The State of Online Reviews 2025

Trustpilot Insights

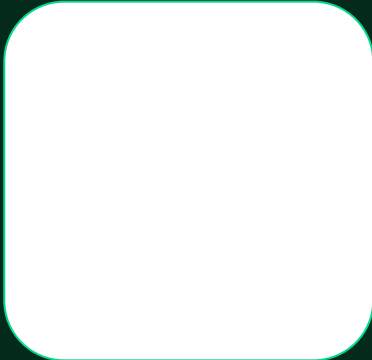Why the Voice of the Consumer Matters More Than Ever

Introduction

Every day, people use reviews to help them decide what to buy — and share their own experiences so others can choose with confidence. At Trustpilot, **we believe everybody's voice matters**. For more than 18 years, we've been making it easy for anyone, anywhere, to leave a review.

In 2024, people wrote **61 million new reviews** on Trustpilot — over **190,000 every single day** — making it one of the most active and diverse review communities in the world. Because our platform is open to everyone and we use tools like automated invitations, we hear from a wide range of customers. This gives a fuller picture of experiences, not just the loudest opinions.

Reviews aren't just useful for today's shoppers — they're **essential for the future**. They help people make better choices, help businesses improve, and now they're starting to help guide technology. As AI plays a bigger role in how we shop and get customer service, reviews are an important "**human-in-the-loop**" check, keeping technology grounded in real experiences.

That's why we're creating new ways to turn review insights into action — including **TrustLayer™ data solutions**, which helps embed the voice of the customer into decision-making for businesses, investors, and AI developers.

"Every review is more than a star rating — it's a human experience that shapes decisions, holds businesses accountable, and, in the age of AI, helps keep technology grounded in trust."

Carrie Ryan, Chief Strategy Officer, Trustpilot

Key messages

Trustpilot review volumes are growing fastest – over 190K new reviews daily and 61M in 2024.

Reviews span industries and geographies – offering a balanced view of customer perspectives.

Millions read reviews, fewer write them – Trustpilot is closing the gap with automated invitations.

Reviews will be key in the AI era – a "human-in-the-loop" safeguard to connect people and technology.

01

Review volumes on Trustpilot have grown faster than any other major review platform

Tips to increase reviews
Trustpilot works hard to encourage reviews, without compromising integrity
>> Find out more here

