



➤ A PIXABILITY INSIGHTS STUDY

# Retail Category Strategies for YouTube



# Introduction

Retail and shopping content has become one of the largest categories on YouTube. In this comprehensive study, we'll deliver insights into what's driving this category's scale and growth, including which creators are making the biggest impact, and how top retail brands are navigating the platform.

Pixability's insights team produced this report based on proprietary insights we have on this category. We then translated these findings into actionable takeaways for advertisers, highlighting the types of content to prioritize, emerging trends to capitalize on, and high growth areas on YouTube to watch. This provides advertisers with the opportunity to make a real impact on the right audiences.

The retail category is broad, so for the purposes of this YouTube insights study, we'll define retail as **consumer-facing shopping ecosystems (direct-to-consumer/flagship brands) that have their own storefronts and/or an ecommerce presence**, rather than B2B supply chain/wholesale, or 3rd party, retail-distributed brands. Our "core" retail categories will include **shopping, general merchandise/big-box, and ecommerce marketplaces**, and our subcategories will include **home** (decor, appliances, outdoor, DIY, etc), **consumer electronics** (tech accessories, devices, etc), **beauty** (makeup, skincare, haircare, tools, etc), and **fashion** (apparel, footwear, accessories, etc).



# Retail Category Trends on YouTube

# Retail on YouTube: Growth & Scale

## 688B

views on Retail/Shopping  
content from Q3 2024–Q2  
2025

## 4.12M

Retail-related channels  
on YouTube (from Q3  
2024–Q2 2025)

In the list of top IAB categories, **"Retail"** represented the **12<sup>th</sup> largest** content category on YouTube.

Retail is a huge category, made up of several product-type subcategories worth breaking down. For the purpose of this study, these include:

**Home**  
147B Views

decor, appliances, outdoor, DIY, etc.

**Beauty**  
50B Views

makeup, skincare, haircare, tools, etc.

**Consumer Electronics**  
72B Views

tech accessories, devices, etc.

**Fashion**  
34B Views

apparel, footwear, accessories, etc.

### Cross-category note:

As we'll see later in this report, plenty of retail content can also exist across non-retail channels (i.e. within Medical Health, Family & Relationships, etc). As a best practice, retail brands should utilize cross-category advertising outside of just retail alone.



# YouTube Creators Are Shaping How Viewers Shop



Lady Gaga's NEW Foundation...  
Is It Jeffree Star Approved?!



@jeffreestar 16M Subs

1. Google/Ipsos, Rethink Social Study, July 2023–Aug 2023

2. "The YouTube Video Shopping Journey", Think with Google

3. Google/Talk Shoppe, Creator-made Ads Ecosystem 2023 study

4. Google/Talk Shoppe, Creator-made Ads Ecosystem 2023 study

5. "How video influences consumer purchase decisions", Think with Google

6. "The YouTube Video Shopping Journey", Think with Google

7. YouTube descriptions and titles 202310–202403 vs 202210

In the old days, publications like [Good Housekeeping](#) and [InStyle](#) were the go-tos for top shopper content and recommendations. Now, creators play a critical role in shaping how audiences shop. YouTube influencers offer product reviews, tutorials, and practical advice, transforming into digital stylists, interior designers, and overall gurus for shoppers around the world. Their content inspires action and drives deep engagement from shopping-minded audiences.

Users are **98% more likely to trust recommendations from YouTube creators** versus creators on other social platforms<sup>1</sup>

YouTube is the **#1 choice for product reviews** and product information by all consumers, including Gen Z<sup>2</sup>

**78%** of viewers agree that creators help them make quicker purchase decisions<sup>3</sup>

**8 in 10 viewers like when creators introduce new products**, even if it's a paid endorsement<sup>4</sup>

Shoppers reported that they are **2X more likely** to pay attention to content, & find relevant content on YouTube than other social platforms<sup>5</sup>

YouTube's influence cuts down the average online video shopper's journey by **6 days**<sup>6</sup>

**"Sale Guide"** content on YouTube saw a **+49% YoY increase** in views<sup>7</sup>

# Top Shopping Creators on YouTube

By Q3 2025 Subscriber Count  
(US, English-only channels)

## Fashion



01 @alexcosta

Men's fashion & lifestyle creator known for style tips, advice, and product-focused content like clothing hauls and trend guides, aimed at helping men elevate and modernize their everyday look  
4.13M SUBS

02 @RealMenRealStyle

Men's fashion channel that delivers practical wardrobe advice, grooming and accessory tips, and product-review content aimed at helping men "own it" with confidence  
3.69M SUBS

03 @GlitterAndLazers

Focused on plus-size fashion hauls, try-on reviews, lookbooks, as well as lifestyle content including home décor, travel and personal wellness  
2.34M SUBS

## Home



01 @CoolItemsOfficial916

Family-friendly videos showcasing and recommending practical home and lifestyle products, often through entertaining skits  
31M SUBS

02 @CrazyRussianHacker

Creator that tests, reviews, and demonstrates quirky gadgets, home hacks, and survival tools  
12M SUBS

03 @5MinuteDECOR

DIY and décor hack channel that spotlights creative, practical home products and craft ideas, driving interest in décor supplies and decor purchases  
9.70M SUBS

