



PIM Adoption Worldwide **is **Exploding****

But why now after 20+ years of modest growth?



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Introduction: PIM is growing rapidly—but why now?

The Product Information Management (PIM) market is growing fast—really fast. And with that kind of momentum, it's no surprise that adoption rates are climbing just as quickly.

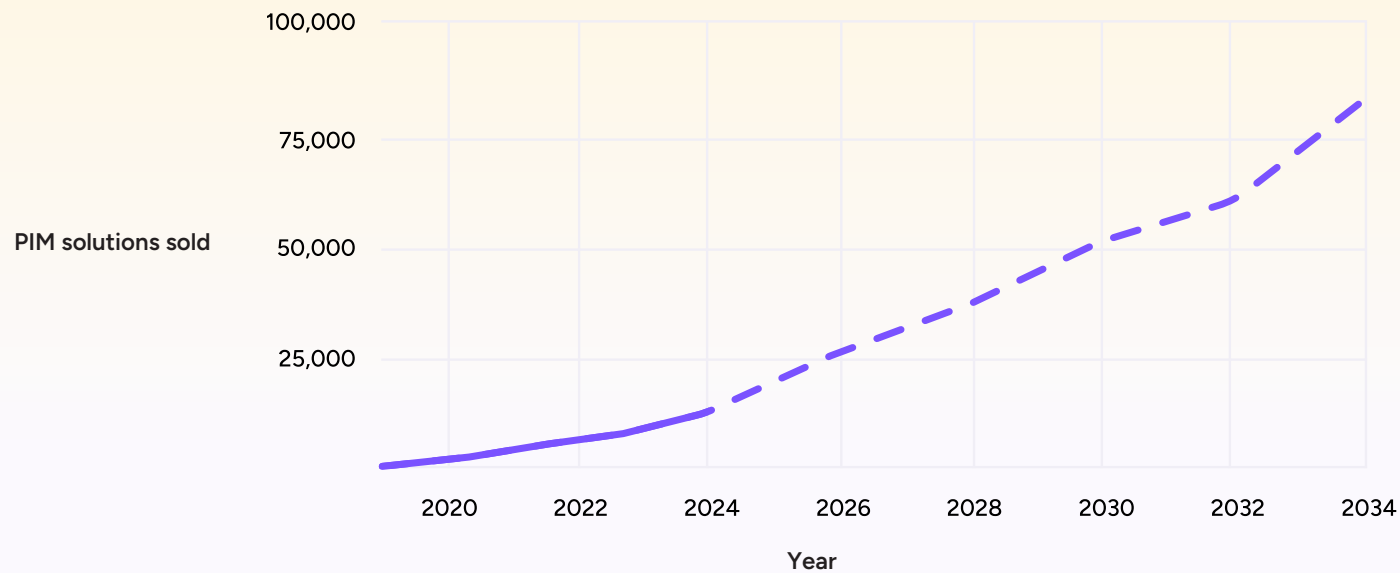
In fact, the PIM market is projected to grow by 19.85% every year from 2024 to 2034, meaning businesses are adopting PIM faster than ever before.

But honestly, these projections might be playing it safe. With AI innovation and new regulations shaking things up, growth could be even bigger than expected.

So, what's behind this sudden surge in PIM adoption? In this white paper, we'll take a look at the trends and factors that are fueling this rapid growth—and why PIM, after sitting quietly in the background for 20 years, is now stealing the spotlight.

But first things first: let's clear up what PIM actually is—and what it isn't.

Estimated PIM Solutions Sold (2019-2034)



What is Product Information Management (PIM)?

Let's be honest—15 years ago, PIM was just another piece of enterprise software, a glorified filing cabinet for product data. But today, the definition has evolved quite a bit. It's now as essential as accounting software for a business.

You wouldn't run a company without accounting software to track finances, right? The same goes for PIM—it keeps your product data accurate, accessible, and working for you across every sales channel.

What PIM used to be

Back in the day, Product Information Management (PIM) was built for the enterprise world. It was a central database where global brands stored all their product data to make sure it got to the right teams, in the right format, across multiple countries.

For large companies launching products worldwide, this changed everything. It kept product information

consistent and up-to-date, making sure marketing, sales, and compliance teams all had one reliable source of truth.

But here's the thing—it was mostly an internal tool. It was static. It was siloed. And unless you were a massive company, you probably didn't even know it existed (or could afford it).

What PIM is now

Fast forward to today, and PIM is the cornerstone of your tech stack—it's the glue that holds your product ecosystem together. Whether you're in B2B sales, ecommerce, or multi-channel retail, PIM is now the focal point of all product-related activities.

