



The Digistore24 Blueprint:

Scaling Your Business Globally With
a Human Touch.

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1. Introduction

Affiliate marketing in 2025 is at a pivotal stage. It has become a core part of the digital economy, which is the one of the most thriving sectors globally.

Transformation is driven by rapid technological advances like Artificial Intelligence, and also by something even less predictable — human behavior.

Fuelled by the era of the influencer and the impact of new platforms like TikTok, more and more people are clicking affiliate links to buy products and access services. We can see the effect in our own accounts: \$3+ billion in lifetime sales, 5.5 million products sold last year.



And AI?

The buzz of AI is energizing everything these days, but the ever-changing factor of consumer behavior is also on our minds, along with the expansion of new markets. Platforms like Digistore24 are not just facilitating transactions, we are empowering a new generation of entrepreneurs and brands to scale globally, adapt and thrive.

Consumers are finding what they want with greater speed — and buying what they want — with greater access to products, smoother payments, and faster delivery.

Apart from providing the best tech for our clients, our job at Digistore24 is also one of studying and responding to the end-customer's hyper-enabled consumer choices. It helps that figuring out how to improve both selling and buying online is something we happen to love doing.

We hope that our report will educate you on everything affiliate marketing in 2025, but also encourage and uplift you to get started with affiliate marketing, or double down on your growth strategy if you're already in this business.

Whether you're a motivated affiliate or a product owner eager to partner, this report will help you see — and seize — the opportunity that lies ahead of us. This year, and on into 2026. Let's go!



2. The State of Affiliate Marketing in 2025

Affiliate marketing is set to weigh in as a \$17 billion global industry in 2025, contributing 16% of all e-commerce sales worldwide. Over 80% of brands and 84% of publishers now leverage affiliate programs. The average affiliate can earn between \$8,000 and \$10,000 per month, with top performers earning much, much more.

The U.S. market alone is projected to reach at least \$12 billion in spend this year.

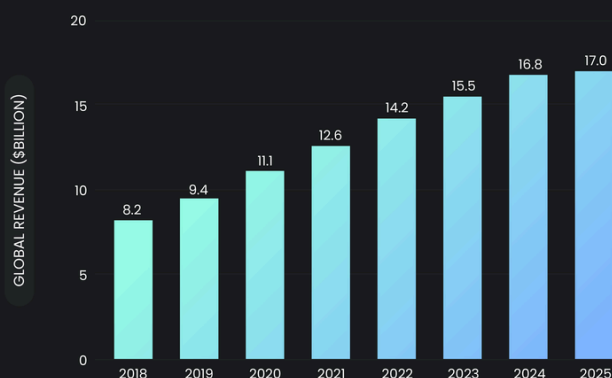


Since our founding in Germany in 2012 — and the launch of Digistore24 U.S. in 2018 — we've grown alongside the affiliate marketing boom, expanding with purpose and momentum.

Digistore24 removes the technical and operational headaches that typically slow down affiliates and offer owners. Instead of juggling dozens of tools, users tap into one streamlined platform that automates payments, handles compliance, and simplifies analytics. It's not just more efficient — it's scalable. Our clients stop worrying about backend logistics and start focusing on what drives results: launching, scaling, and succeeding.

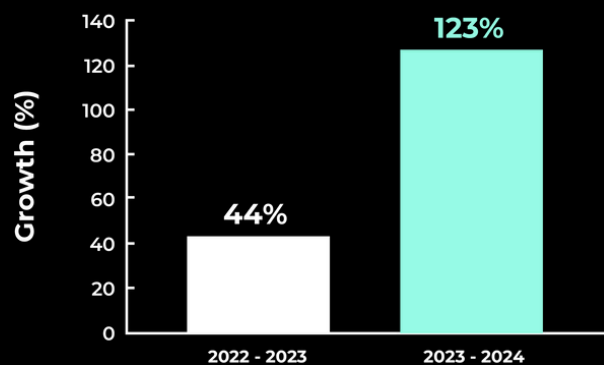
Affiliate Marketing Growth

over the years (2018–2025)



2024 Was a Big
Milestone for Digistore24 -
Our Sales Increased Over
100% Year-Over-Year

Year-Over-Year growth Comparison



3. Nutra: Growth Trends and Market Expansion

The affiliate marketing landscape is diversifying rapidly. New verticals — Nutra, SaaS and digital education — are surging. The European Nutra market alone was valued at \$83.9 billion in 2024 and expected to reach \$106.6 billion by 2029, according to Statista.