1
Years
8

300+
Million Reviews

190k
New Reviews Per Day
+

Total New Reviews in 2024

★ Trustpilot	yelp	⊙⊙ Tripadvisor
61M	21M	31M

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025
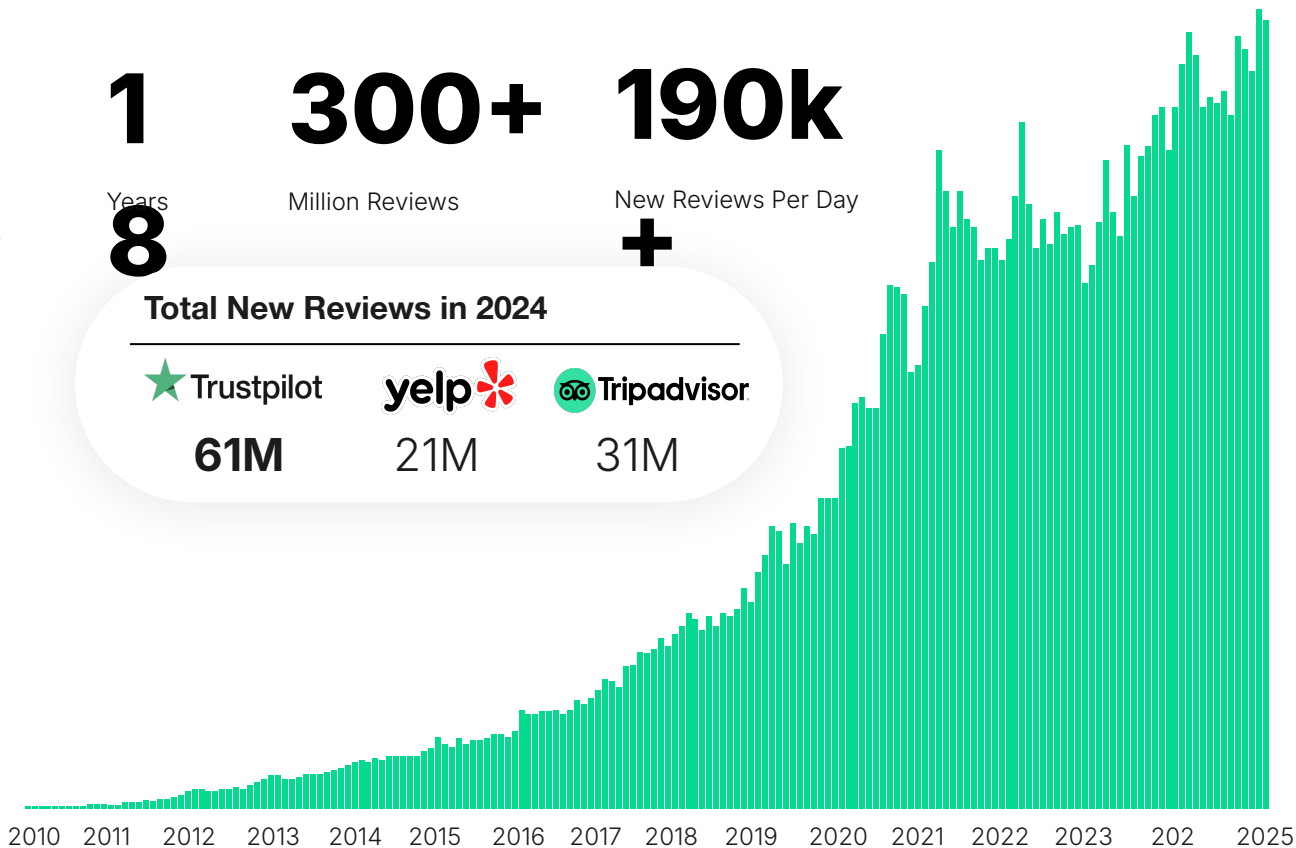
We invest heavily in content integrity

Trustpilot

100% — Reviews screened

4 Million — Reviews removed each year

82% — Of removed fake reviews were detected by our automated tools

Neutral

Open

Fair

Transparent

Trustpilot

Transparency Report

2024

Coalition for Trusted Reviews

02

Vertical Coverage
Strength across service industries

		25M reviews

Airlines		2M reviews

Banks		3M reviews

Car Rental		7M reviews

Food Delivery		3M reviews

02
Vertical Coverage
Strength across service industries

No. of businesses by industries, #

Industry	Value
Business Services	194k
Shopping & Fashion	180k
Electronics & Tech	157k
Money & Insurance	140k
Home & Garden	102k
Events & Entertainment	84k
Beauty & Well-being	76k
Vehicles & Transportation	73k
Construction & Manufacturing	60k
Health & Medical	55k
Food, Beverages & Tobacco	50k
Travel & Vacation	50k
Education & Training	47k
Media & Publishing	44k
Home Services	41k
Hobbies & Crafts	29k
Sports	26k
Animals & Pets	19k
Public & Local Services	18k
Legal Services & Government	17k
Restaurants & Bars	14k
Utilities	8k
Total	**1,485k**

No. of reviews by industries, #

Industry	Value
Business Services	42M
Shopping & Fashion	43M
Electronics & Technology	29M
Money & Insurance	26M
Home & Garden	33M
Events & Entertainment	19M
Beauty & Wellbeing	16M
Vehicles & Transportation	24M
Construction & Manufacturing	7M
Health & Medical	12M
Food, Beverages & Tobacco	10M
Travel & Vacation	14M
Education & Training	4M
Media & Publishing	9M
Home Services	3M
Hobbies & Crafts	7M
Sports	6M
Animals & Pets	5M
Public & Local Services	3M
Legal Services & Government	2M
Restaurants & Bars	2M
Utilities	4M
Others	8M