Here's why:

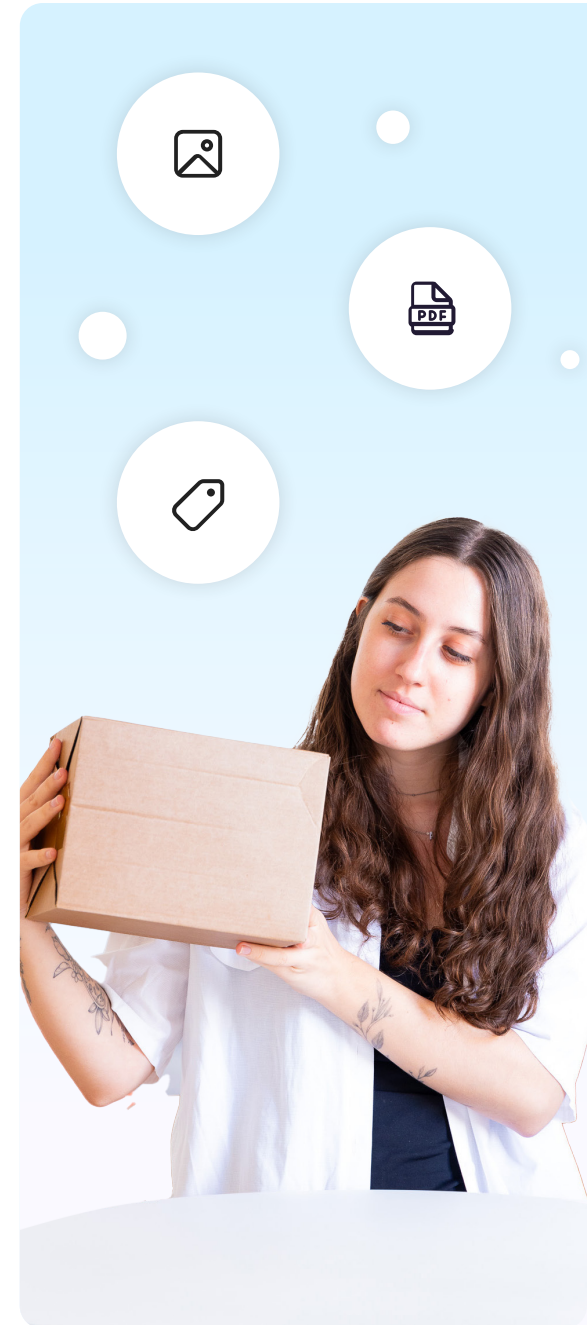
- **It's no longer just about organizing product data**—it's about powering entire sales ecosystems.
- **It's not just an internal tool**—it's the bridge between brands, retailers, marketplaces, and customers.

- **It's not just a database**—it's a collaboration hub where teams create, optimize, and distribute content.

Here's where things get interesting: PIM isn't just for managing product data anymore—it's your ticket to AI-driven growth.

Think about it—your PIM already holds structured product data, brand guidelines, enriched content, and digital assets. Now, imagine plugging that into AI.

And that's exactly why PIM and [Product Experience Management \(PXM\)](#) aren't the same thing anymore. What used to be a simple product data storage system is now a powerhouse that fuels AI-driven commerce, feeds product content into every channel, makes collaboration effortless, and helps brands deliver the right experience everywhere.



The evolution of PIM

Now that we've nailed down what PIM is (and isn't), let's take a step back and look at what's been driving businesses to adopt it in the first place.

Over the years, there have been key moments—when businesses hit a wall and realized they couldn't manage product data without PIM—that changed everything.

In this section, we'll explore those triggers—and how they've snowballed into the rapid adoption we're seeing today.

2000s: Global brands couldn't keep up with their product data

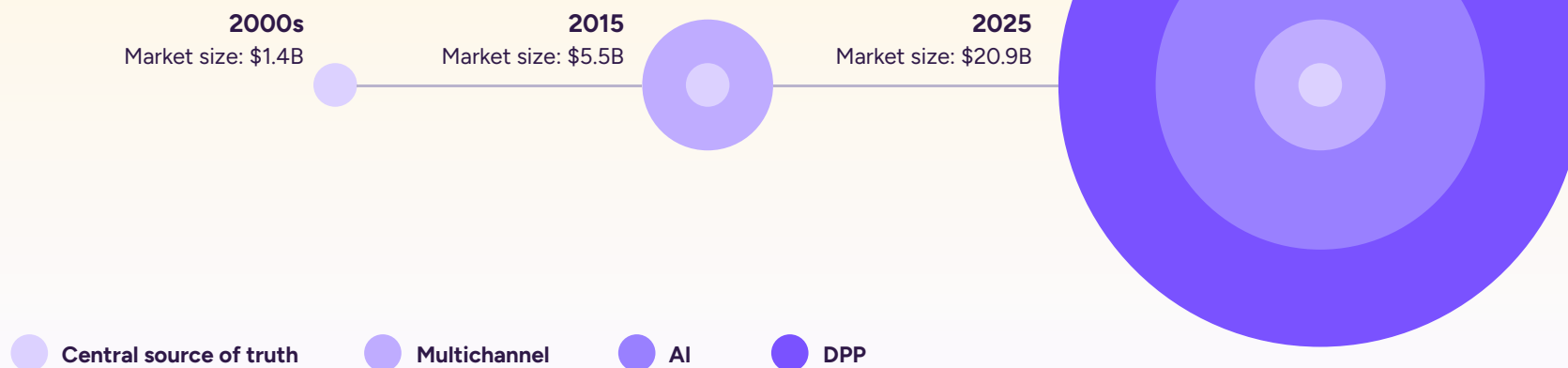
In the 2000s, big brands relied on PIM to internally manage their growing product data with a single source of truth.

- **Multi-national brands struggled** to share accurate product info across departments.
- **Sales, marketing, and operations teams** all had different versions of the truth.

