

# MARKETING TRENDS IN 2025



Marketing Trend & Insight



# CAMBODIA LANDSCAPE



Data highlights as of 2025

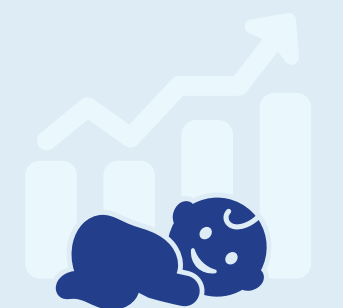


**Total Population**

**17.8M**

F: 51% M: 49%

26  
0 70



## GENDER

♀ **9.1M** ♂ **8.7M**

The total population was expected to growth at +1.14% in the next year.

## LIFE EXPECTANCY

### FEMALE

♀ **FEMALE**  
**70** AGE ♂

The median age of the population is 26.2 years old, and life expectancy is 70.08 years old.

## GDP GROWTH

**5.8%↑**



Cambodia GDP is expected to growth at 5.8% for 2024 and 6.0% for 2025 (#ADO2024).

## BIRTH RATE

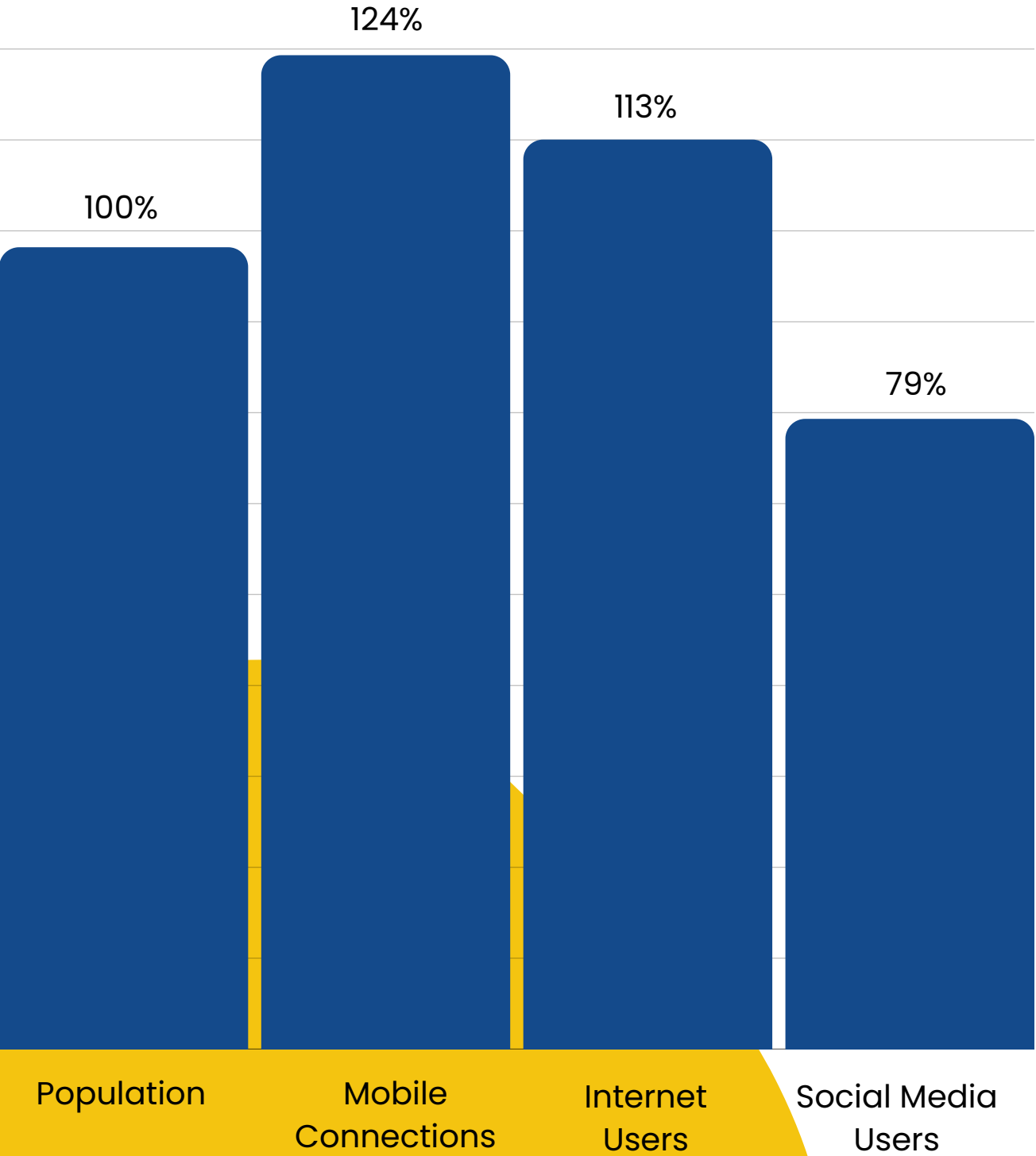
**2.3%**



Cambodia birth rate expects to be around 2.3% for 2025.

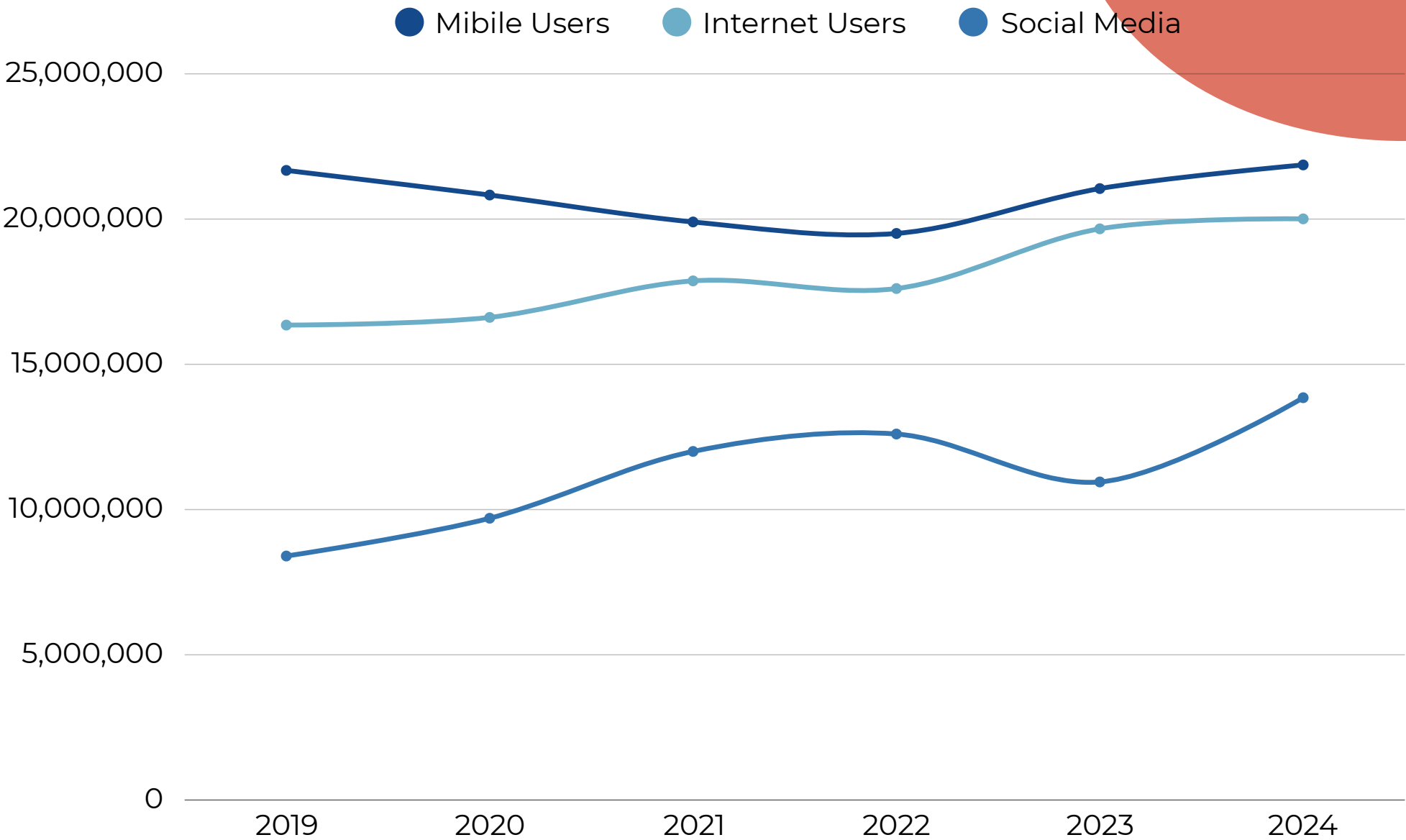
# DIGITAL LANDSCAPE

Compared Between Population vs. Users (2024)