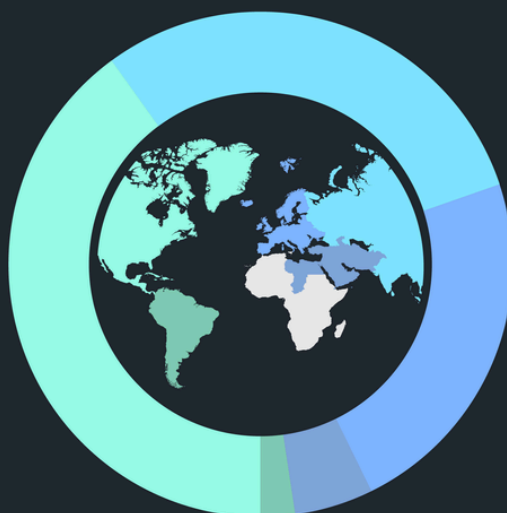
In Brazil, recent-entrant vendors have generated \$13 million in sales in just eight months by targeting U.S. and Canadian consumers — a testament to the power of cross-border strategies.

The Asia-Pacific region is projected to double its value by 2031, and South America, though currently 5% of the global share, is growing rapidly. The number of active UK publishers soared from 12,000 in 2014 to 67,000 in 2023, and the number of advertiser programs has tripled in the same period. The U.S., U.K., China, and Canada are now the world's largest single-country affiliate markets.

WIX



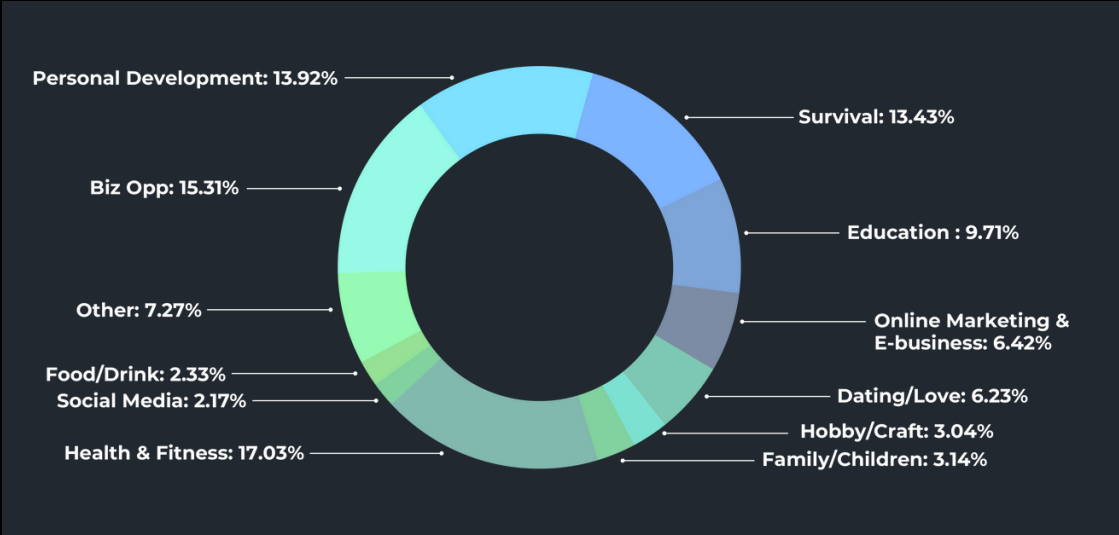
Continent / region



Overall share of the global affiliate marketing industry (%)

- North America 40%
- Europe 30%
- Asia Pacific 23%
- South America 5%
- Middle East 2%