- Data was buried in **emails, spreadsheets, and disconnected systems**—leading to errors and inefficiencies.

Companies needed a **centralized database** where teams could access and update product information. But because only massive enterprises had this problem, PIM was **expensive and exclusive**.

Global PIM adoption over time - cross referenced with main motivation for buying



2015: More sales channels = more need for a PIM

In 2015, online shopping exploded, and selling on one platform wasn't enough—businesses needed PIM to manage product data across multiple channels.

- Businesses expanded to **Amazon, eBay, and social media**, each with **different** product data requirements.
- **Product Listing Optimization (PLO)** became a must—every channel needed unique product descriptions, images, and attributes.
- **Headless commerce** gave brands more flexibility, but data consistency became a major challenge.

Spreadsheets weren't cutting it anymore. **Companies needed PIM to manage product data across multiple channels instantly.**

At the same time, PIM evolved beyond just a database—it became a **distribution center for B2B and B2C.**

- Sales teams used PIM to create **retailer templates, product data sheets, and online brand portals.**
- B2B buyers expected **easy, self-serve access to product information.**

PIM was no longer just an **internal tool**—it became the **control center for selling everywhere.**

2024 and 2025: AI and regulations are making PIM non-negotiable

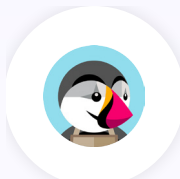
Today, we're at a tipping point. PIM is no longer just a competitive advantage—it's a **requirement** for businesses.

- AI becomes more powerful when fueled by **PIM data.**
- Businesses can create **custom AI models** trained exclusively on their product information.
- PIM-powered AI generates **tailored product content**, from descriptions to marketing copy.
- AI chatbots pulling PIM data can provide **accurate, instant responses** to customers.

Sustainability laws, **Digital Product Passports (DPP)**, and **retailer compliance rules** are tightening.

- **Major retailers now require** more detailed product info and sustainability documentation.
- Local and industry-specific **compliance regulations** are increasing across sectors, meaning **more data to manage and share.**

This means more enterprise companies and **small and mid-sized businesses (SMBs)** are investing in their **first PIM**—not just for growth, but to **stay compliant and keep selling.**



PIM is on the rise, but why now?

By now, it's clear — the PIM market is taking off. But what's changed? Why now?

The truth is, it's not just one factor — it's a combination of shifts and advancements that have been building for years.

In this section, we'll break down the key factors driving this momentum. So, what's fueling the fire?

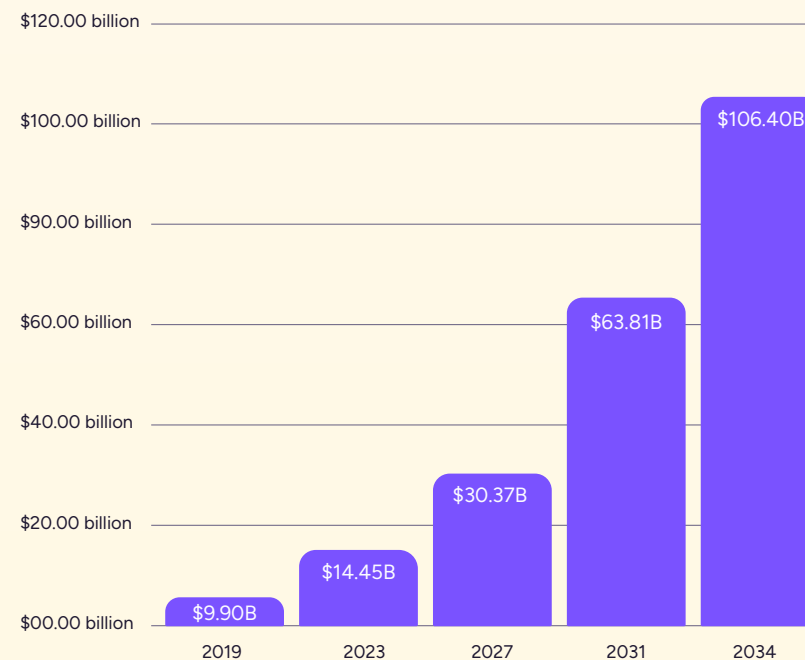
- **Ecommerce is growing fast.** And so is the complexity of managing product data manually.
- **Omnichannel and multichannel retail is the new norm.** Without a PIM, keeping product data accurate everywhere is nearly impossible.

- **AI and machine learning are making PIM smarter.** Smarter automation means cleaner data and faster updates.
- **Data quality isn't a "nice-to-have" anymore.** It directly impacts conversions, returns, and customer trust.
- **Cloud-based PIM is making adoption easier for businesses of all sizes.** Easy to implement, easy to scale, and no IT headaches.

Long story short? PIM isn't just trending—it's becoming essential.

And the brands that get ahead of this shift today will be the ones leading the market tomorrow.

