



DIGITAL100 by similarweb

Similarweb's annual report of the most important digital trends in 2024 in the US

Contributors:

Laurie Naspe | Director, Market Insights

James Quilter | Team Manager, Content Marketing

Daniel Reid | Senior Analyst, Market Insights

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2024 might be considered the year that consumers took back control—deciding what news to read, what clothing to wear, and what food and products to put in (and on) their bodies. While economic volatility and political shifts likely spurred this change, **the brands that thrived delivered what consumers craved: transparency, empowerment, and choices aligned with their values and well-being.** In a landscape where trust and authenticity became paramount, the most successful brands fostered deeper connections with their consumers through direct engagement.

Laurie Naspe | Director, Market Insights



Methodology

This report is based on Similarweb data, including traffic patterns for the fastest-growing sites, with over 100K visitors, in the United States, across key industries.

The analysis looks at industries and websites and apps with the largest year-over-year change (2023 vs. 2024) in average monthly website unique visitors on desktop and mobile web devices and average monthly active users (MAUs) on apps.

Introduction

The **2025 Digital 100 Insights Report** examines industries, digital strategies, and trends that defined the US in 2024, and their potential lasting impact on the economy. The report is part of our annual Digital 100 analysis, the globally recognized ranking for the fastest-growing digital brands on the internet.

Similarweb's Digital 100 reveals how consumer behavior evolved in response to 2024's economic uncertainty, political shifts, and technological innovations.

As digital-first brands and strategies gained momentum in 2024, digital intelligence shifted from a luxury to a necessity for companies aiming to thrive in the years ahead.



Good for the planet, good for you

Sustainability and eco-consciousness were key trends in 2024, shaping growth across five of our ten D100 categories. The rise of the 'circular economy' — where products are reused, resold, or repurposed — stood out.

Sites and apps like Depop (fashion), Back Market (electronics), and Too Good to Go (food) led the way. In Beauty and Home & Garden, ethically sourced, eco-friendly brands gained prominence.

As consumers became more aware of the environmental impact of overconsumption, 2024's successful brands offered meaningful alternatives.

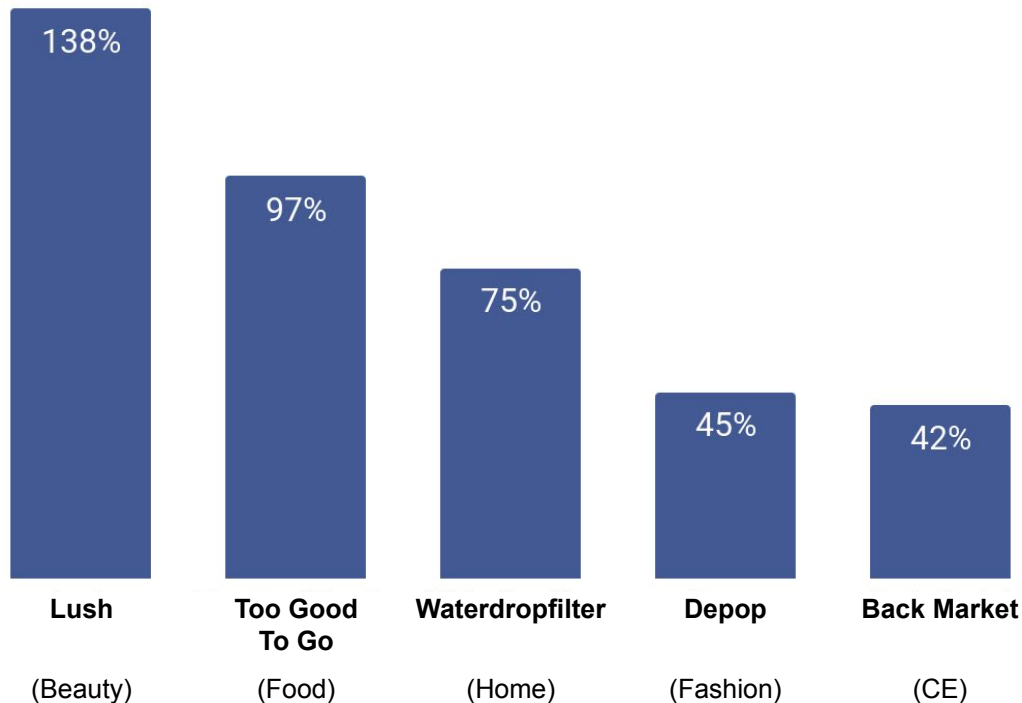
The remarkable YoY growth in users for these brands reflects a clear trend: consumers are prioritizing sustainability in their purchases.