0K   10M   20M   30M   40M   50M

Money & Insurance is the **fastest growing industry** in terms of reviews, likely due to **rising caution** in areas like **crypto and fintech.** It suggests users turn to Trustpilot to **gauge risk and trust**, using it like an **informal regulator.**

7

03
Geographical Coverage
Over 100 countries

Trustpilot Business Coverage

UK
356,499
reviewed businesses

Germany
101,822
reviewed businesses

USA
562,365
reviewed businesses

Business coverage
0 − 10
10 − 100
100 − 1,000
1,000 − 10,000
10,000 − 100,000
100,000 − Inf
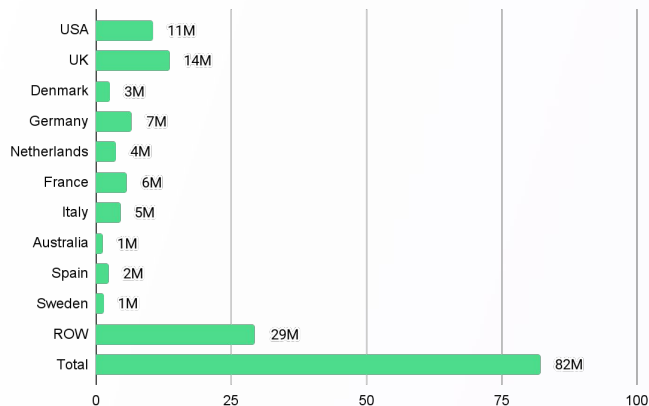
Leaflet | © OpenStreetMap, ODbL
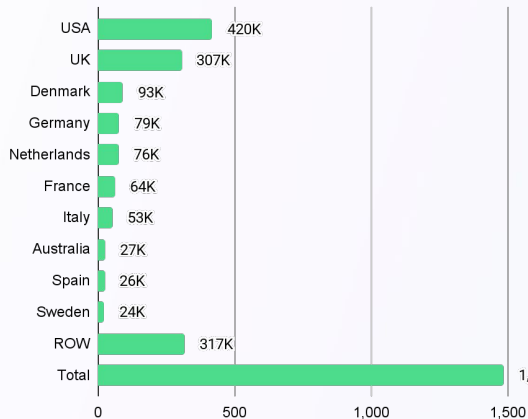
03

Geographical Coverage
Over 100 countries

UK still growing ~10.2% YoY in reviews since 2021 despite being the largest market
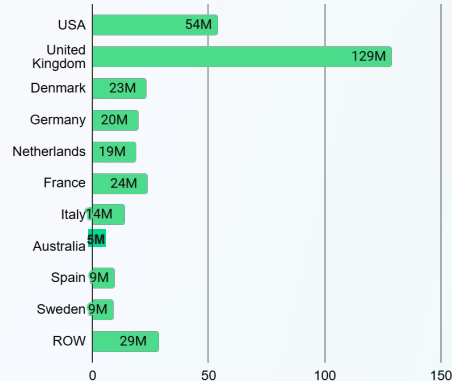
No. of unique users by geographies (in June '25), #

USA	11M
UK	14M
Denmark	3M
Germany	7M
Netherlands	4M
France	6M
Italy	5M
Australia	1M
Spain	2M
Sweden	1M
ROW	29M
Total	82M

0   25   50   75   100

Total 82M

No. of business units by geographies, #

USA	420K
UK	307K
Denmark	93K
Germany	79K
Netherlands	76K
France	64K
Italy	53K
Australia	27K
Spain	26K
Sweden	24K
ROW	317K
Total	1,

0   500   1,000   1,500

Total 1M

No. of reviews by geographies, #

USA	54M
United Kingdom	129M
Denmark	23M
Germany	20M
Netherlands	19M
France	24M
Italy	14M
Australia	5M
Spain	9M
Sweden	9M
ROW	29M