## Beauty



01 @JamesCharles

Beauty product reviews, comparisons, tutorials, challenges, vlogs, and collaborations with top influencers in the beauty space  
24M SUBS

02 @jeffreestar

Personality-driven beauty and lifestyle creator that combines tutorials, luxury product reviews, and brand launches  
16M SUBS

03 @sydneymorgan

Fuses beauty, lifestyle, and DIY skincare content, often spotlighting trending cosmetics, her own merch, and product-driven experiments that cater to consumer interest  
9.71M SUBS

## Consumer Electronics



01 @mkbhd

Delivers high-quality, in-depth reviews and insights on the latest consumer tech and gadgets  
20M SUBS

02 @EverythingApplePro

Focuses on all things from the Apple ecosystem, including product leaks, early (and honest) reviews, accessories, and device tests  
7.94M SUBS

03 @TechSource

Tech-review and PC-build channel run that covers everything from gaming PCs, 'setup' showcases (his "Setup Wars" series), budget tech under \$50, and accessory reviews  
3.9M SUBS

Creator selection process: Using our proprietary YouTube data, we analyzed the top 5,000 creators ranked by frequency of keyword use in videos across the Style & fashion, Beauty, Home & Garden, Consumer Electronics (Tier 2 categories). This list is not, in any way, an endorsement of the channels listed here, but rather a list based on size/popularity. Brands/agencies need to decide, with the help of a partner like Pixability, if these channels are appropriate for their needs.



# Top Shopping Creator Trends – How Can Advertisers Capitalize?



## Era of Everyday Upgrades:

Creators like [RealMenRealStyle](#) and [TechSource](#) embody YouTube's "self-betterment" trend, where wellness, productivity, and personal growth meet shopping. From minimalist fashion hauls to mindful tech upgrades, these creators turn self-improvement into aspirational yet attainable retail moments. Advertisers can tap into this by partnering with creators who inspire everyday growth – integrating into transformation journeys, routine upgrades, or "better-you" challenges that naturally drive inspiration and conversion.



## Shop-ertainment:

Creators like [sydneymorgan](#) and [CrazyRussianHacker](#) embody YouTube's "shop-ertainment" trend, where product discovery becomes fast-paced, visually satisfying entertainment. Gadget demos, décor hacks, and household product tests turn everyday items into engaging, shareable content that drives purchase intent. Advertisers can partner with creators who blend fun and function – sponsoring product experiments, hack series, or visually engaging demos that make shopping feel like entertainment and seamlessly connect discovery to conversion.



## Honest Review Culture:

Audiences gravitate toward creators who test, compare, and react to products with genuine opinions. Creators like [James Charles](#) and [Jeffree Star](#) lead this trend with candid reviews, side-by-side tests, and unfiltered reactions that position them as expert consumers first, influencers second. Advertisers can lean into this authenticity by supporting honest product trials, "first impression" segments, and comparison videos that naturally showcase strengths while building trust and brand affinity.



## Short-Form Shopping:

Retail creators are increasingly using YouTube Shorts to spark quick-hit product discovery. Top names like [5MinuteDECOR](#) and [EverythingApplePro](#) pair fast-paced editing with sharp visual storytelling to showcase products in snackable, mobile-first moments. These videos capture the immediacy of social commerce, driving impulse engagement and repeat viewing. Advertisers should lean into short-form storytelling—partnering with Shorts-native creators to reach viewers mid-scroll, when curiosity and purchase intent peak.





# Fastest-Growing Shopping Creators on YouTube

By YoY View Growth (US, English-only channels)

## Fashion



01 @khlara\_styled\_it

Trend-forward fashion hauls, style comparisons, and “online vs. reality” content that blends outfit inspiration with product discovery

+12,575,994% VIEW GROWTH

02 @moreclothesthansense

Features daily outfit videos, clothing hauls, and lifestyle content, often promoting affordable, mom-approved styles

+41,221% VIEW GROWTH

03 @demetradias1608

Gen Z fashion creator who shares relatable, teen-centric shopping hauls and outfit inspiration, touting a style that's both accessible and trendy

+11,087% VIEW GROWTH

## Home



01 @TheSamFindz

Spotlights quirky Amazon finds, trending gadgets, and viral product demos in fast-paced, visual formats

+243,596,556% VIEW GROWTH

02 @Homeitmes

Specializes in highlighting practical home accessories, space-saving solutions, and innovative kitchen tools

+105,432% VIEW GROWTH

03 @GlamorouslyLiving

Creates stylish home décor & DIY content tailored to busy families by showcasing budget-friendly, designer-inspired makeovers, smart home finds, and realistic lifestyle tips for everyday living

+14,402% VIEW GROWTH

## Beauty



01 @BeautyIsWhatIDo2.0

Blends mature-skincare and makeup tutorials, style transformations, & lifestyle tips, often with product demos and inspiration tailored for women over 40

+6,801,585% VIEW GROWTH

02 @essiepeasy

Combines fun restocks, creative finds, and easy DIYs, often spotlighting products in a way that feels accessible and discovery-driven