Whether it's beauty (Lush), food waste reduction (Too Good to Go), eco-friendly home goods (waterdropfilter.com), second-hand fashion (Depop), or refurbished electronics (Back Market), these brands are thriving as consumers shift towards ethical and environmentally-conscious choices.

Notably, two electronics spare parts brands made our top 10 consumer electronics list, showing a growing preference for repairing and reusing over buying new — further reinforcing the trend.

Digital 100 Brands with a sustainability focus

YoY growth in average monthly UV / MAUs





Wellness becomes the ultimate goal

Another cross-category trend among our D100 winning brands is the rise of health-consciousness and holistic wellness. This was especially evident in the top-growing Beauty & Wellness and Consumer Electronics apps, led by brands promoting everything from stretching and meditation, to screen-free alternatives and fitness trackers.

Our food and beauty web lists also reflect this shift, with clean eating and clean beauty gaining ground. Apps like Yuka empower consumers to make informed choices about the products they buy.

Our search data reveals a clear shift toward natural, non-invasive options in beauty, health, and self-care. Consumers are prioritizing organic ingredients, wellness technologies, and lifestyle-focused solutions over synthetic chemicals and invasive procedures.

Search terms related to sleep hygiene are on the rise, while interest in quick-fix pills is declining. Similarly, searches for gut health are growing, while weight-loss surgeries are seeing less demand. This evolving mindset is reflected in our Digital 100 winners across beauty & wellness and consumer electronics.

Health-conscious and holistic wellness keywords

YoY growth/decline in keyword search volume

**Natural
retinol**

+104%

**Chemical
peel**

-31%

**Sleep
tracking**

+37%

Ambien

-9%

Prebiotics

+75%

Liposuction

-41%

**Grape seed
oil**

+68%

Dermal fillers

-6%



Remote-controlled home

In 2024, one thing is clear: the TV remote is no longer the only remote in the house.

Today, nearly every aspect of the home can be controlled remotely. Winners on our Consumer Electronics and Home & Garden lists included apps for smart lighting, home security, and temperature control.

This trend underscores how our mobile phones have become the ultimate remote control, seamlessly managing every corner of our homes.

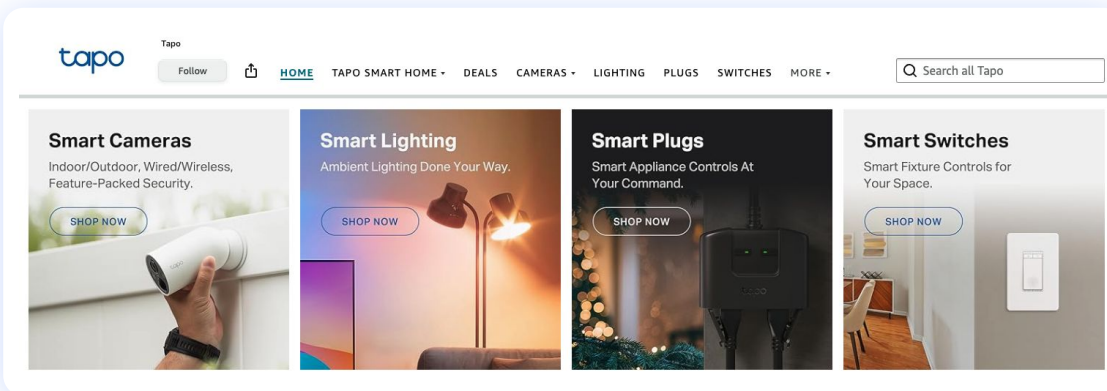
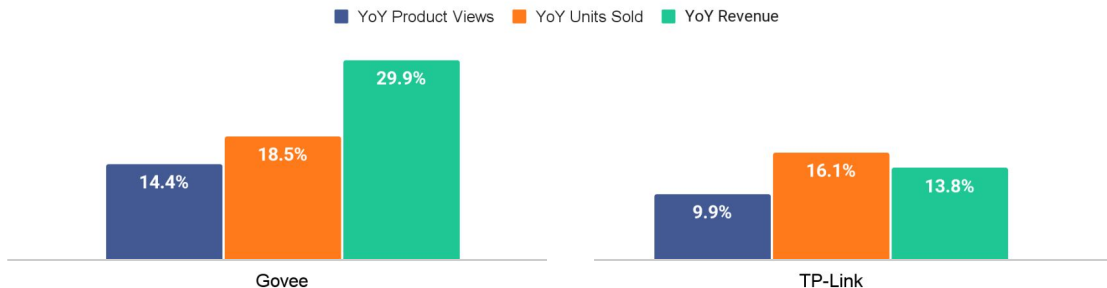
An analysis of two leading smart home brands on Amazon over the past two years shows growing consumer demand for devices that enable smart control of everyday appliances.