Top Verticals on Digistore24



Let's zoom in closer on one area of promise: Nutra

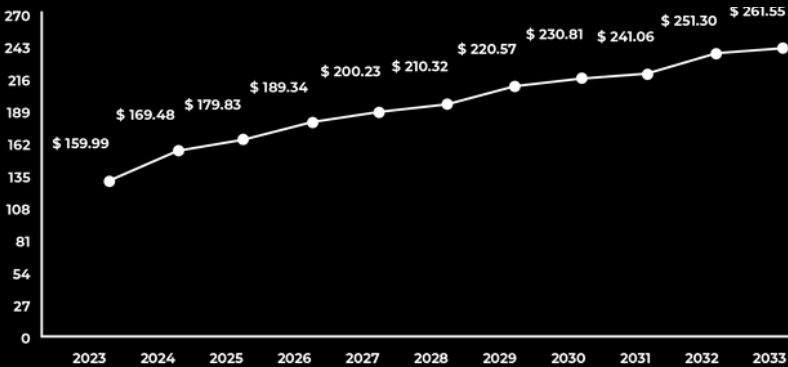
In Focus: The Nutra Market | Performance and Outlook for 2025 and beyond.

U.S. Market: The U.S. nutraceuticals market surpassed \$159 billion in 2023 and is projected to reach approximately \$260.7 billion by 2033.

A Snapshot of the Rapidly Growing Nutra Market in the U.S.



U.S. Nutraceuticals Market Size 2023 to 2033



- Let's take a quick look at some numbers from the U.S. market.
- The U.S. Nutra market size surpassed \$159B, and is poised to hit around \$260.7B by 2033

Digistore24 Nutra Earners Are Doing Over 6 Figures Daily

- The top affiliates & vendors have already surpassed 9 figures in 2024 alone
- In the last 5 years, we went from 50 to 1,200+ nutra offers on the Digistore24 Marketplace, and hit 9 figures sales
- We expect the same rapid growth in the European Market



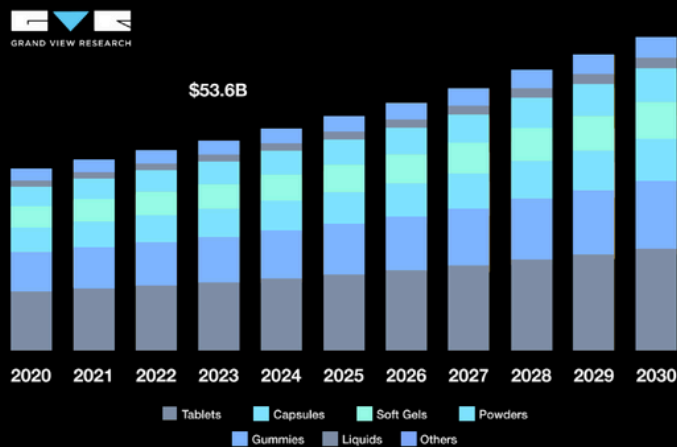
THE BILLION DOLLAR OPPORTUNITY: NUTRA IN EUROPE

Dietary Supplements Rule the US Market

Over 50% of adult US citizens said they take dietary supplements because they think they can help avoid cardiovascular disease

The US dietary supplements market size alone was estimated at **\$53.58 billion in 2023**, and is expected to grow to **\$78 billion by 2030**

U.S. Dietary Supplement Market Size by "Form, 2020-2030 (USD Billion)"



Dietary supplements alone accounted for \$53.6 billion in 2023, expected to grow to \$78 billion by 2030. Health solutions are clearly affecting consumer decisions: weight loss, blood sugar, and preventative health are top-performing sub-niches.

Over 50% of U.S. adults use dietary supplements, and affiliate marketers are capitalizing on this demand through high-converting offers and robust margins. Affiliates often earn at least 30% commission; this figure typically rises above 50% on Digistore24 — even to 90%.

Right Now... Europe is an Untapped Nutra Goldmine

The forecasted \$106.6 billion European Nutra market remains less saturated than the U.S., with ad costs in Europe (CPC/CPM) about 50% lower, and higher conversion rates due to strong online purchasing habits and high income levels.

Italy, Germany, France, and the U.K. are the largest markets, with Italy alone generating over \$3 billion in annual supplement sales.

Blood sugar and weight loss offers are leading in Europe, and Video Sales Letters (VSLs) — a proven U.S. tactic — are still underutilized.