0   50   100   150

Total 334M

9

04
Reader and Reviewer Profile
Balanced gender mix, skewing younger

Reader

- Male
- Female

47.70%　52.30%

25.00%
20.00%
15.00%
10.00%
5.00%
0.00%

| 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| 16.60% | 23.80% | 16.30% | 18.00% | 14.50% | 10.70% |
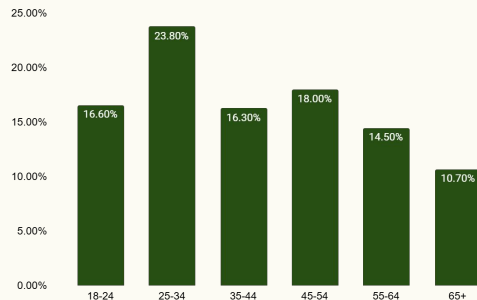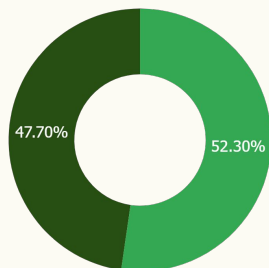
18-25 spend the longest time on site per session, reading and engaging with reviews through likes and shares.

Reviewer
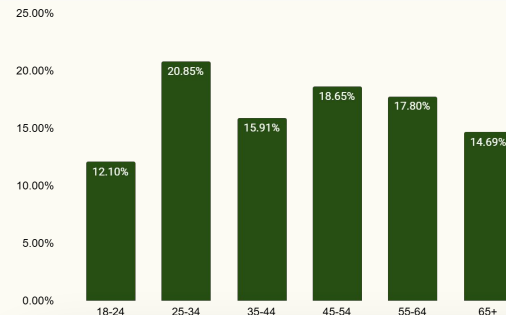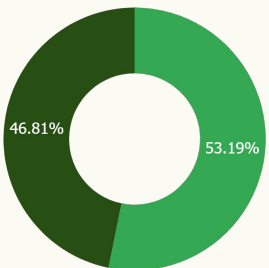

- Male
- Female

46.81%　53.19%

25.00%
20.00%
15.00%
10.00%
5.00%
0.00%

| 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| 12.10% | 20.85% | 15.91% | 18.65% | 17.80% | 14.69% |

Older audiences (45+) are proportionally more likely to write reviews.

Contribution Rate[1]

04
Engaged Consumers
Users write to inform, not just vent

Review likes are increasing, showing higher engagement even by non-writers.
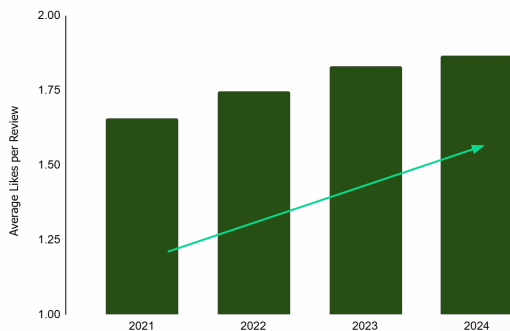
This suggests that users who never write reviews aren't passive consumers. By liking reviews they help to **surface the most valuable content** for others.

MoM more active users are writing reviews, reducing the number of read only users
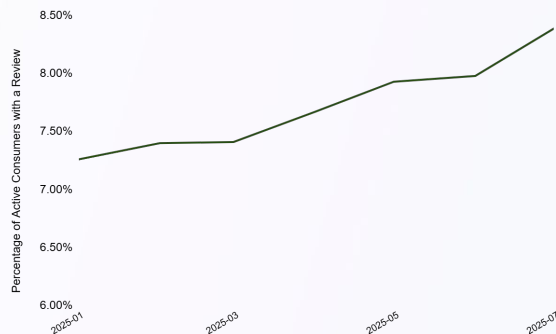
85% of reviews earn a quality score, with **~4 in 10 reviews meeting the high-quality threshold**. This shows that Trustpilot's growth in reviews *and* reviewers is matched by **sustained informational value**.

The **increase in reviewers** matched with a **steady quality score** and **rising review likes** show that this is a **community** where people still **write to inform**, not just vent.