Product views for TP-Link and Govee have risen by over 10% year-over-year, with unit sales increasing by more than 15%. These brands offer a variety of products, from smart lighting and plugs to Govee's smart thermometers and humidifiers.

The ability to automate and manage devices seamlessly through smartphones is resonating with consumers, fueling the rising popularity of smart home solutions.

Product Views, Unit Sales & Revenue (YoY growth)

Amazon US, Similarweb Shopper Intelligence, 2024 vs 2023



Screenshot from TP-Link's Amazon store page



Social reigns supreme (in marketing)

A closer look at the marketing channels of the most successful brands — especially in fashion and beauty — reveals a clear winning strategy: social media. The fastest-growing websites in these categories saw significant traffic growth from social platforms.

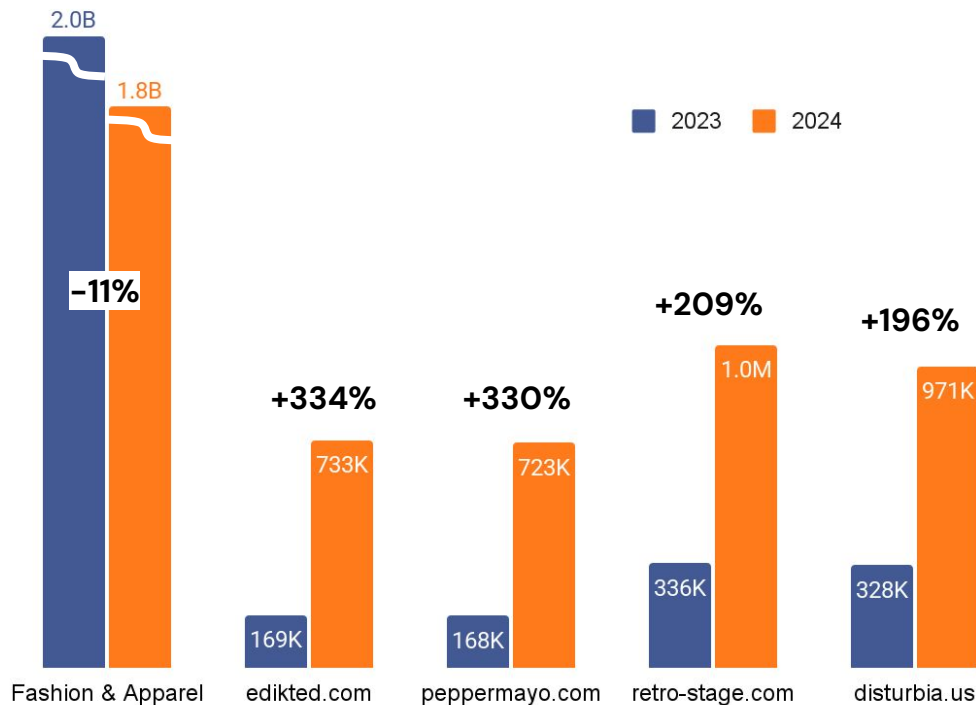
From influencer collaborations to hashtag campaigns and targeted ads, these brands demonstrated that social media is key to their success.

What do our Digital 100 web winners in the apparel & accessories category have in common? In 2024, they all saw a significant increase in traffic from social media. The category winner, Peppermayo.com, achieved a 4x increase in social traffic — standing out against the overall fashion category, which experienced an 11% decline.