Global PIM market size (2019-2034)



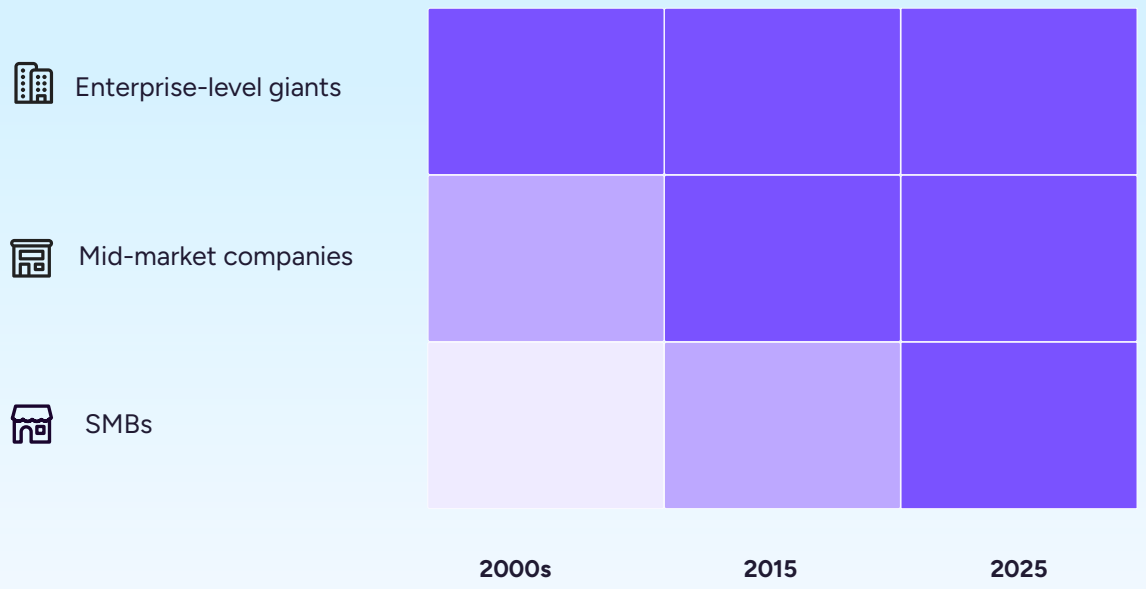
PIM adoption heatmap: Tracking the shift from enterprise to SMBs

It's not just *why* businesses are turning to PIM that's changing — it's *who's* adopting it too.

What was once seen as a tool for massive enterprises is now proving essential for businesses of all sizes. As the reasons for investing in PIM expand, it's only natural that the types of businesses benefiting from it are expanding too.

When the "why" changes, the "who" follows — and that's exactly what we're seeing now.

The heatmap tells the story: PIM adoption has spread downward from enterprise-level giants to mid-market companies and now to SMBs. The red zone, once concentrated at the top, has stretched to include companies with smaller teams, leaner operations, and growing product catalogs.



Trends reshaping the PIM market in 2025

Curious about what's next for PIM? So were we. That's why we've done our homework—studying the market, analyzing data, and surveying businesses—to get a clear picture of what's ahead. In this section, we're breaking down the top 4 trends that will redefine PIM in 2025. Here's what you need to know:



1. AI and automation

AI is transforming how businesses manage product data. Companies using AI-driven tools for data quality improvements report up to **40% higher accuracy rates**. From auto-tagging and data enrichment to content generation and photo editing, AI PIM features are taking over manual tasks—freeing up teams to focus on strategy and growth.



2. Regulations and initiatives

New regulations and marketplace requirements are raising standards for clear, structured product data across industries—covering sustainability, safety, and compliance. While **68% of shoppers** are willing to pay more for eco-friendly products with verified information, brands must provide accurate data not just to stay compliant, but to earn consumer trust. PIM systems simplify managing and sharing this information, helping businesses demonstrate transparency and reliability.



3. Product data quality

Research shows that **85% of shoppers** consider accurate product information and images essential when choosing a brand or retailer. As businesses expand across multiple platforms, the risk of incomplete or incorrect product data grows, leading to lost sales and higher return rates. Investing in better product information management helps businesses keep their data accurate, improve conversions, and reduce customer frustrations.



4. Multichannel commerce

Shopping habits have changed—ecommerce has become multichannel commerce. Shoppers no longer stick to a single platform—they browse, compare, and buy across multiple touchpoints. Multichannel customers spend **four times more** than in-store shoppers and **ten times more** than digital-only buyers. A strong PIM solution makes sure every channel has the right information, at the right time.



What today's PIMs are **actually solving** (and who uses it)

PIM is exploding in adoption, and it's not just because it's trendy—it's solving real everyday business challenges. But what does that look like in practice? How are teams actually using it, and who depends on it the most? Let's take a closer look.