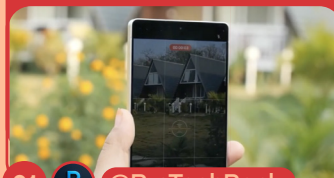
+174,644% VIEW GROWTH

03 @Skinsecrets5

Focused on skincare product education including product reviews, routines, DIY tips and “glow-skin” strategies that cater to both beginners and seasoned skincare fans

+71,367% VIEW GROWTH

## Consumer Electronics



01 @ProTechRank

Delivers detailed tech reviews and rankings focused on performance and value, helping viewers choose the right gear with comparisons and easy-to-grasp insights

+18,740% VIEW GROWTH

02 @gadgetexplorer

Presents sharp gadget reviews and “top X” tech lists packed with real-world insights, making sense of the latest gear for everyday users

+11,339% VIEW GROWTH

03 @DiscoverAnswer

Uncovers the latest tech and gadget insights with crisp, attention-grabbing shorts and deep-dive videos, making complex features clear and relevant for everyone

+4,387% VIEW GROWTH

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# Advertiser Takeaways from the Fastest-Growing Shopping Channels

## Practicality Meets Purchase:

A rising trend among emerging creators focuses on practical content—videos that highlight usefulness, simplicity, and real-life value. Creators like TheSamFindz and gadgetexplorer turn everyday problem-solving into engaging storytelling, from storage hacks to tech innovations to kitchen essentials. Advertisers can:

- 💡 **Integrate into “Restock & Routine” content:** A natural and high-trust environment for product discovery, creators’ routine-driven videos (clean-with-me, restock, reset) mirror real-life habits, perfect for subtle product inclusion that feels like daily use, not sponsorship
- 💡 **Position product features as everyday fixes:** Shifts focus from “brand story” to audience utility. Position products as micro problem-solvers (“saves time,” “reduces clutter,” “fits anywhere”) as an authentic, instantly valuable hook for practicality-driven audiences.

## DIY Culture:

Creators like essiepeasy and Skinsecrets5 are redefining retail engagement by turning home projects and décor hacks into interactive how-tos. Their content blends creativity and practicality, featuring affordable, achievable ideas that inspire viewers to replicate projects and buy featured products. Advertisers can:

- 💡 **Turn tutorials into shoppable masterclasses:** Transform creator tutorials into step-by-step shoppable content, where each material or tool used is linked or tagged in-video. This drives immediate product exploration while maintaining educational value.
- 💡 **Partner with creators who drive hands-on engagement & repeat product use:** Collaborate with creators whose interactive, repeat-use content builds long-term trust and drives ongoing product engagement

## “Just Dropped” Moments → “Buy-Now” Action:

Creators like DiscoverAnswer are transforming product launches and surprise drops into event-style retail moments. Viewers treat them as must-see premieres, tuning in for first looks, exclusive collabs, and instant buy links. Advertisers can:

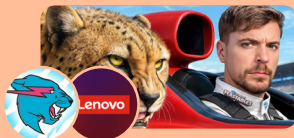
- 💡 **Coordinate on countdowns or pop-ups:** Build anticipation by partnering with creators to tease drop dates and drive pre-launch buzz, or align with limited-edition or exclusive creator releases to tap into urgency and high engagement.
- 💡 **Create “Hype-to-Hands” Campaigns:** Bridge the gap between announcement and action: sponsor content that documents the entire drop journey, from tease, to unboxing, to first use.



As we know, YouTube creator-led brand sponsorships are becoming one of the most effective advertiser growth tactics. As audiences grow weary of overt ads, brands are turning to creators whose personalities, credibility, and communities drive authentic influence.

From beauty to tech to home goods, creators now seamlessly integrate sponsored products into storytelling formats like hauls, tutorials, vlogs, or challenge videos, that feel native to their channels rather than interruptive. Some top examples include:

# Creator Sponsorships



## MrBeast x Lenovo: "World's Fastest Car Vs Cheetah!"

**173,795,204 views**



## Colin Weng x Gymshark: "When The Whole @ gymshark Fitness Event Watches You Lift..."

**52,848,355 views**



## Temu x NashVibes Art: "Drawing, But Have to Use EVERY COLOR... (#shorts)"

**30,198,903 views**



## Ninja Kitchen x You Betcha: "When Guys Order Steak Well Done"

**14,476,990 views**



## Anker x Marques Brownlee: "iPhone 15/15 Pro Impressions: Not Just USB-C!"

**14,195,957 views**

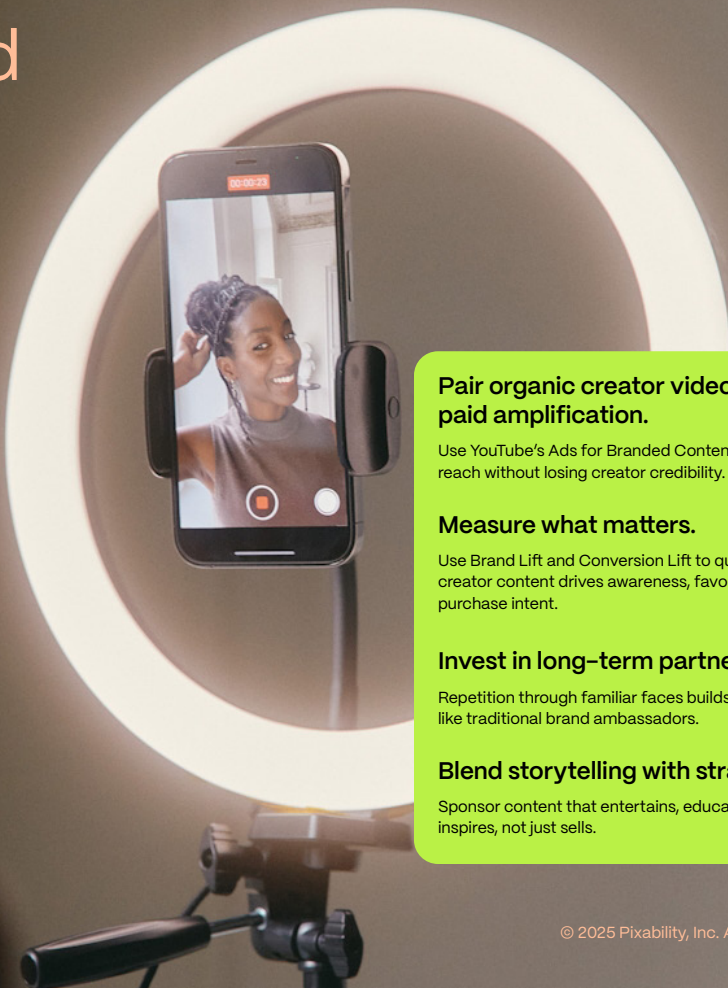
# Why Creator-led Sponsorships?

**Authenticity drives performance:** Creator content outperforms traditional ads in engagement and watch time because viewers trust familiar voices.

**Context matters:** Matching the right creator, tone, and format to a campaign objective determines success more than raw reach.

**Measurement is evolving:** Brands are combining traditional metrics (views, CTR) with new signals like brand lift, sentiment, and repeat exposure to gauge true impact.

**Hybrid strategies win:** Pairing creator-led videos with paid amplification (like YouTube Ads for Branded Content) extends reach while keeping authenticity intact.



## Pair organic creator videos with paid amplification.

Use YouTube's Ads for Branded Content to extend reach without losing creator credibility.

## Measure what matters.

Use Brand Lift and Conversion Lift to quantify how creator content drives awareness, favorability, and purchase intent.

## Invest in long-term partnerships.

Repetition through familiar faces builds trust, just like traditional brand ambassadors.

## Blend storytelling with strategy.

Sponsor content that entertains, educates, or inspires, not just sells.

ADVERTISER TAKEAWAYS

# Retail Brands – YouTube Advertising Best Practices

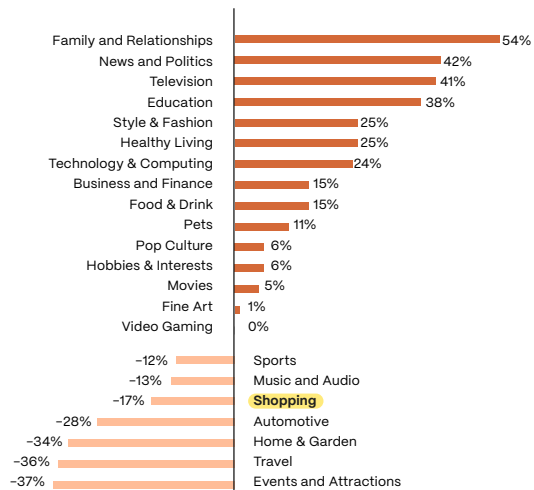
# Expand Contextual Reach by Seeing What Works for Other Retail Advertisers

As mentioned earlier, the shopping category (consisting of Home, Consumer Electronics, Beauty, and Fashion product subcategories), is not the only place advertisers can benefit from running their ads. Here, we analyze cross-category content, and offer data-driven suggestions as to where else retail advertisers should advertise.

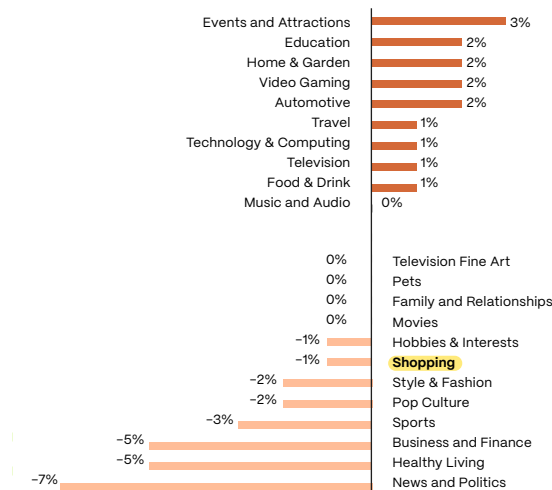
When compared to other content categories outside of retail, click-through rate was highest when retail ads ran on **Family & Relationships** content, and video completion rate was highest when retail ads ran on **Events & Attractions** content.

This tells retail advertisers that in addition to retail, they should run ads on Family & Relationships, and Events & Attractions content, along with these other top rated categories where retail content is most commonly found and may be attracting their target audience.