These sites drove remarkable growth by understanding their audience demographics and prioritizing social media marketing. They leaned heavily on influencer partnerships, user-generated content, and viral trends to stay ahead.

Traffic from Social

YoY change in traffic from social channel





Anxiety fuels the need for control

The media has been filled with reports of natural disasters and social unrest. So it's no wonder people are seeking more control and preparedness. Websites and apps offering solutions to ease these anxieties saw significant growth this year.

In Consumer Electronics, portable power stations and solar energy solutions stood out. Meanwhile, the Home & Garden category was dominated by apps focused on home security and surveillance.

Visits to Ring's subscription pages (Amazon's Smart Security system) rose by 35% YoY, with monthly traffic in 2024 consistently exceeding 2023 levels.

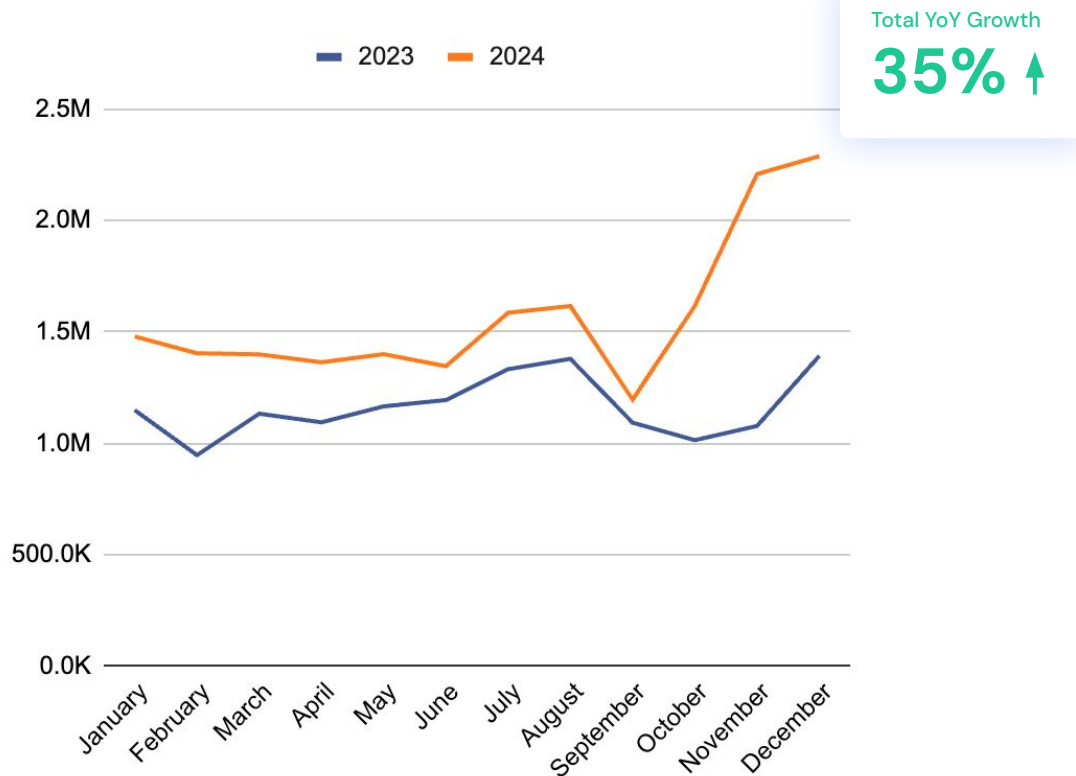
This sustained growth highlights a growing focus on safety and control amid rising concerns about social unrest.

Ring's ability to provide remote home monitoring, real-time alerts, and seamless integration with other smart home devices has made it an appealing choice for consumers.

If anxiety around personal safety increases, demand for solutions that combine technology with convenience, like Ring, is likely to keep growing.

Visits to ring.com subscription plan pages

Similarweb Segment Analysis, 2024 vs. 2023





Fragmented, ideological echo-chambers

Our D100 list in the News & Media category is a reflection of our lived experience – we are delivered content that supports our pre-existing beliefs and ideological leanings. Though it seems, to a large extent, we are choosing this ourselves, rather than being imposed upon by social and search algorithms.