This vacuum (as you might have guessed) presents a major opportunity for affiliates and vendors. We are seeing them actively take on the challenge!

Affiliate Channel Growth: On Digistore24, Nutra offers have exploded from just 50 to over 1,200 in five years, with top affiliates and vendors surpassing nine figures in sales in 2024 alone. The sector is seeing rapid expansion — in Europe the market is still described as a “blue ocean”.

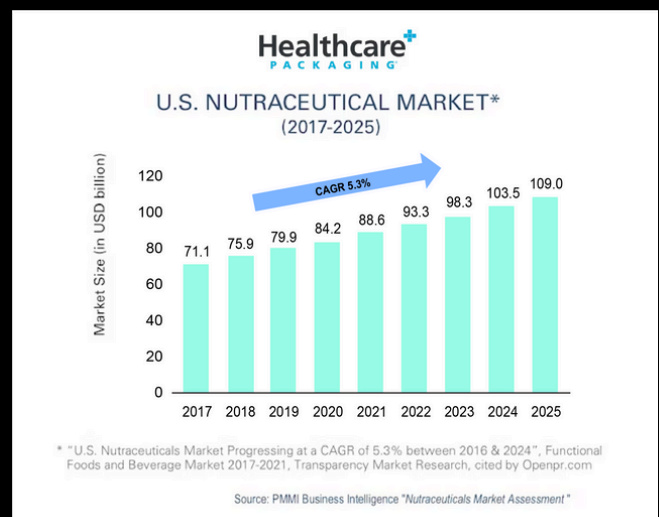
Both the U.S. and European Nutra markets are expected to maintain strong CAGR (U.S.: ~5.3% through 2033; Europe: ~4.9% through 2029).

International Expansion: U.S. vendors are increasingly localizing offers for European markets, and vice versa, with automation and fulfillment partners making cross-border scaling easier than ever.

Affiliate Opportunity: With lower competition, cheaper traffic, and high consumer demand, Europe is positioned as the next big growth engine for Nutra affiliate marketing. Early movers stand to benefit the most.

Finally:

While the U.S. remains the biggest market, nutra is one major “secret ingredient” for affiliate marketers globally looking for high demand, high margins, and scalable international opportunities. As more regions awaken to the possibilities, watch out for the surge!



4. Challenges in Affiliate Marketing

Affiliate marketing isn't all roses, positive feedback and passive income. Payment processing can be a very painful point, especially for cross-border transactions — and that's just scratching the surface.

We're also seeing significant affiliate burnout: some truly gifted sellers rise, while others fade before hitting their stride. Meanwhile, market saturation is a real challenge in mature markets like the U.S., and regulatory changes globally (think GDPR, CCPA, and cookie consent banners) are making tracking and attribution trickier.