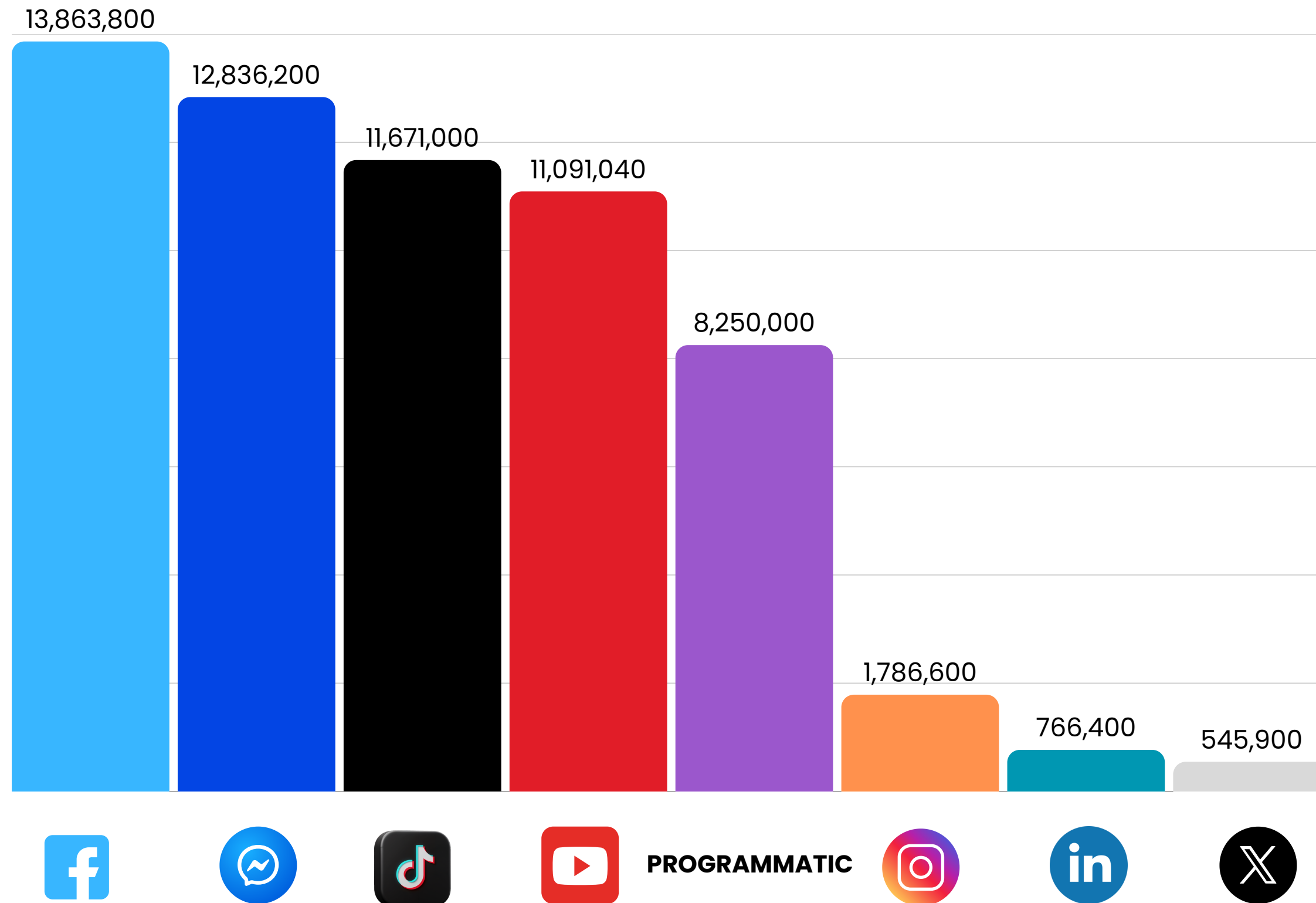
Sources: UN.Dataportal, Telecommunivation Regulator of Cambodia NapoleonCat

Compared Between Mobile Connections vs. Internet Users



People are using more than 1 Mobile phone or sim card. Mobile Connection is 24% Higher than the Population of Cambodia. Social Media Users is 79% of the total Population.