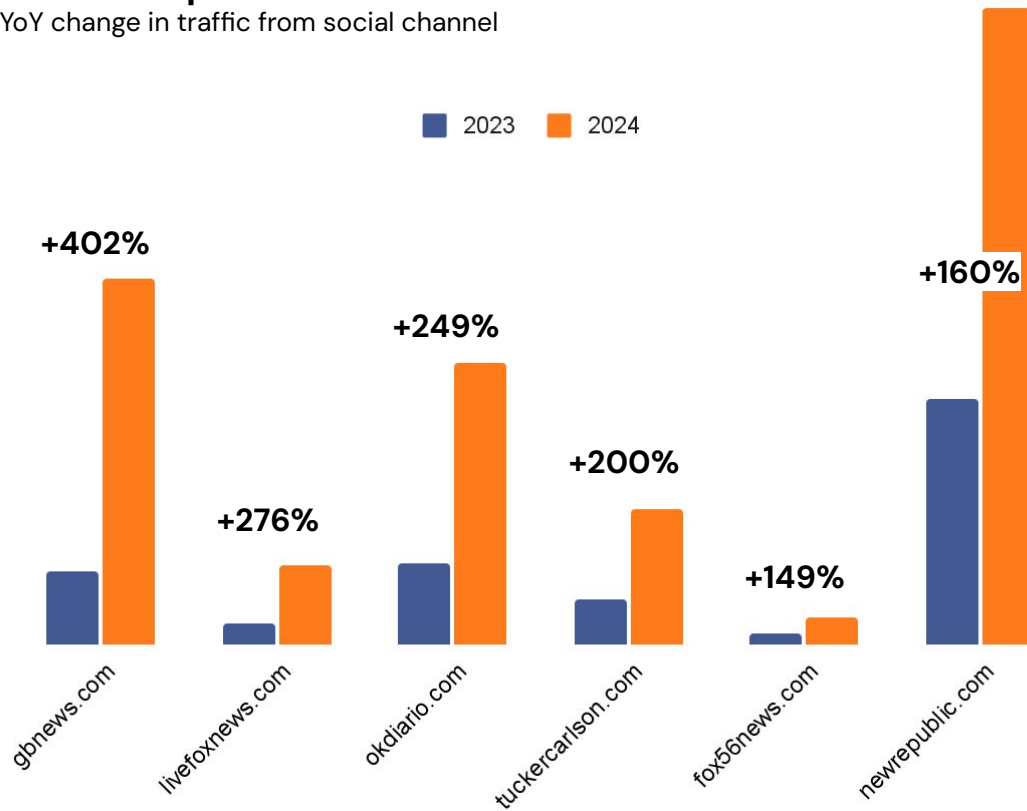
Nearly all the fastest-growing sites in the news category are partisan, providing a one-sided view of events. One bright star that bucks this trend is Ground News – our overall winner across sites (63%) and apps (50%) in the category – which helps users spot the bias in news outlets.

Partisan news sites experienced significant growth in 2024, driven by increasing political polarization during this election year. Six of the 10 fastest-growing news sites on our Digital 100 list are ideologically aligned, with five of them leaning to the right.

Substack, the overall big winner for both websites (+37%) and apps (+139%), adds an interesting dimension to this trend. It reflects a shift toward independent, partisan voices in the media landscape. By enabling deeper, more personalized, and less filtered engagement with individual creators — many of whom hold strong political views — Substack has become a hub for politically engaged audiences.

Growth in partisan news sites

YoY change in traffic from social channel





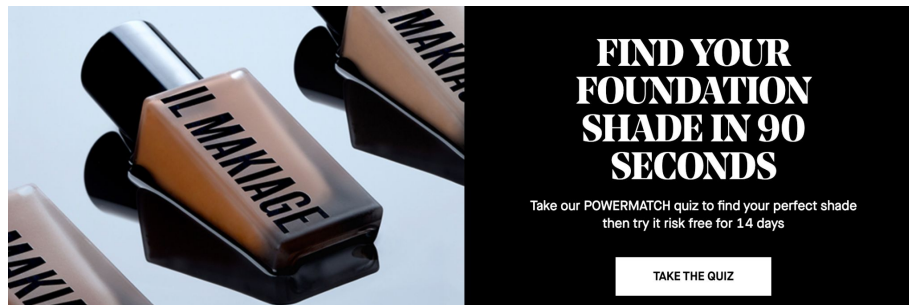
N=1

Across the Beauty & Wellness, Personal Finance, and Travel & Tourism categories, the fastest-growing brands point to a clear trend: individualization in the product experience. A one-size-fits-all approach no longer works in an era driven by AI-powered insights.