**CTR** Performance By Content Category vs. Avg.



**VCR** Performance By Content Category vs. Avg.



Source: PixabilityOne and Google Ads | 4/1/22 - 3/31/25

# Retail Category Performance by Ad Format

Which ad formats do retail campaigns perform best on?

When KPI is...

High Video Completion  
Rate (VCR):

**Efficient Reach – Bumper** performed best  
(driven mostly by its :06s, non-skip nature)  
followed closely by Reach – NonSkippable.

High Click-Through Rate  
(CTR):

**Demand Gen campaigns** (former VAC format)  
performed best with far above average CTRs.

High Conversion Rate  
(CVR):

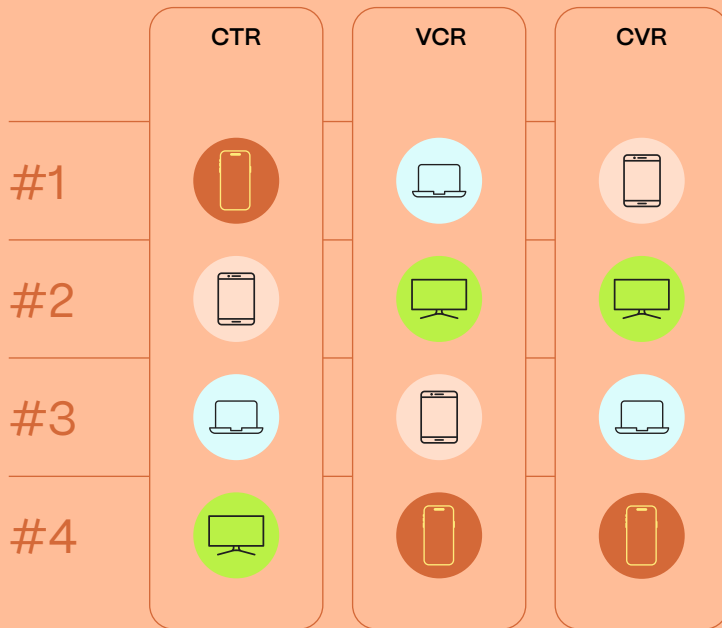
**Demand Gen campaigns** (former VAC format)  
performed best with above average CVRs.

Overall, Demand Gen works great for CTR & CVR, but advertisers may sometimes have challenges with the lack of control of the format. Ask us about our [Demand Gen Solutions](#) to see how we can help!





Ranked 1-4: 1=highest performance, 4=lowest performance for Q3 2025



# Retail Performance by Device\*

\*Results inclusive of Skippable – InStream ad format between Q4 2023 – Q3 2025

## Share of Retail Impressions in Q3 2025

Mobile	53%
TV Screens	34%
Tablet	7%
Desktop	6%

When comparing all devices where retail content was consumed...

**Mobile** had the highest Click-Through Rate

**Desktop** had the highest Video Completion Rate

**Tablet** had the highest Conversion Rate

With over half of impressions for retail advertisers happening on mobile devices, these brands need to be utilizing advertising on YouTube on Mobile.

KEY TAKEAWAY

# Inventory Curation Best Practice: Finding Look-alike Channels Using Agentic

A retail advertiser may love a certain creator like [Marques Brownlee](#) (a top creator on our list), but not know how to find other creators like him. Find a partner (like us), that has agentic curation (see our latest agentic innovation, [pixie](#)) with “look-alike” capabilities, who can provide hundreds of creators that look like this one. This same technology can also find channels that are “look-alikes” to the brand’s channel itself.

This look-alike technology can be used for not only the curating of ad inventory, but also for finding creators to partner with on sponsorships & other creator-centric campaigns.



BRAND'S FAVORITE CREATOR

Marques Brownlee

20.4M SUBS



Unbox Therapy



DOPE or NOPE



Austin Evans



Tech Zone

CREATOR LOOKALIKES



# Driving Retail Growth on YouTube with Demand Gen

# Demand Gen Campaigns

## The Essentials (What are they?):

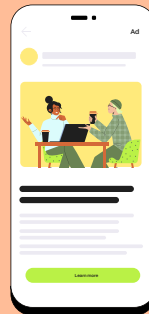
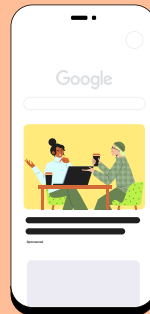
Ability to leverage both video & display creative in one campaign optimized across YouTube, Gmail, & the Discover app. Long-term marketing tactic that drives consumers down the marketing funnel to convert leads.

## ♥ Why Pix Loves Them:

Great for launching a new product/service & for entering into a new market when goals are increased awareness and reach. Repositions brands to existing audiences in a high-intent & cost-effective way.

## — Limitations:

Inability to control where ads run, and not ideal for short-term campaign goals.



### Top KPIs:

Conversions

ROAS

CTR

### Gen AI contextual targeting available?

Yes

No

### Networks:

YouTube

Discover

can disable

GVP

can disable

Gmail

can disable

### Ad formats:

Skippable

In-feed

Shorts

\*Note: Display adtypes include Single Image, Carousel, and Demand Gen product ads (if merchant center is available to the advertiser).