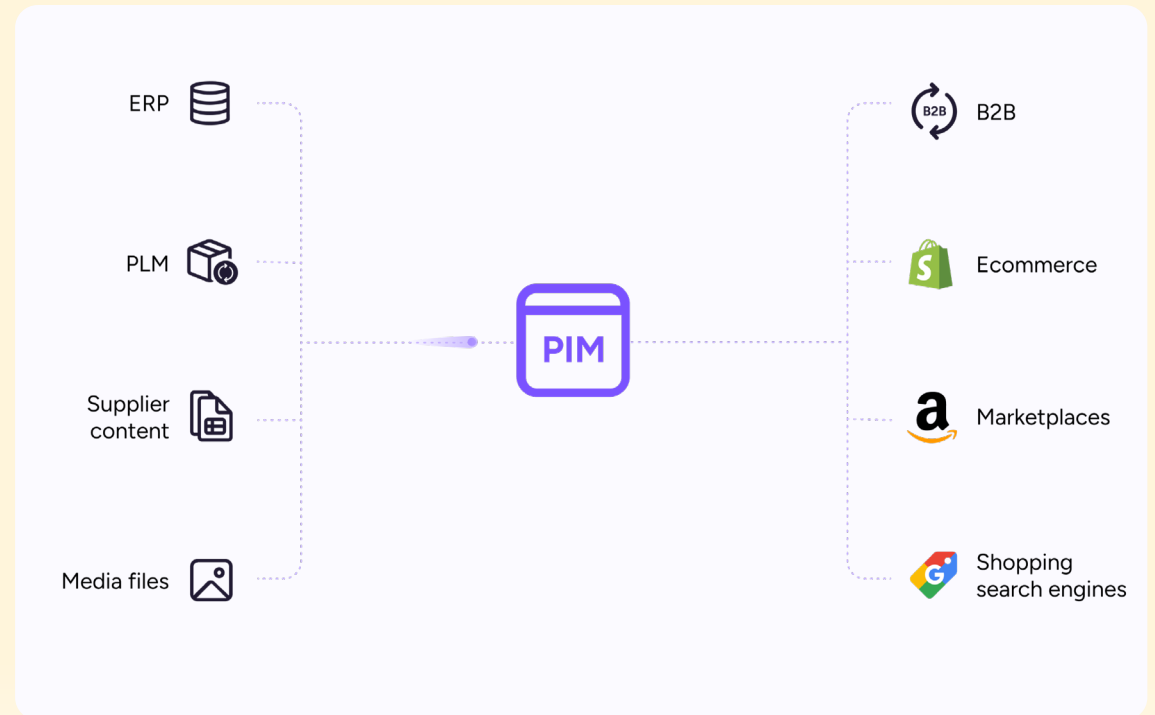
1. One **central hub** for product info and teams

What it solves:

- No more scattered spreadsheets or outdated product info.
- A single source of truth for product data, images, and descriptions.
- Sales, marketing, and compliance teams all work from the same, up-to-date data—no second-guessing.

Who uses it?

- **Product managers:** To manage and update product data.
- **Marketing teams:** To create and enrich product content.
- **Sales teams:** To access the latest product info for pitches and proposals.



2. Faster, smarter product data enrichment

What it solves:

- AI-powered workflows help teams enrich product content faster and more accurately.
- AI in a controlled PIM environment makes sure it learns from brand-approved best practices, not unreliable third-party sources.
- Product content stays consistent, high-quality, and optimized across every platform.

Who uses it?

- **Content creators:** To optimize product descriptions, images, and videos.
- **SEO and ecommerce managers:** To make sure product data is search-friendly and platform-ready.
- **AI and data teams:** To train AI models with structured, brand-approved data.

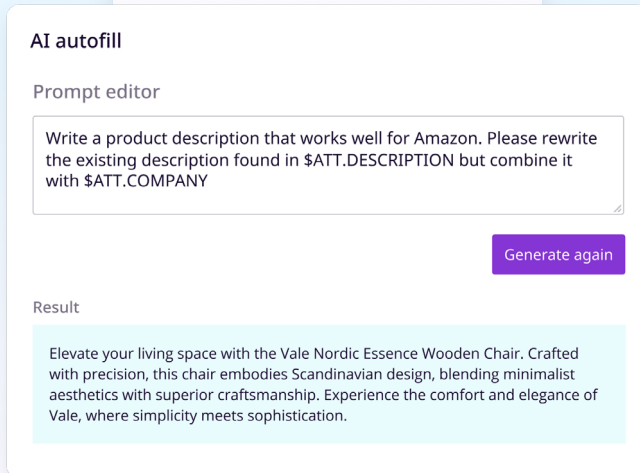
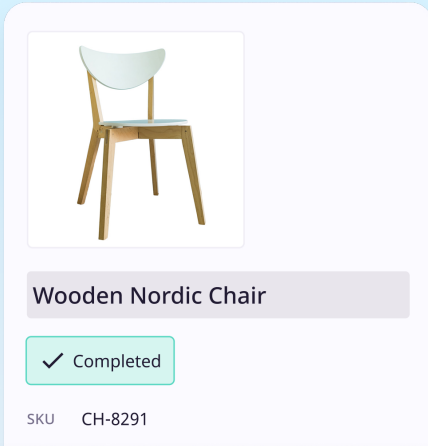
3. B2B sales enablement made easy

What it solves:

- Automates B2B product data distribution—no more manual updates.
- Creates retailer-specific templates, interactive brand portals, and product data sheets in seconds.
- Allows B2B clients to always have the latest, most accurate product info—without constant back-and-forth emails.

Who uses it?

- **Sales teams:** To quickly access up-to-date product details for pitches and presentations.
- **B2B account managers:** To provide partners with the latest product sheets and spec documents.
- **Retail partners and distributors:** To pull product info directly from the PIM without requesting updates.



4. The backbone of multichannel commerce

What it solves:

- Syncs product data across every sales channel—websites, Amazon, eBay, Google Shopping, and beyond.
- Makes sure product listings are optimized for each platform without duplicate work.
- Prevents listing errors and manual fixes—your product data is always marketplace-ready.