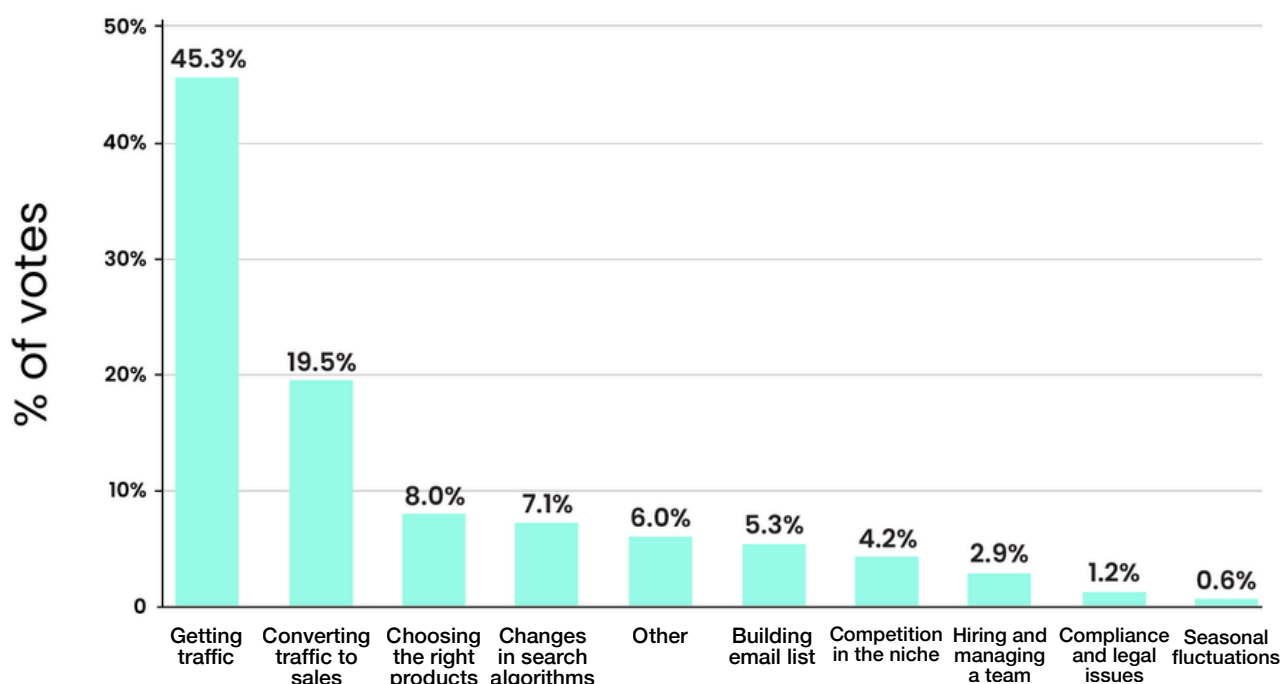
From managing cross-border payments and wrangling foreign currencies to staying compliant with shifting global policies, the operational side can eat up more time than the actual marketing.

Too many affiliates and offer owners are still juggling spreadsheets, logging into five different tools just to track performance, payouts, and partner metrics. Manual work piles up. Mistakes creep in. And growth stalls.

Then there's the people factor: not every toolset comes with the right network, the right support, or the right automation to scale smart. When your business depends on partners you can't fully trust — or processes you can't fully control — the risk gets personal.

That's why automation, simplification, and smart infrastructure aren't "nice-to-haves". They're survival tools. And the ones who will win tomorrow are the ones streamlining today.

Biggest Challenges for Affiliate Marketers



5. How Digistore24 Addresses the Challenges

Digistore24 is the Swiss Army knife of affiliate marketing. Built to solve the messy, manual, and mission-critical parts of the journey — so you can scale smarter, faster, and with confidence.

Here's how we help:

Seamless, Flexible Payment Processing: Digistore24 provides a comprehensive payment infrastructure, supporting a wide range of end-customer payment methods — including Apple Pay, Google Pay, PayPal, Klarna, and more. This ensures vendors can offer frictionless checkout experiences, while affiliates benefit from maximized conversion potential.

Seamless Currency Conversion: We worked hard on being able to help vendors sell in local currencies and local banks around the world. Now, our vendors can operate efficiently across borders, while affiliates receive frequent payouts — up to three times per week — with automated handling of VAT and sales tax included.

Automated Compliance and Back Office Services: Consent management, GDPR/CCPA compliance, and robust tracking (server-to-server and first-party). Digistore24 automates accounting, tax management, and payouts, with real-time analytics.

Fully Customizable Order Forms: Customizable order forms allow vendors to fully tailor the customer journey, adapting layout, branding, and payment options for every device. This not only enhances user experience but also helps improve conversion rates, which directly benefits affiliate partners as well.

More Cutting-Edge Features: One-click upsells, multi-step funnels, A/B split testing, and multi-upsell configurations equip vendors with powerful tools to optimize sales strategies. These capabilities also support affiliates in maximizing their earning potential, as well-structured funnels and localized checkouts lead to higher conversions across varied markets.