[Additional Details](#)



# Demand Gen for Retail Advertising on YouTube

Demand Gen isn't right for every advertiser, but for those with clear performance goals around engagement or conversions, it can be highly effective. For retailer advertisers, it bridges discovery and purchase intent – especially when paired with features like Product Feeds – and turns YouTube into a full-funnel performance engine.

## Why it Matters

**Performance Efficiency:** Demand Gen drives strong clicks and conversions at lower CPMs, helping retailers protect ROAS and acquisition costs.

**Mid-to-Lower Funnel Power:** It targets high-intent audiences like deal or gift shoppers and pushes them closer to conversion.

**Cross-Surface Reach:** Ads run across YouTube, Discover, and Gmail, capturing users throughout their browsing journey.



### Feed the Algorithm With Multiple Formats:

Campaigns with video + image assets drive **~20% more conversions** than video-only.

→ **Action:** Always include multiple asset types and CTAs to give Google's AI more data to optimize.

### Use Demand Gen for Mid- to Lower-Funnel Goals:

Optimize for **CTR, CVR, and ROAS**, not awareness.

→ **Action:** Shift some paid social or display budget into Demand Gen for cheaper conversions.

### Maintain Transparency & Suitability Control:

AI reduces manual levers. Counter that with: **Custom exclusion lists, and Pixability dashboards for spend, CTR, and CPA tracking**

→ **Action:** Keep AI efficiency without sacrificing safety and suitability.

ADVERTISER TAKEAWAYS

# Demand Gen Partner Solutions

Find a partner with solutions that deliver the benefits below.

## Pixability Demand Gen solution suite



**Reduce risk of AI-driven formats** with standard & custom exclusion lists



**Improve transparency** with purpose-built Demand Gen reporting & dashboards



**Drive better outcomes** with expert activation

### Early Beta Expertise

Helping advertisers navigate Demand Gen since day 1

**7X**  
higher CTRs

**4.6X**  
higher ROAS

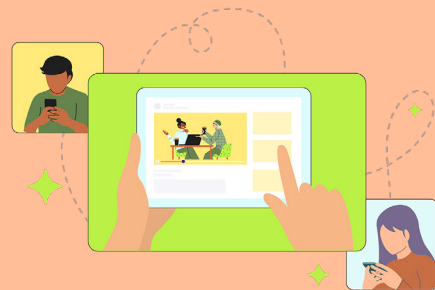
**10X**  
more cost efficiency

Based on Pix activated Demand Gen campaigns; compared to other ad formats

## Demand Gen campaigns

AI-optimized campaigns that run multiple creative formats (video, image, text, carousel) across YouTube, Discover, and Gmail, but has the following pros & cons:

- ✓ Impressive cost-efficient performance
- ✓ Cross-format optimization
- ✗ Less controls, higher suitability risks
- ✗ Lack of transparency



# Global Luxury Watch Brand Drove Lower-Funnel Success Leveraging Demand Gen with Pixability

KEY OUTCOME: ROAS

4.6x

Higher ROAS after running campaigns with Pixability

5x

Higher total purchases driven

\*Compared to previous month running on VAC

34%

Of total purchase value for the year driven in just 1 month





# YouTube Organic Best Practices for Retail Brands

# Organic Strategies are Critical for Retail Brands

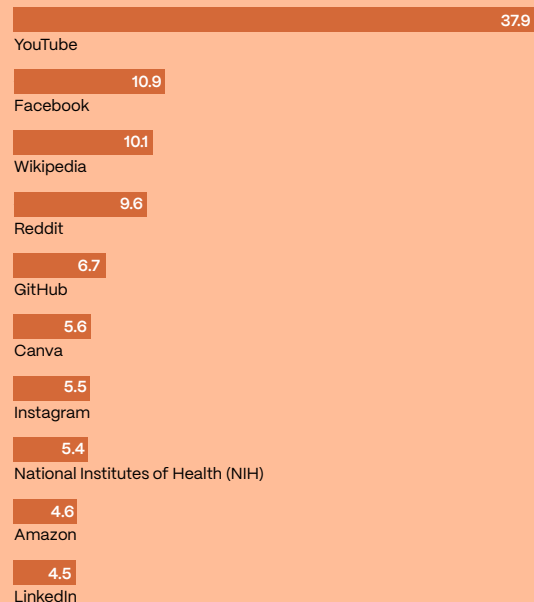
YouTube has always been the No. 2 search engine in the world which is why smart retail brands have optimized their YouTube channels for growth. Organic strategies are more important than ever now that AI search is driving more traffic to YouTube than any other platform. In the report that revealed this incredible trend of AI referrals to YouTube, eMarketer stressed the following important message:

**"Marketers should prioritize YouTube SEO and video content strategy to capture AI-driven traffic."**

– "YouTube wins the AI chatbot referral game", an eMarketer report

## YouTube Dominates as Top Recipient of AI Chatbot Referral Traffic

Millions in referral traffic driven by AI chatbot prompts worldwide, by site, May 2025



Note: Includes traffic originating from chatgpt.com, perplexity.ai, gemini.google.com, copilot.microsoft.com, claude.ai, chat.deepseek.com, grok.x.com, and genienow.com; excludes referrals to chatgpt.com, openai.com, and google.com; only select sites shown  
Source: Similarweb, The Top 50 Sites Getting Traffic From AI Chatbots, June 17, 2025  
eMarketer

## By Subscriber Count



## By Q3 2025 Views












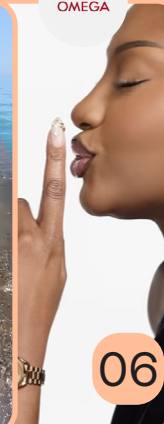










# Top 10 Retail Brand Channels on YouTube

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# Top 10 Retail Brand Videos in Q3 2025

Many of these videos were aided by paid ad campaign support, which is always a best practice we recommend.