New TrustLayer™ Data Solutions: launching Q3 2025

★ Trustpilot

05 TrustLayer™ Data Solutions
Investing
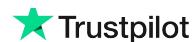
These flagship partners are already using TrustLayer™ to inform investment decisions

Advent

felix

What matters to consumers?
GenAI-derived Industry Taxonomy

Brand

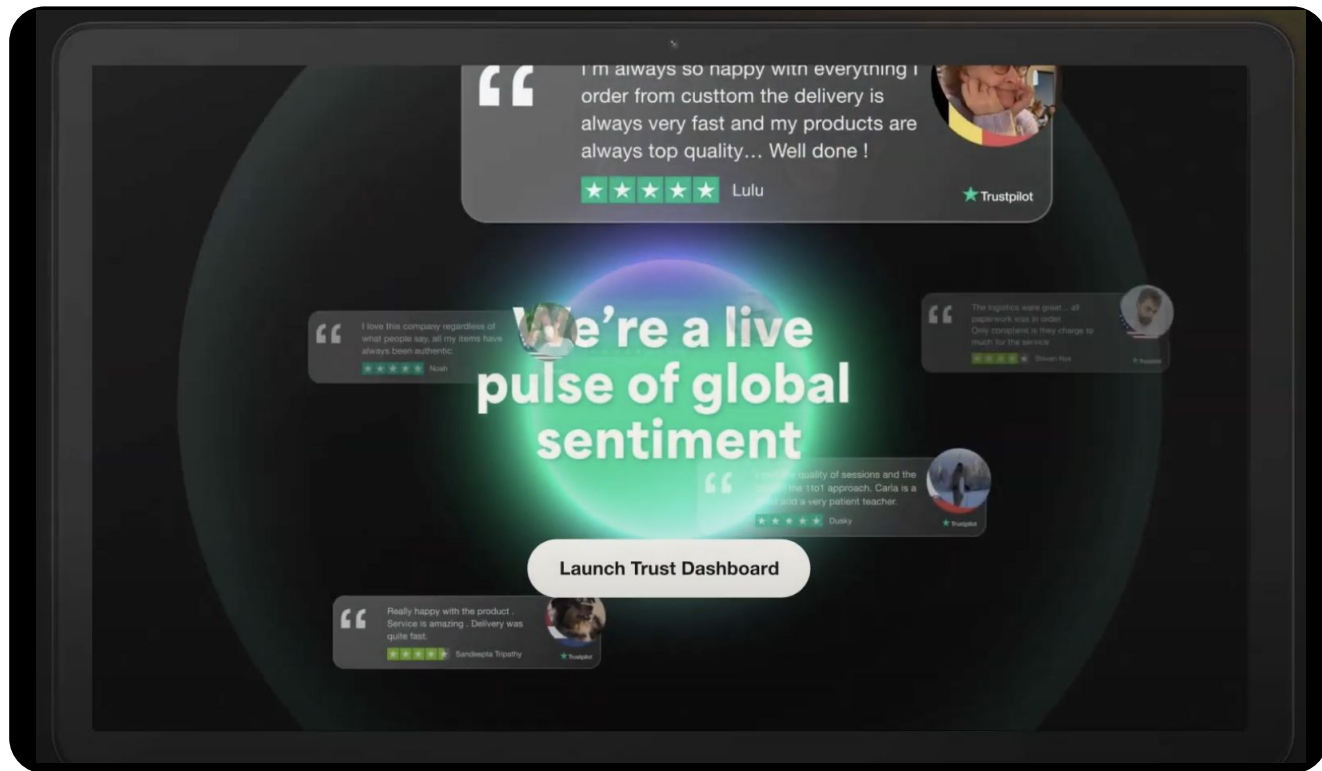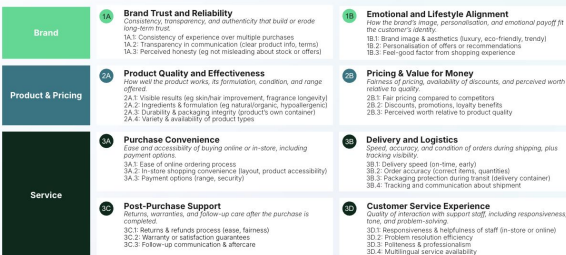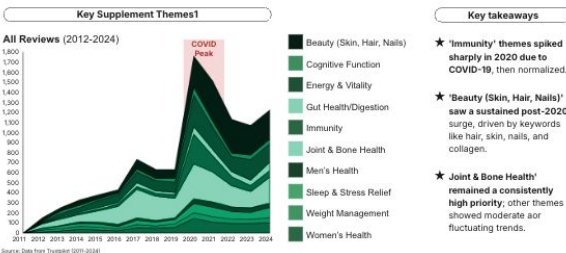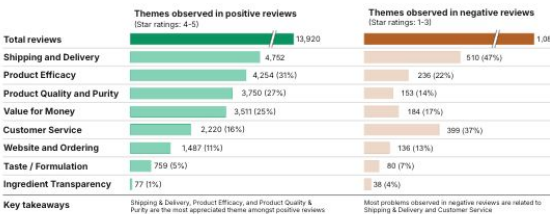**1A Brand Trust and Reliability**
Consistency, transparency, and authenticity that build or erode long-term trust.
1A.1: Consistency of experience over multiple purchases
1A.2: Transparency in communication (clear product info, terms)
1A.3: Perceived honesty (eg not misleading about stock or offers)