Who uses it?

- **Ecommerce managers:** To make sure product listings are accurate and optimized.
- **Marketing teams:** To adapt content for different platforms.
- **Customer support teams:** To access accurate product details when answering inquiries.

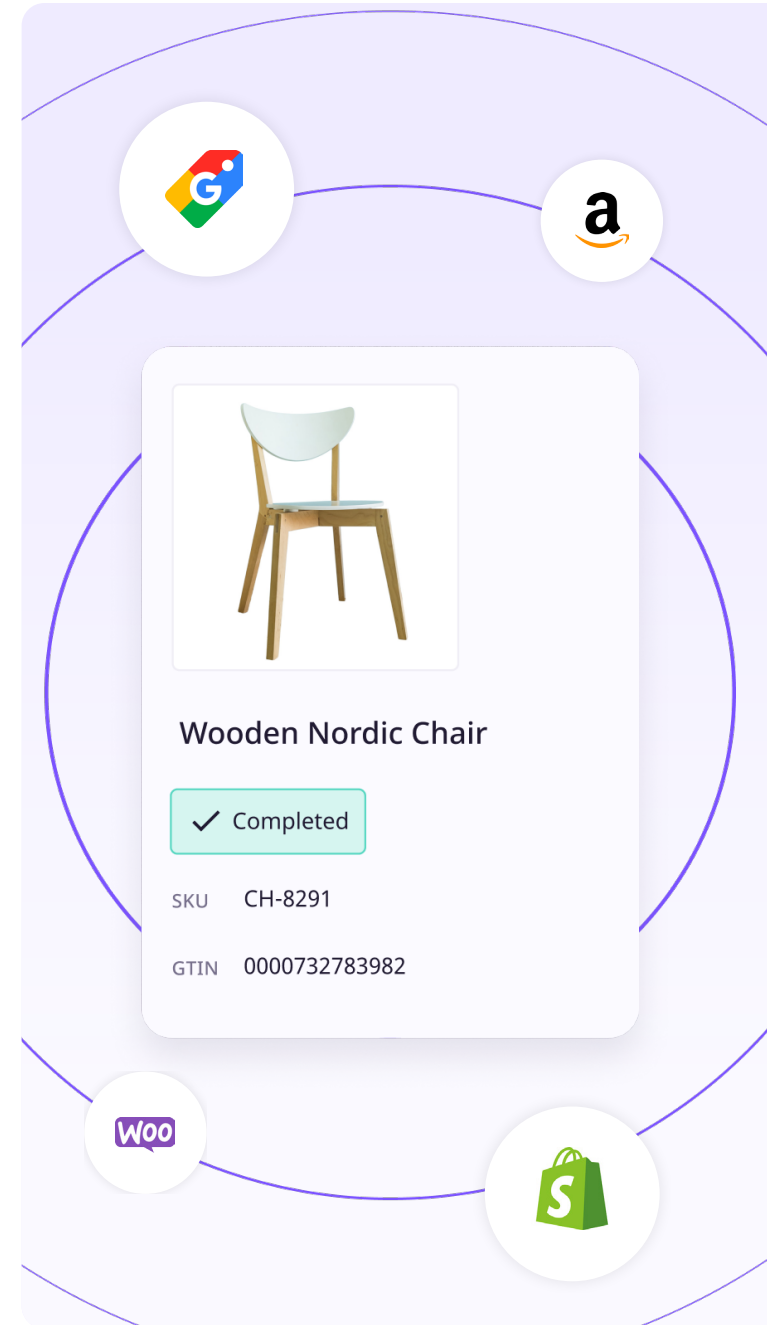
5. The only way to guarantee compliance

What it solves:

- Digital Product Passports (DPP) and sustainability laws now require traceable product data.
- Many retailers are starting to only accept product info that comes directly from a PIM.
- Without a PIM, submitting accurate data to regulators is nearly impossible.
- A centralized PIM system ensures all compliance-related product info is organized, accessible, and audit-ready.

Who uses it?

- **Compliance officers:** To manage product documentation for regulations.
- **Legal teams:** To make sure all product data meets sustainability and regulatory standards.
- **Supply chain teams:** To track and verify product origins, materials, and certifications.



PIM adoption: In which verticals is it growing, why, and which ones are next?

More verticals than ever are turning to Product Information Management (PIM) solutions to scale their digital operations, improve efficiency, and keep up with rising customer expectations. But who's adopting PIM the fastest, what's driving the surge, and who's next? Let's break it down.

Verticals where PIM adoption has grown rapidly over the past 5 years

Food and beverages (+900%)

Brands have to keep up with strict labeling laws, from ingredient lists to allergens and nutrition facts. Selling across grocery retailers, marketplaces, and DTC platforms means product data needs to be standardized, everywhere. Consumers expect full transparency—where it's from, what's in it, and how sustainable it is. And with constant product updates and regional variations, managing it all without a PIM? Not happening.

Consumer goods (+900%)

Faster product launches are now the norm, and keeping up without a PIM is a nightmare. Selling everywhere means managing product data across multiple platforms, but retailers and marketplaces are tightening requirements—if your listings aren't accurate and up to date, you're out. On top of that, AI-driven personalization and recommendations only work with clean, structured data. Without PIM, brands are falling behind.