Consumers are increasingly seeking (almost) bespoke solutions tailored to their unique needs — especially in skincare and haircare. In finance, the top brands focus on personalized recommendations based on individual spending habits and financial goals.

Today's consumers increasingly expect products and experiences to be tailored to their unique preferences, lifestyles, and needs. This trend is evident in our Digital 100 lists. In the travel & tourism category, Kensington Tours stands out with highly personalized itineraries, while Point.me excels by offering custom recommendations for redeeming travel points.

In the beauty & wellness category, personalization reaches new heights. Prose, with 105% year-over-year growth, provides fully customized hair care based on detailed personal data. Il Makiage (181%) uses AI to match foundation shades, and Ogee.com (129%) creates personalized skincare routines and makeup shades.





Economic uncertainty fuels two trends

An analysis of our Digital 100 winners in the Personal Finance category reveals two distinct trends, both likely tied to economic volatility. One group favors a conservative approach, gravitating toward tools for budgeting, expense tracking, and financial control.

Meanwhile, the continued rise of cryptocurrency and alternative investment platforms highlights a separate segment embracing high-risk, high-reward strategies to capitalize on uncertainty.

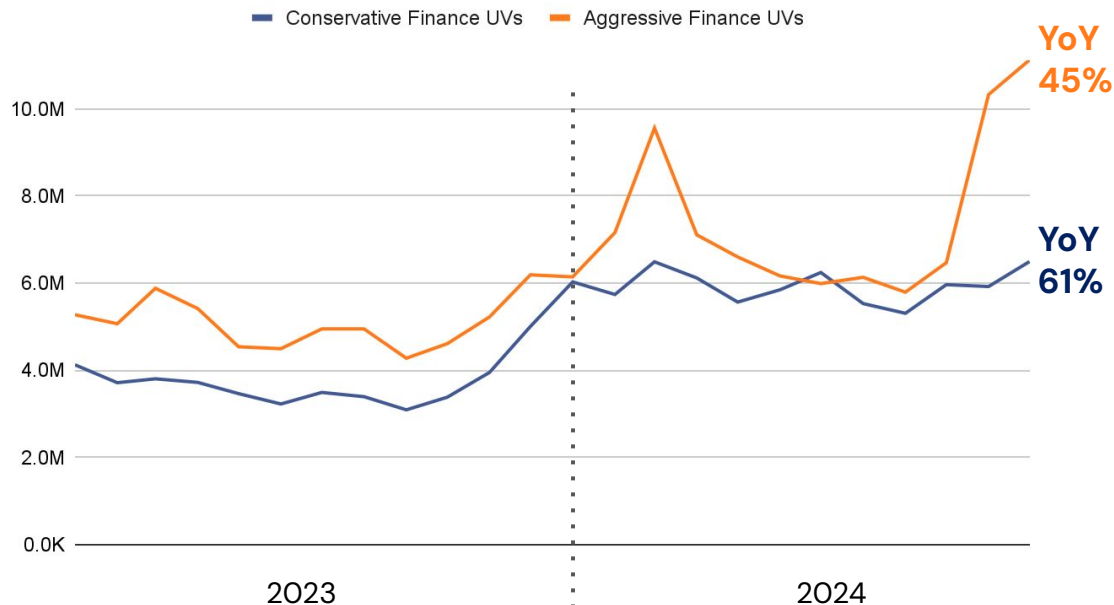
Amid economic uncertainty, two consumer factions have emerged in personal finance: one focused on wealth preservation and the other seeking to capitalize on market volatility for higher returns.

By grouping sites into these two camps — budgeting and financial management tools versus cryptocurrency and alternative investment platforms — we see comparable levels of strong growth in 2024.

As noted in our earlier trend, the successful sites and apps in both groups from the Digital 100 personal finance list use advanced technologies to deliver personalized advice, meeting the unique needs of their audiences.

Growth in conservative and aggressive finance sites

Monthly Unique Visitors, Jan 2023 – Dec 2024





2024: Business attire, facing extinction

In Apparel & Accessories, the streetwear and sneaker trend shows no signs of slowing. The work-from-home comfort vibe persists, even as return-to-office mandates gained traction in 2024.