1B Emotional and Lifestyle Alignment
How the brand's image, personalisation, and emotional payoff fit the customer's lifestyle.
1B.1: Brand image & aesthetics (luxury, eco-friendly, trendy)
1B.2: Personalisation of offers or recommendations
1B.3: Feel-good factor from shopping experience

Product & Pricing

2A Product Quality and Effectiveness
How well the product works, its formulation, condition, and range offered.
2A.1: Visible results (eg skin/hair improvement, fragrance longevity)
2A.2: Ingredients & formulation (eg natural/organic, hypoallergenic)
2A.3: Durability & packaging integrity (product's own container)
2A.4: Variety & availability of product types

2B Pricing & Value for Money
Fairness of pricing, availability of discounts, and perceived worth relative to quality.
2B.1: Fair pricing compared to competitors
2B.2: Discounts, promotions, loyalty benefits
2B.3: Perceived worth relative to product quality

Service

3A Purchase Convenience
Ease and accessibility of buying online or in-store, including payment options.
3A.1: Ease of online ordering process
3A.2: In-store shopping convenience (layout, product accessibility)
3A.3: Payment options (range, security)

3B Delivery and Logistics
Speed, accuracy, and condition of orders during shipping, plus tracking visibility.
3B.1: Delivery speed (on-time, early)
3B.2: Order accuracy (correct items, quantities)
3B.3: Packaging protection during transit (delivery container)
3B.4: Tracking and communication about shipment

3C Post-Purchase Support
Returns, warranties, and follow-up care after the purchase is completed.
3C.1: Returns & refunds process (ease, fairness)
3C.2: Warranty or satisfaction guarantees
3C.3: Follow-up communication & aftercare

3D Customer Service Experience
Quality of interaction with support staff, including responsiveness, tone, and problem-solving.
3D.1: Responsiveness & helpfulness of staff (in-store or online)
3D.2: Problem resolution efficiency
3D.3: Politeness & professionalism
3D.4: Multilingual service availability

Source: Data from Trustpilot (2010-2025); Competitor Set

★ Trustpilot   Voice of Customer (VoC)   2. Satisfaction Drivers

Text analysis | Frequency of themes in positive and negative reviews

	Themes observed in positive reviews (Star ratings: 4-5)	Themes observed in negative reviews (Star ratings: 1-3)
Total reviews	13,920	1,087
Shipping and Delivery	4,752	510 (47%)
Product Efficacy	4,254 (31%)	236 (22%)
Product Quality and Purity	3,750 (27%)	153 (14%)
Value for Money	3,511 (25%)	184 (17%)
Customer Service	2,220 (16%)	399 (37%)
Website and Ordering	1,487 (11%)	136 (13%)
Taste / Formulation	759 (5%)	80 (7%)
Ingredient Transparency	77 (1%)	38 (4%)
Key takeaways	Shipping & Delivery, Product Efficacy, and Product Quality & Purity are the most appreciated theme amongst positive reviews	Most problems observed in negative reviews are related to Shipping & Delivery and Customer Service