Competitive Positioning

	Digistore24	Kajabi	Clickbank	Clickfunnels
Conversion optimization	✓	✓	✓	✓
Full-fledged End-Customer Support	✓	✗	✓	✗
Affiliate Marketing Platform & Marketplace	✓	✗	✓	✗
Page / Funnel Builder	✓	✓	✗	✓
Localized Payment Processing & Invoicing	✓	✗	✓	✗
Taxation & Accounting	✓	✗	✓	✗
Fraud Prevention	✓	✗	✓	✗
Google Pay & Apple Pay	✓	✗	✗	✗

Additional Digistore24 features that drive growth:

Complete Suite of Conversion Tools: Digistore24 offers a suite of unique conversion tools, such as the Conversion Cockpit, one-click upsells, multi-upsell features, and a brand-new Dashboard — all designed to maximize sales and average order value.

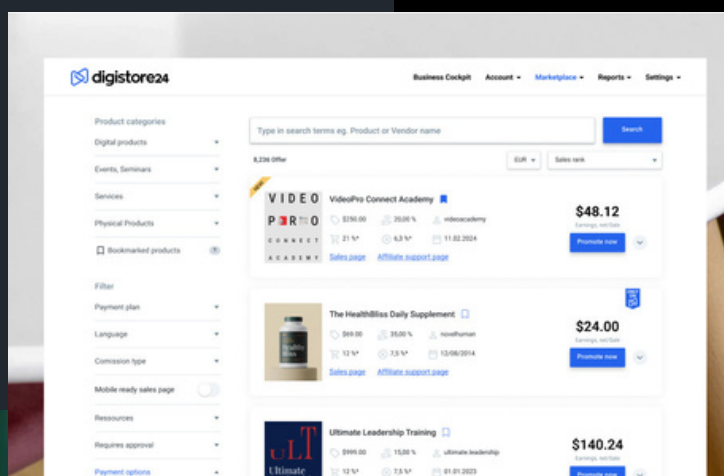
CPA and RevShare Payout Options: We are the first full-service platform to offer CPA, along with revshare options that are simple to set up, giving the freedom to choose the commission option that fits best.

Global Affiliate Marketplace and Dedicated Support: With access to 8,500+ vetted offers in 44 niches, a network of 60,000+ affiliates, and dedicated account managers, we are building a sophisticated online network along with a real-world, close-knit community.

Introducing... The New Digistore24 Dashboard



We invest \$10 million on average a year to perfect our suite of tools. These features (and many others) combine to help both affiliates and vendors achieve faster growth and higher conversions — and have allowed us to achieve our ongoing rapid international expansion.



Chargebacks

All time
0.7% • 0.1

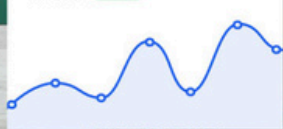
Earnings today

As vendor
\$15,947.90

Conversion rate

Click to sale, This week

3.8% • 1.5%



6. The “Human Touch”

Despite all the tech factors driving growth, affiliate marketing is still a people business. Survey data and individual feedback consistently show that affiliates and brand owners highly value in-person events, mentorship, and recognition. Relationships, trust and community are ultimately what turn good programs and platforms into great ones.

Recent surveys have shown that 45% of affiliates want more in-person events to meet merchants face-to-face, and 43% seek greater appreciation and transparency.

Digistore24 keeps the Human Touch alive with:

■ **Dedicated account managers:** Real people who know your business and care about your results.

■ **Community events:** Masterminds, VIP parties, and networking sessions where the next big partnership might start over a cup of coffee (or something stronger).

■ **White-glove onboarding:** Attentive, hands-on support from the start to get you up and running.

■ **Mentorship and learning:** Direct access to experts, weekly calls, and a thriving community boosted by intensive programs like Launch Pad.





Empowering Growth Through People, Community, and Support

At Digistore24, we believe platforms don't scale businesses—people do. That's why we've built a robust, human-first ecosystem designed to connect, support, and elevate both vendors and affiliates at every stage of their journey.

It begins with our team of dedicated account managers, who provide hands-on support tailored to each vendor's needs. These experts do more than just manage relationships—they facilitate business growth. From guiding onboarding and funnel optimization to personally connecting vendors with high-performing affiliates and recommending proven offers, they serve as strategic growth partners.

While the Onboarding Team sets up your landing page, order form, and upsell flow, your account manager gets to work identifying and recruiting affiliates most aligned with your product. This coordination ensures a fast and effective go-to-market process, supported by real-time expertise.