The fastest-growing brands in the sector cater to a young audience that prioritizes comfort and style over traditional office wear and rigid fashion norms.

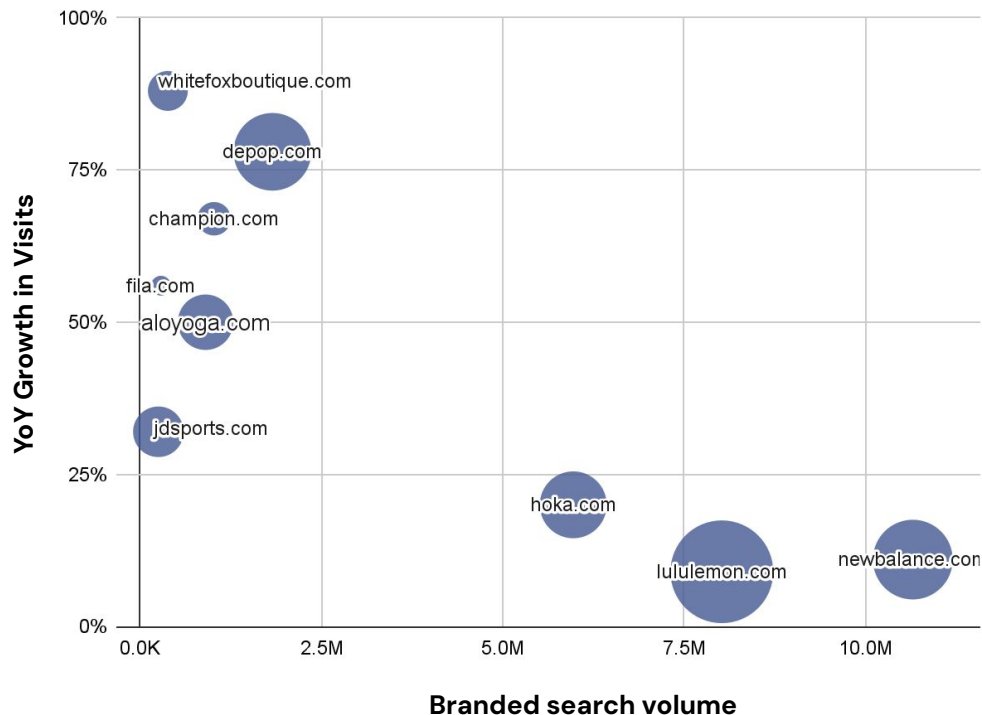
Consumers continue to prioritize comfort in their clothing and footwear choices. As the growth of traditional athleisure brands like Lululemon and New Balance slows down, new (and retro) players are entering the scene.

JD Sports emerged as the overall apparel and accessories winner, with strong growth across web (35%) and app (150%). By maintaining a diverse portfolio of streetwear labels, it has tapped into the cultural zeitgeist of urban fashion.

Another standout, Depop, goes even further by appealing to Gen Zs and millennials who value streetwear and sustainability in equal measure.

Search volume & YoY growth of streetwear brands

YoY growth in visits, branded search volume (2024), Unique Visitors (2024)





The ChatGPT explosion

If 2024 was the Year of AI, then its Person of the Year was ChatGPT. This year, the advanced AI language model developed by OpenAI gained significant traction and established itself firmly on the Big Winners list in all but one of the markets covered in the D100.

With over 330M monthly unique visitors worldwide in December 2024, ChatGPT is transforming the way we interact with technology, from communication to creativity, work to shopping.