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Evolving Consumer Health Priorities Reflected in Review Themes
Industry Trends

Key Supplement Themes1

All Reviews (2012-2024)

COVID Peak

1,800
1,700
1,600
1,500
1,400
1,300
1,200
1,100
1,000
900
800
700
600
500
400
300
200
100

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

■ Beauty (Skin, Hair, Nails)
■ Cognitive Function
■ Energy & Vitality
■ Gut Health/Digestion
■ Immunity
■ Joint & Bone Health
■ Men's Health
■ Sleep & Stress Relief
■ Weight Management
■ Women's Health

Key takeaways

★ 'Immunity' themes spiked sharply in 2020 due to COVID-19, then normalized.

★ 'Beauty (Skin, Hair, Nails)' saw a sustained post-2020 surge, driven by keywords like hair, skin, nails, and collagen.

★ 'Joint & Bone Health' remained a consistently high priority; other themes showed moderate aor fluctuating trends.
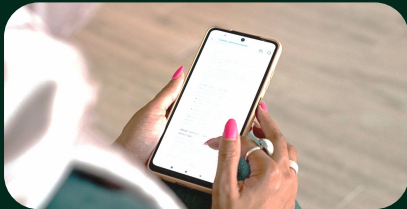
Source: Data from Trustpilot (2011-2024)

Heatmap highlighting value drivers and pain-points across Vit. Company A and its competitors
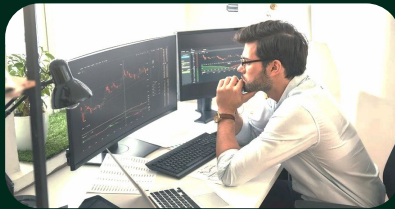Comparative CX Heatmap by Key Buying Factor

Average rating: >4.5   4.1-4.5   3.5-4   <3.5

Players	Product				Service			Price
	Product Efficacy	Product Quality & Purity	Taste / Formulation	Ingredient Transparency	Customer Service	Shipping & Delivery	Website & Ordering	Value for Money
Vitamin Company B	4.9	4.9	4.4	4.3	4.9	4.9	4.9	4.8
Vitamin Company C	4.8	4.7	4.8	4.1	3.6	4.4	4.6	4.6
Vitamin Company D	4.7	4.8	4.5	4.0	4.7	4.8	4.6	4.8
Vitamin Company A	4.8	4.8	4.6	3.8	4.4	4.6	4.7	4.8
Vitamin Company E	4.8	4.9	4.4	4.2	4.9	4.9	4.9	4.9

Source: Data from Trustpilot (Jun 2023 – Jun 2025); Excludes data where n < 20

Search and LLMs
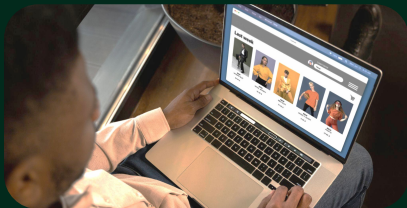
Social media

Investing

Social listening
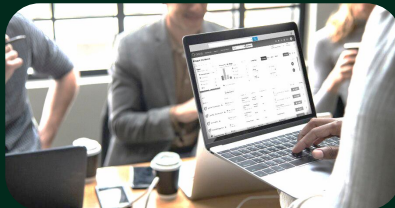
★ Trustpilot TrustLayer™
Data Solutions

