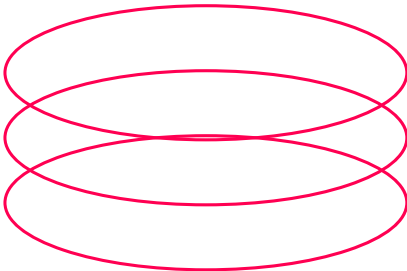
Successful live shopping isn't just about showing products, it's about creating an interactive, entertaining, and immersive experience.

Consider different formats:

Product Demos & Tutorials
Highlight key features and answer real-time questions.

Influencer & Expert Collaborations
Leverage trusted voices to build credibility and engagement.

Limited-Time Drops & Exclusives
Create urgency to drive instant conversions.



BEST PRACTICES FOR HOSTING A LIVE SHOPPING EVENT.

PRE-EVENT PREPARATION.

- Promote aggressively through email, social media, and retargeting ads to maximise attendance.
- Craft a run-of-show to keep the session dynamic and structured.
- Enable seamless purchasing with integrated 'Buy Now' features.
- Ask 'Why would I watch now' - Constantly look at the script during the development to review why the viewer would watch and continue to watch to the end.

DURING THE EVENT.

- Engage actively with viewers through Q&As, live polls, and shoutouts.
- Optimise CTAs for instant action, limited-time discounts, free shipping offers, or exclusive bundles.



POST-EVENT FOLLOW-UP.

- Analyse insights to measure impact and refine future strategies.
- Repurpose content by clipping key moments for social media and retargeting campaigns.
- Continue engagement through personalised follow-ups and exclusive post-event deals.
- Use data from the live stream to refine the targeting of users at different stages of the sales experience.

KEY STRATEGIES FOR LONG-TERM SUCCESS.

LOYALTY & LIVE.



Integrate live shopping into your loyalty program, rewarding frequent viewers with special offers.

AUTHENTICITY & ENGAGEMENT.



Keep it real, genuine, unscripted interactions drive higher trust and conversions.

INFLUENCER & CELEBRITY PARTNERSHIPS.



Collaborate with industry experts and influencers who align with your brand to expand reach and credibility.

YOUR LIVE CONNECTION.

Live commerce isn't just about selling, **it's about storytelling**, engagement, and creating an experience that keeps customers coming back. By refining your approach based on analytics, audience insights, and emerging trends, e-commerce brands can transform live shopping into a sustainable, **high-impact revenue channel**.

To learn more about how brands around the world use shoppable live and how **Groovy Gecko can help** you deliver an engaging successful strategy call or email us below.



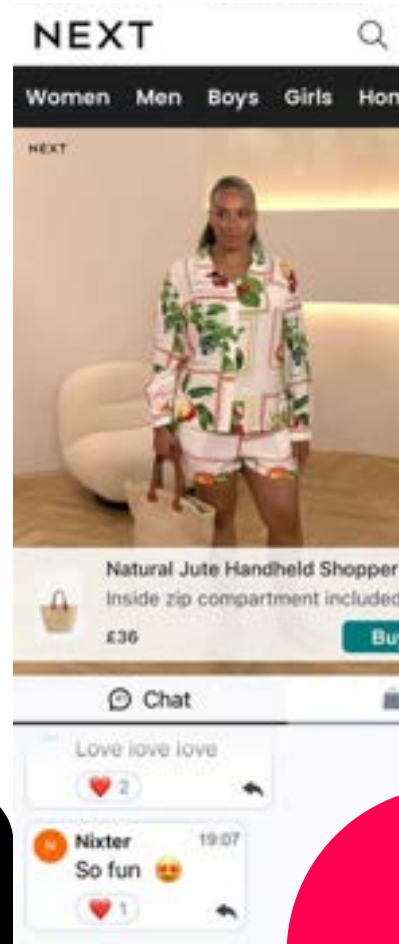
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LITERRARY PARTY

BOOK OF THE MONTH
YOUR SUPPORT
YOUR BUDDY
THE CONCEPT OF THE WEEK
NAME TYPE OF BOOK
RECOMMEND
SAY THE WORDS
WHEN THE DREAM COMES COMPLETE
A BOOK WITH INSPIRATION
OFFICIAL
MY NAME IS... AND MY...
DO YOU...
A...
THE...
MY...
...
...




WHAT
BARRERE
TO THE
BEART?



SAY HELLO.


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