# DIGITAL LANDSCAPE



- **Facebook** is the biggest social media platform for mass audience reach.
- **IG** is the best visual oriented platform for lifestyle consumers.
- **Messenger** is is the largest messaging platform.
- **TikTok** is rising video format platform for young consumers.
- **YouTube** doesn't have official data. However, 80% of social media users are active on YouTube. YT is still the best platform for people looking for long form video format.
- **LinkedIn** is for professional platform.
- **X (Twitter)** is the real-time platform for news, trends, and public discourse.
- **Programmatic** is rich media platform allows us explore more interactive ad formats with international & local websites or apps placements.

# DIGITAL FUNNEL



## AWARENESS

01

Reach to a mass audience in platforms with wide range.

## CONSIDERATION

02

Deeper communication from reach to engagement optimization

## CONVERSION

03

Drive to trial and purchase



# WHY MARKETING → TRENDS MATTER

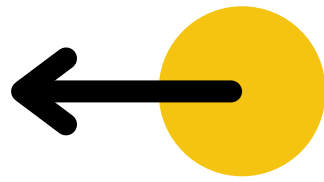


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Understanding trends helps businesses stay competitive and relevant.

→ Adapting to trends ensures your strategies resonate with evolving customer expectations.

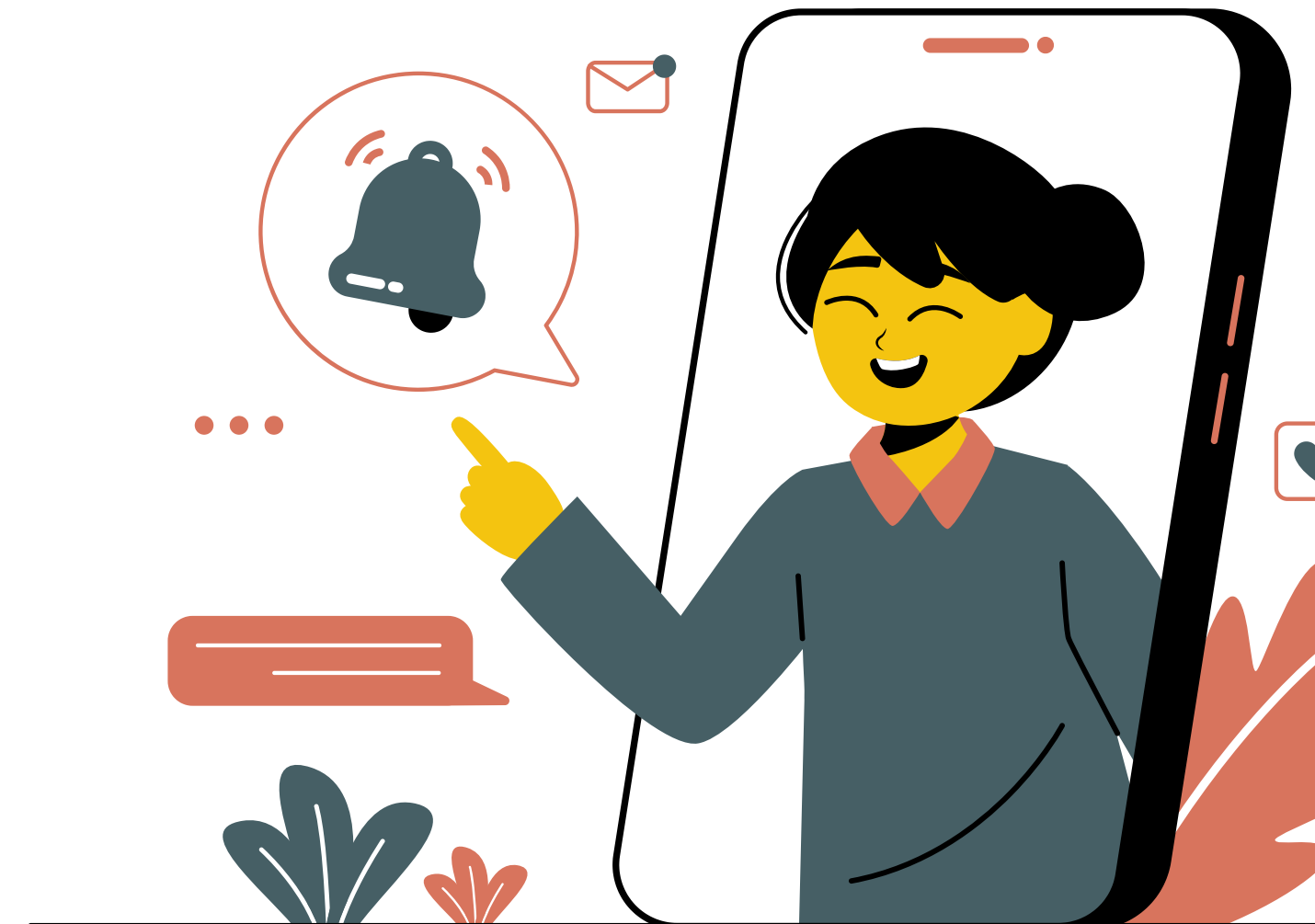
# INFLUENCER COLLABORATIONS



By building authentic partnerships, influencers help amplify your brand message to highly engaged audiences.

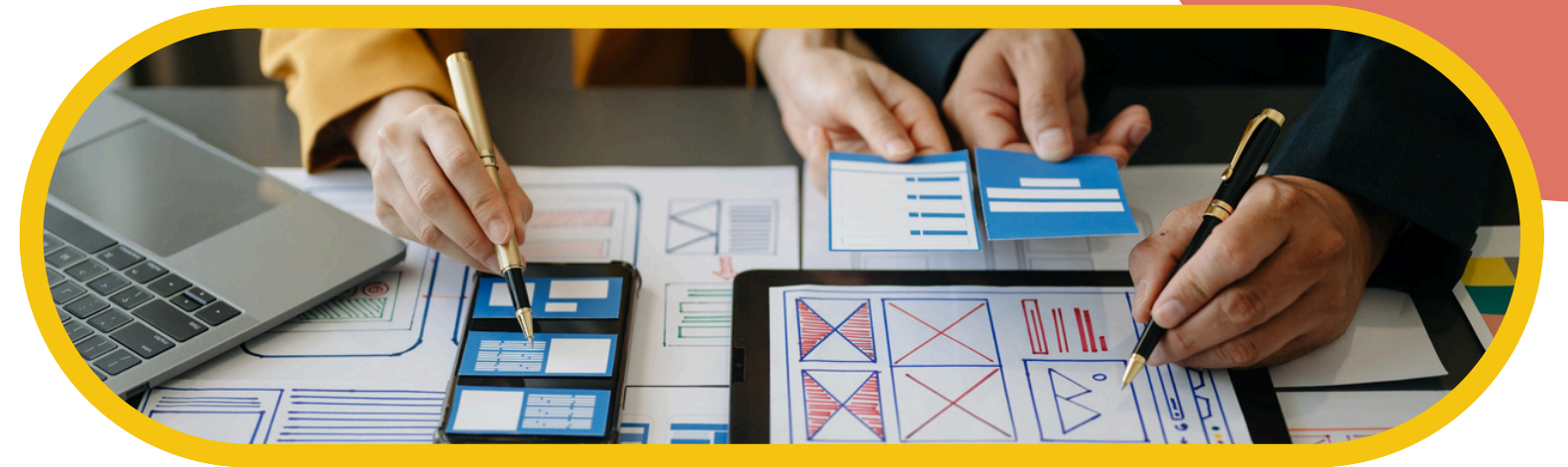


Partnering with influencers builds trust and reaches wider audiences.





# INTERACTIVE CONTENT



Quizzes, polls, and AR experiences  
boost engagement and retention.