Ecommerce

Payment solutions

CRM and SaaS

Procurement

Sign-up here for early access:
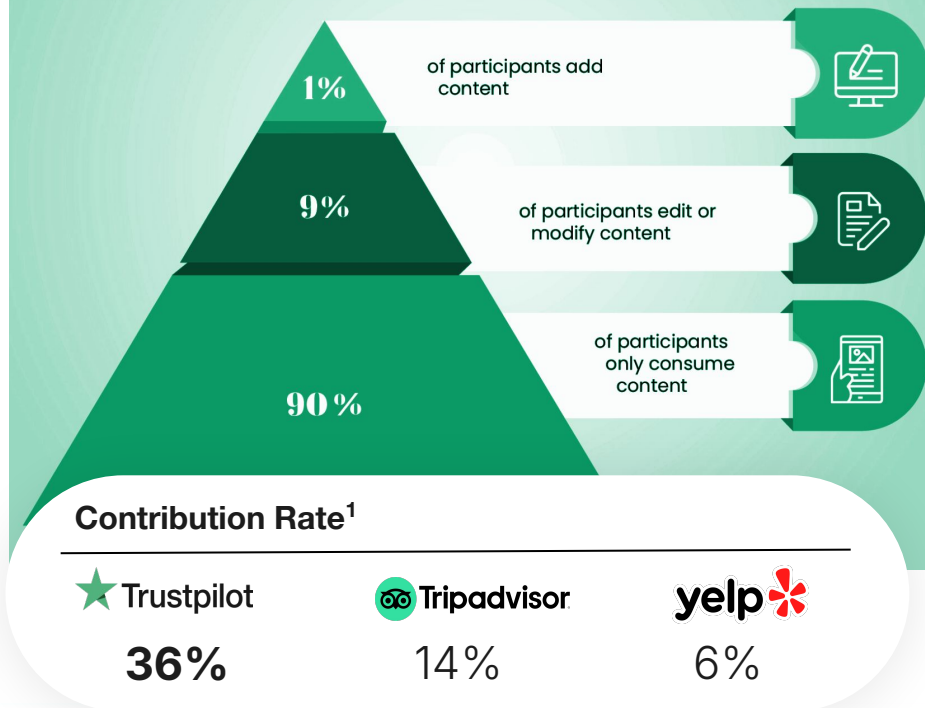business.trustpilot.com/datasolutions

04

Most people read, fewer contribute - but on Trustpilot, more people join the conversation

Online, the majority of people are readers rather than contributors. But review platforms — and especially Trustpilot — see much higher participation than most.

90–9–1 Principle

The 90-9-1 principle suggests that within an internet community

1% of participants add content

9% of participants edit or modify content

90% of participants only consume content

Contribution Rate[1]

Trustpilot	Tripadvisor	yelp
36%	14%	6%

1 - Contribution Rate (%) = (2024 New Reviews / June '25 Monthly Active Users) / Est. Avg. Reviews per Reviewer

05
The Future of Trust in the Age of AI
54% of people don't trust AI to be unbiased

With AI shaping more of what we see, buy, and experience, **the need for trusted human feedback has never been greater.**

TrustLayer™ data solutions ensures that human voices remain at the heart of how technology makes decisions.

How can I trust it?

Source: YouGov, March 2025 [LINK]

09

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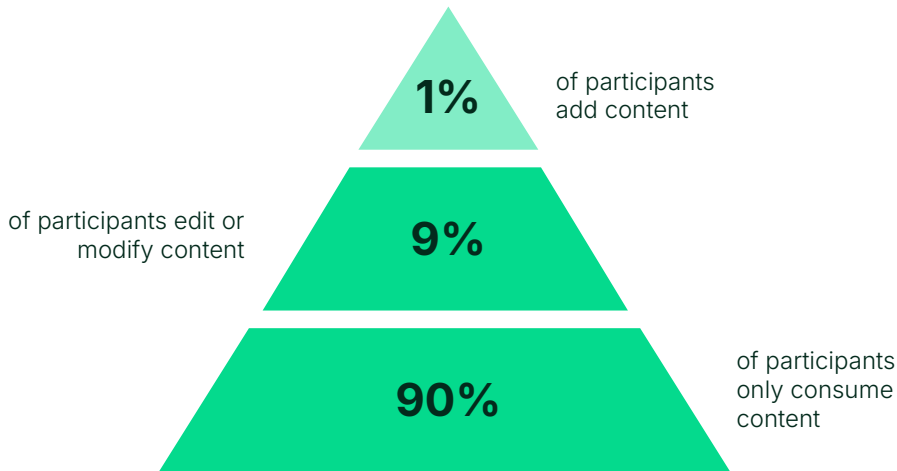
How can I trust it?

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Source: SEM Rush; Company Statements

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