  <b>01</b>	  <b>02</b>	  <b>03</b>	  <b>04</b>	  <b>05</b>	  <b>06</b>	  <b>07</b>	  <b>08</b>	  <b>09</b>	  <b>10</b>
<a href="#">Extreme POV Ride: Brain Drain Trapdoor Slidel</a> <b>157M Views</b>	<a href="#">Temu's Big Game Ad Encore TV Commercial 2024</a> <b>108M Views</b>	<a href="#">5 extreme parkour moments, which one is your favorite? DJI Osmo Action 5 Pro</a> <b>90M Views</b>	<a href="#">Dive into Adventure: Underwater Parkour with Osmo Action 5 Pro</a> <b>86M Views</b>	<a href="#">Underwater Adventure with Osmo Action 5 Pro Coastal Pipeline Exploration</a> <b>81M Views</b>	<a href="#">my little secret - Aqua Terra 30 mm   OMEGA</a> <b>62M Views</b>	<a href="#">POV: You took your parkour game to the next level DJI Osmo Action 5 Pro</a> <b>62M Views</b>	<a href="#">Testing Kids' Piano Skills with DJI Mic Mini   Audio Quality Challenge!</a> <b>56M Views</b>	<a href="#">40% Off Fall   Pie   Hobby Lobby®   15s</a> <b>44M Views</b>	<a href="#">Temu App Official Big Game Ad   Shop like a Billionaire</a> <b>44M Views</b>

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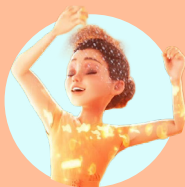
# Top Retail Brand Channel & Content Trends

The Retail brands that consistently rise to the top in terms of following and viewership on YouTube do so not just because of their historical presence or the products they offer, but because of their strategic content that is native to YouTube's culture, algorithm, and audience behaviors. Some key examples of this approach include:



## "POV" Storytelling:

Top retail brand channels like [DJI](#) and [GoPro](#) are embracing POV-style storytelling to build authenticity and immersion. Through first-person demos, real-life testing, and entertaining hands-on moments, they turn shopping into participation. This trend offers advertisers a chance to align with experiential, creator-led narratives that feel natural and credible. Integrating products organically reinforces trust, showcases real-world functionality, and connects with audiences seeking realism over polish, making brands part of the viewer's lived experience.



## Gamified Content:

Retail brands are increasingly gamifying their YouTube content to boost engagement and retention. Brands like [Temu](#) use animation and game-like interactions to promote ease, familiarity, and digital relevance, especially among younger audiences. This approach lets advertisers align with entertainment-driven storytelling that rewards curiosity and action. By weaving products into this playful aesthetic, brands can inspire repeat viewing, encourage sharing, and turn shopping into an interactive, game-like experience.

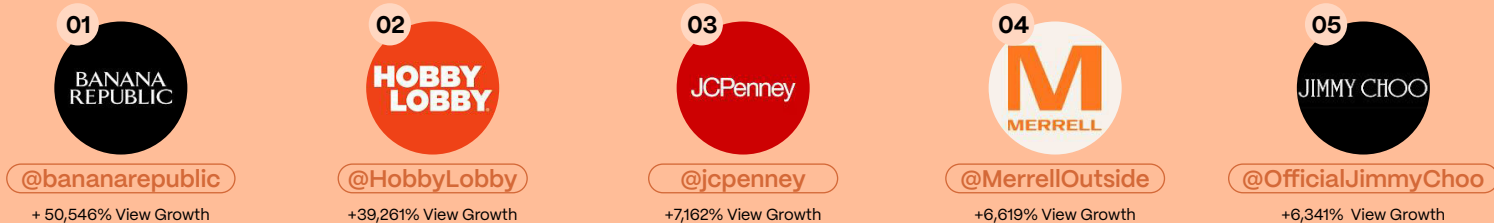


## Retail Goes Cinematic:

Legacy and luxury brands like [Dior](#) and [Rolex](#) are elevating retail storytelling through cinematic, documentary-style films that emphasize heritage, craftsmanship, and emotion. Their short-form "mini movies" turn products into characters within rich visual narratives that feel more like art than ads. For advertisers, this signals a shift toward cinematic storytelling, crafting immersive, human-centered narratives that build emotional equity and position products within a larger, memorable story.



## By YoY View Growth %



# Top 10 Fastest-Growing Retail Brand Channels on YouTube

Several tactics among these high-growth retail channels have helped these brands rise to the top in Q3 2025. Themes include, but are not limited to: **How it's made**, **satire**, and **seasonality**.