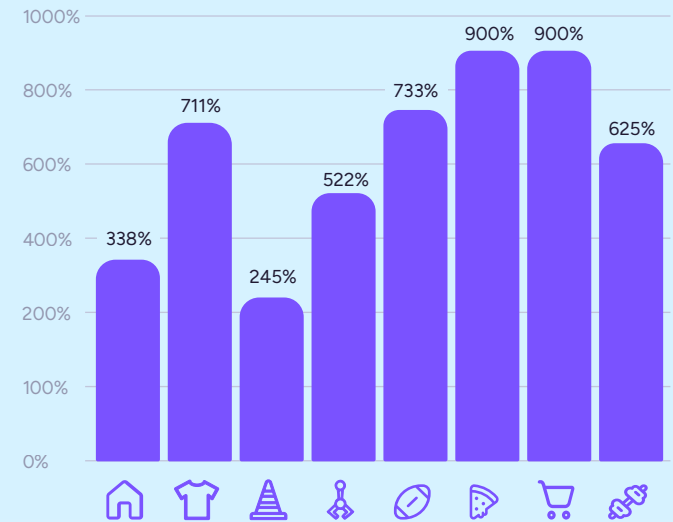
Health, wellness, and fitness (+625%)

Health & Wellness brands need PIM more than ever. Consumers now demand full transparency—from ingredient lists to sourcing details. Certifications like organic, non-GMO, and FDA/EU compliance must be documented and easily accessible. Expanding into new markets means managing localized labels, legal claims, and product descriptions without errors. And with online sales skyrocketing, brands have to keep product data consistent across marketplaces, brand websites, and third-party retailers—because one mistake can cost trust (and sales).

Sporting goods (+733%)

DTC brands are expanding fast into ecommerce, and keeping product data organized is a must. With sizes, materials, colors, and performance specs, sporting goods come with complex variations that need to be managed efficiently. High-quality visuals, detailed descriptions, and technical specs aren't just nice to have—they're what drive conversions. And as brands go multi-channel and global, localized content and regional compliance make a centralized system non-negotiable.

Industry growth over the last 5 years



-  Home & design
-  Apparel & Clothing
-  Construction & Hardware
-  Machinery, Industrial Equipment, & Components
-  Sporting Goods
-  Food & Beverages
-  Consumer Goods
-  Health, Wellness & Fitness



Verticals set for major PIM adoption growth in the near future

With AI, ecommerce, and regulations evolving fast, more industries are realizing that manual product data management won't cut it anymore. These five verticals are set to see major PIM adoption in the coming years.

Healthcare and medical devices

Tight regulations like Unique Device Identification (UDI) in the US and Medical Device Regulation (MDR) in the EU require flawless tracking of product data, while AI-driven healthcare solutions need clean, structured product info to power recommendations. Messy spreadsheets won't cut it—PIM makes compliance and product updates easy.

Why PIM adoption is growing:

- **Regulatory headaches:** Global rules demand verified, up-to-date product data.
- **AI-driven healthcare tools:** Machine learning models need structured, accurate data to work.
- **Cross-border selling:** PIM makes it simple to manage compliance across markets.

Home Improvement and DIY

Home improvement brands are juggling complex product data across hardware, flooring, smart home devices, and building materials—each with multiple specs, certifications, and retailer requirements. At the same time, sustainability laws are forcing brands to prove their environmental impact, making product data management more critical than ever.

Why PIM adoption is growing:

- **Retailers demand better product data:** Big-box stores and online marketplaces require standardized formats.
- **Sustainability reporting is a must:** Green building materials and energy-efficient products need traceable data.
- **Complex product specs:** Managing dimensions, materials, and compliance documents manually is a nightmare.





Beauty and skincare

From virtual try-ons for cosmetics to AI-powered skincare recommendations, beauty brands rely on accurate, structured product data to deliver personalized shopping experiences. On top of that, ingredient transparency laws are getting stricter, making tracking and sharing formulas, sourcing info, and sustainability claims a must.

Why PIM adoption is growing:

- **AI-driven personalization:** Shade matching, skincare recommendations, and product pairing need structured attributes.
- **Ingredient transparency laws:** Compliance means tracking and proving what's in every product.
- **Selling everywhere:** Marketplaces, DTC, and retailers all require consistent, optimized listings.

Industrial manufacturing and B2B equipment

B2B buyers aren't flipping through PDF spec sheets and catalogs anymore—they expect searchable, structured product data online. As B2B ecommerce grows, manufacturers need a centralized system to manage technical specs, compatibility data, and massive product catalogs—or risk losing out to digital-first competitors.

Why PIM adoption is growing:

- **B2B is going digital:** Buyers expect self-service access to product data.
- **Too many SKUs, too many specs:** Organizing and distributing technical data is easier with PIM.
- **Distributors want standardization:** Procurement teams need accurate, consistent product info.

Pet products

The pet industry is booming, and with it comes rising demand for ingredient transparency, nutritional labeling, and multi-channel selling. As more brands expand into DTC, marketplaces, and personalized pet nutrition, managing product variations, compliance, and enriched content at scale is becoming a major challenge—one that PIM can solve.