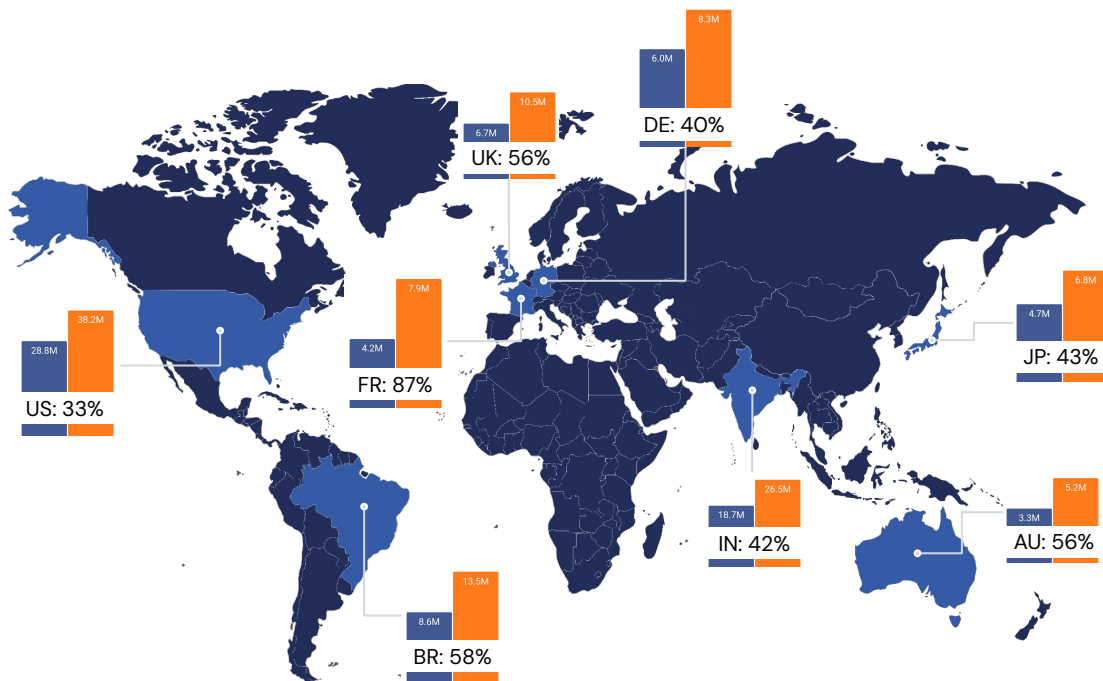
In 2024, ChatGPT, like other generative AI technologies, took the world by storm. For the first time in the five-year history of the Digital 100, a site has secured a spot in the top 10 of (nearly) every country's Big Winner list.

YoY growth in monthly unique visitors ranged from 33% in the US to 87% in France, where it claimed the top spot, while consistently adding millions of visitors worldwide.

This unprecedented global expansion underscores ChatGPT's broad appeal and its transformative impact across diverse markets and regions.

ChatGPT growth worldwide

YoY change in average monthly unique visitors



What do these trends mean for brands wanting explosive growth in 2025?

Understand consumer mindset

Recognizing how consumers think and feel about the world, what they value and what they can do without is essential for brand growth. Smart brands use this information to tailor messaging, allowing it to resonate more deeply and ultimately, drive a response. Knowing consumers are shifting to a more health-conscious mindset, both regarding themselves and the planet; that people are feeling edgy and insecure and are looking for products that provide a sense of control, comfort, and transparency can (and should) be incorporated into product roadmaps and brand messaging.

Tools to help:

Research insights trends/ reports
Keyword search + demand analysis

Learn about your target audience

Much can be gleaned from analysing successful brands and the marketing tactics they've employed. However, this is no one-size-fits all approach – marketing strategies drive brand growth when they are aligned with the unique characteristics and behaviours of the target audience.

The 2024 D100 Apparel & Accessories brands demonstrate this point, showing that when businesses understand and incorporate the channels their target consumers utilise most and the types of partnerships they most value, growth can be exponential.

Tools to help:

Marketing Channel Analysis
Demographics + Audience Interests

Analyze gaps in the market

Market gaps are equivalent to unmet needs or desires for which consumers are seeking solutions. By identifying and filling a gap in the market, a brand can differentiate itself from competitors and position itself as the go-to solution.

Two of our Digital Winners – Monarch and Yoto – are cases in point. Monarch capitalised on the gap in the market left when Intuit's Mint was shuttered in January 2024, while Yoto identified an unmet need of parents of small-children: a screen-free alternative that is fun, engaging and educational.

Tools to help:

Market Analysis
Consumer surveys



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Digital 100

The Official Fastest-Growing Companies Online

Issued annually, Digital 100 is the definitive ranking of the fastest-growing websites and the apps that achieved exceptional growth in 2024 across 8 markets and key categories, from beauty & wellness to gaming and everything in between.

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