This Top 10 List is not, in any way, an endorsement of the channels listed here, but rather a list based on size/popularity. Brands/agencies need to decide, with the help of a partner like Pixability, if these channels are appropriate for their needs.

# Top Fastest-Growing Retail Brand Channel Trends

Retail channels that are growing the fastest are doing so because they're leveraging approaches that are native to YouTube's culture, trends and viewer behaviors. Some key examples include:



## How it's Made:

Brands are increasingly using “how it’s made” and behind-the-scenes storytelling to convey authenticity and transparency. [Bell & Ross](#) spotlight the artistry behind their watchmaking, while [Merrell](#) showcases real-world testing to prove performance. These narratives turn workshops and design studios into storytelling stages, making craft a key asset. For advertisers, showing the process can be as powerful as selling the product – revealing real materials, maker passion, and purposeful design to signal quality and honesty. Highlighting these “moments of making” in social formats helps humanize expertise and build lasting brand affinity.



## Satire Sells:

Brands are increasingly embracing spoof-style mini-series on their channels to craft distinctive tones and memorable personas. [JCPenney's](#) parody series, “Really Big Deals”, playfully riffs on classic stand-up comedy tropes to showcase products and deals through humor, leaning into satire to define a confident, self-aware brand voice. Series like these blur entertainment and advertising, inviting viewers to laugh with the brand instead of being more obviously sold to. For advertisers, this trend highlights how self-aware storytelling and humor-driven tone can build personality, deepen brand affinity, and keep audiences coming back for the “next episode”.



## Seasons as Series:

Top retail brands are redefining seasonal storytelling on YouTube by treating the calendar as a creative framework, not just a timing tactic. [Banana Republic's](#) “Fall Edit” and “August Edit” videos build serialized anticipation, while [Hobby Lobby's](#) “Fall Collection” turns décor into a recurring ritual. These seasonal drops don’t just reflect trends — they create moments audiences plan around. For advertisers, the lesson goes beyond timing: use the rhythm of the year to build episodic anticipation, train viewers to return, and turn your content calendar into part of your audience’s seasonal routine.





# Retail Cultural Moments: Black Friday

Working with a partner like Pixability allows brands to trendspot AHEAD of peak cultural moments, helping advertisers ensure they don't miss the boat on key strategic timelines.

As one of these key timelines, the holiday season, and in particular, Black Friday, is no longer just a shopping event, it's a cultural moment that brands want to surround in a way that best represents their values. And YouTube is at the heart of it all, turning browsing into buying at an unprecedented scale.

**+18%**

Higher views on videos that inform purchase decisions in Nov. than the rest of 2024

**+26%**

Higher views on videos that inform purchase decisions (gift guides, hauls, etc) in Oct. 2024 compared to the first 9 months of the year

Increase in video views by retail sub-category starting **as early as October** leading up to Black Friday 2024:

**+91%**

**Home**

decor, appliances, outdoor, DIY, etc.

**+26%**

**Consumer Electronics**

tech accessories, devices, etc.

**+17%**

**Fashion**

apparel, footwear, accessories, etc.

## Top Search on Black Friday 2024

**"brawl stars black friday"**

**+5000%** growth in searches for "brawl stars" video game on YouTube on Black Friday 2024



## Other Top Searches on Black Friday 2024

**"Dyson Airwrap"**

**+131%** growth

**"Nespresso Vertuo"**

**+92%** growth

**"Airpods Pro"**

**+100%** growth

**"Smart TV"**

**+73%** growth

## Top-searched brands included:



## Top-searched retailers included:



# Key Takeaways for Retail Advertisers

1

The retail space is huge and growing on YouTube (YoY)

4

Brands should borrow best practices from creators in their content creation.  
(i.e. "Shop-ertainment", "Honest Review" Culture, etc)

2

Find strategic ways to tie your creator strategies into your ad strategies in terms of messaging and specific creators used in your targeting.

5

Leverage other key best practices like working with partners with agentic AI curation and expertise on ad formats and device targeting.

3

Don't limit your advertising to just retail & shopping content as many other topics are driving performance.

6

Own cultural moments at just the right time by working with a YouTube insights provider to help get and stay ahead of key trends.



# About Pixability



Pixability is the leading AI-driven technology company empowering the world's largest brands and agencies to maximize the value of their video advertising on YouTube. Leveraging its proprietary technology platform, unmatched channel database, and leading industry insights, Pixability makes every video impression count by identifying contextually relevant, brand suitable inventory and maximizing cost-efficient outcomes. That's why we're known as **The YouTube Outcomes Platform**.

As the only company Google-certified through the YouTube Measurement Program (YTMP) in both Contextual Targeting/Brand Suitability and YouTube Content Insights, Pixability stands uniquely positioned as the trusted partner for keeping our advertisers in the know with the insights that matter to them most.

## Awards & Recognition



**DIGIDAY**  
TECHNOLOGY  
AWARDS WINNER



**DIGIDAY**  
MEDIA  
AWARDS WINNER

## YouTube Measurement Program Certifications



**Measurement Program**  
Brand suitability & contextual targeting



**Measurement Program**  
Content insights

### Want to Learn More?

Our team can share additional insights not shown in this report. Reach out to learn more.

Contact us via [info@pixability.com](mailto:info@pixability.com)