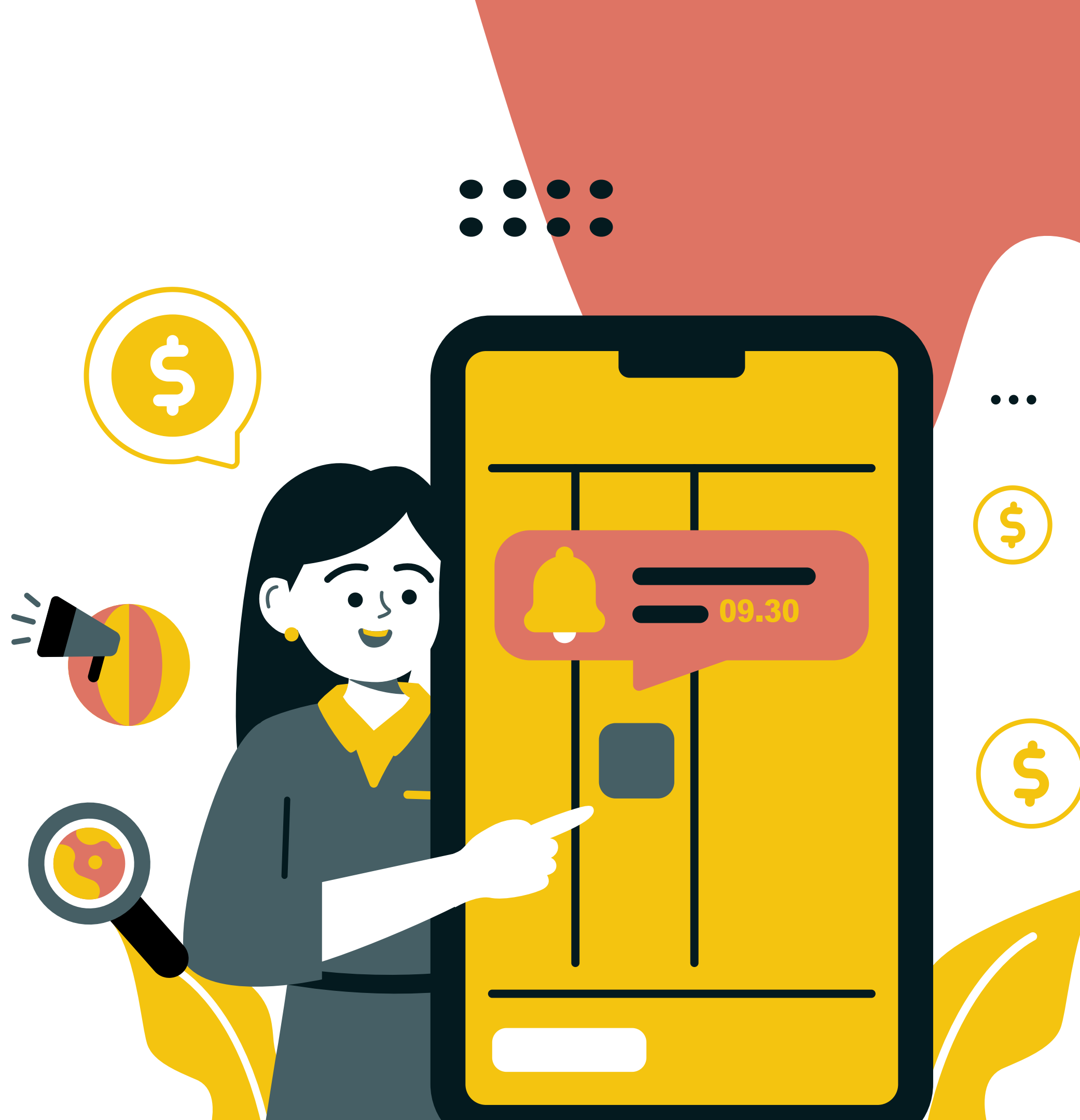
Interactive content transforms passive  
viewers into active participants, creating  
memorable brand experiences.



# SHORT-FORM VIDEO CONTENT

Platforms like Mobile Video dominate with quick, engaging content.

Capturing attention in seconds, short videos are the perfect medium to convey your brand's story creatively and effectively.



# EMBRACE THE FUTURE OF MARKETING

Stay adaptable, innovate, and grow  
with the latest marketing trends.

**DemoQ**  
GET BRANDS TO LIFE