Why PIM adoption is growing:

- **Ingredient and nutrition transparency:** Just like human food, pet products need detailed labeling and compliance tracking.
- **Personalized pet products:** Custom formulations and breed-specific nutrition require structured product attributes.
- **Multichannel growth:** Selling across pet retailers, ecommerce, and subscription services means keeping data standardized everywhere.

The first verticals where DPP will drive PIM adoption

With **Digital Product Passport (DPP)** regulations rolling out in the EU, businesses in certain industries must act now. These regulations require traceable, standardized product data, and without a centralized system like PIM, compliance will be nearly impossible.

Here are the industries facing the most urgent need for PIM adoption:

- **Automotive & Energy** – Electric vehicle batteries, industrial batteries, and energy storage systems.
- **Fashion & Textiles** – Clothing, footwear, fabrics, and accessories.
- **Consumer Electronics** – Smartphones, laptops, home appliances, and personal devices.
- **Home & Furniture** – Chairs, mattresses, office furniture, and home furnishings.
- **Construction & Building Materials** – Cement, steel, glass, insulation, and structural materials.
- **Chemicals & Plastics** – Lubricants, paints, tires, adhesives, and industrial plastics.

For these industries, PIM won't be optional—it'll be the only way to meet compliance and keep selling.

Thinking about how a PIM could fit into your business?

Launch products faster, keep your data in sync, and simplify your workflow with Plytix—**no hidden fees, just a tool that works.**

[Book a demo](#) with one of our specialists to find out if Plytix is the right fit for you!



What PIM solutions to look for and why

In 2025, Salsify, Akeneo, and Plytix stand out as leaders in the PIM market—each offering something different. Here's how they stack up:

plytix

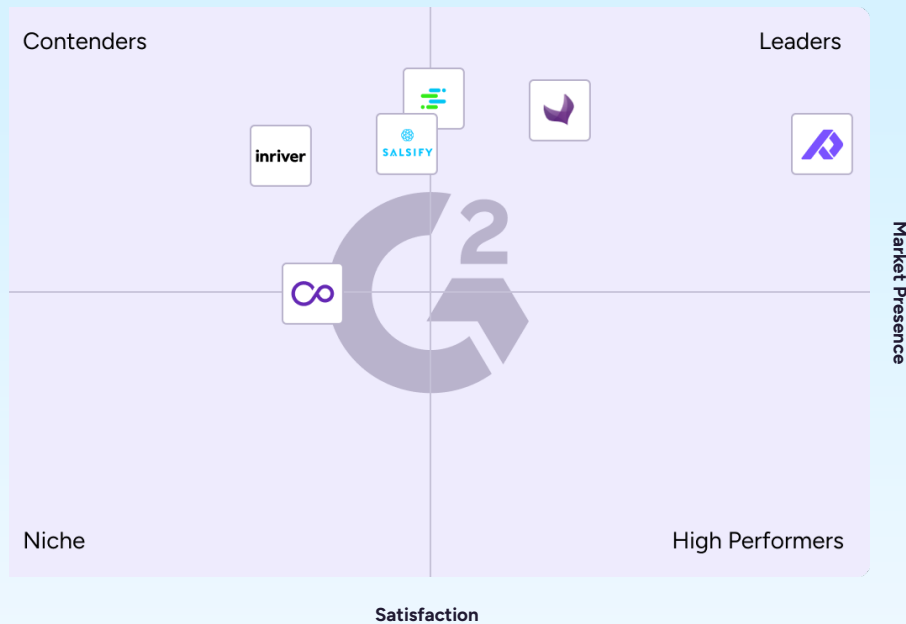
Plytix is a fast-growing PIM that makes it easy to manage, update, and share product info on multiple platforms. **It's a leader in PIM because it's affordable, user-friendly, and packed with powerful features**—making it especially popular with small to mid-sized businesses looking for a scalable solution.

SALSIFY

Salsify offers content management, publishing, and analytics tools, making it ideal for businesses that need a central hub for managing large product catalogs. It's a top PIM solution because it helps big brands organize and optimize product data across multiple platforms.

akeneo

Akeneo is designed to help brands create better product experiences across all sales channels. It's a leading PIM software because it allows you to customize how product information is structured and displayed to customers.



Want the full comparison?

G2's PIM Software Comparison Report breaks down key features, user feedback, and satisfaction scores across all major PIM solution

[!\[\]\(d3102649f02e825ddb76dc3de0190154_img.jpg\) Download the full report](#)

So, what happens next?

PIM adoption is growing across industries, driven by the rise of multichannel and omnichannel selling, AI-powered automation, and the need for better product data management.

Businesses that get ahead of this shift will be the ones that scale faster, reduce errors, and deliver better customer experiences.

So, where does your business stand?

Are you already using a PIM and looking to make sure you're keeping up with industry trends? Are you just starting to explore whether a PIM makes sense for you? Or are you somewhere in between?

This is the turning point. Businesses that invest in the right tools today aren't just keeping up—they're setting the pace for the future. The only question is—where do you want to be?

Hi, I'm Matthew!



If you're still figuring out what makes sense for your business, [let's talk](#).
No sales pitch, no pressure—just a real conversation to help you navigate your options, even if it's not with us.

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Thank you!



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