For affiliates, our value extends far beyond software. Through one-on-one guidance, access to our Affiliate Marketing Academy, and a thriving live community, we provide the tools and mentorship necessary to grow with confidence. Whether you're just starting out or scaling up, having a network matters—and we've made building that network easier than ever.

Launch Pad: Built for Affiliate Growth

To meet the demand for structured growth and mentorship, we created Launch Pad—a specialized program offering early access to high-converting offers, weekly strategy calls, and insights from industry leaders. Launch Pad gives affiliates everything they need to succeed, including:

Expert Guidance: Learn what to avoid, what works, and how to get results without wasting time or budget.

Mentorship: Weekly calls with online marketing veteran Perry Belcher, who has generated over \$500M in digital sales.

Winning Strategies: Get current, proven tactics from marketers earning over \$1M/year in commissions.

Access to Top Offers: Promote exclusive, high-paying affiliate offers with built-in demand.

Community Support: A private Facebook group where affiliates exchange insights and collaborate with top performers.

Insider Secrets: Learn what top affiliates are doing across platforms like YouTube, Facebook, Google, email, and paid media.

Celebrating Success: Hall of Fame, Club24 and Legendary Events

We're not just about growing your business—we're about celebrating your success. Recognition is core to our culture, and we've built experiences to honor standout achievements within our community.

Hall of Fame recognizes vendors and affiliates who've reached \$1,000,000+ in sales, highlighting their milestones to inspire and motivate others in the Digistore24 ecosystem.

Club24 honors top performers generating over \$240,000 in sales annually. Membership grants access to exclusive benefits, private masterminds, elite networking, and luxury retreats.

Our 2025 Club24 event in Los Cabos, Mexico exemplified this spirit: a curated three-day experience featuring high-impact workshops, networking with industry legends, DJ-fueled celebrations, and a night of awards at the 5-star Hilton Los Cabos. It was more than a party—it was a showcase of what's possible when performance meets community.



7. Success Stories

Real results are the best motivator. At Digistore24, we've seen affiliates and vendors go from side hustles to global powerhouses. Some examples:

Carter York went from bartender to eight-figure super affiliate in under a year, leveraging Digistore24's fast payouts, high-converting offers, and dedicated support.

A Brazilian vendor hit \$13 million in sales in eight months by launching a Nutra product in the U.S. and Canada, thanks to swift cross-border payments and affiliate matchmaking.

Marty Novad expanded his U.S. supplement offer to France, using localized payment processing to scale rapidly and painlessly.

Info product and SaaS vendors are thriving, with some reaching \$3 million in sales in three months by optimizing funnels with Digistore24's tools.



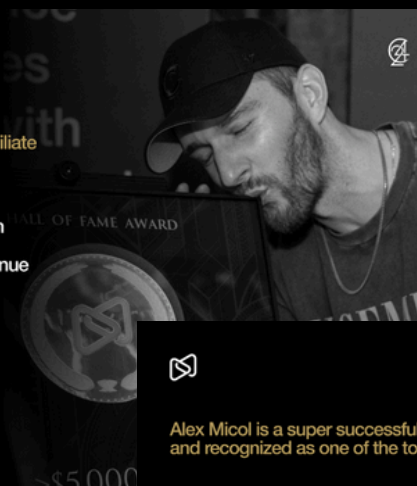
Like Carter York, who did 8 figures as a super affiliate on Digistore24 in only a few months.



"Within 10 months, I went from making \$500 per week as a bartender to over \$300k+ revenue per day on VSL offers"

Carter York

Digistore24 Super Affiliate & Hall of Fame Award Winner



Alex Micol is a super successful entrepreneur, a self-made millionaire, and recognized as one of the top affiliates in the industry.



"I love the team and their attention to detail. Working with Digistore24 makes it very easy because I have so much support, and they are helpful all the time."

Not only do they have great offers and payment solutions, Digistore24 also has a great ecosystem of amazing people that really help you make money."

Alex Micol

Digistore24 Super Affiliate and CEO & Founder of Scalpers



Sarah Lima, a direct response affiliate marketer who joined Digistore24 a few months ago—is already seeing impressive results!



"The things that I love most about Digistore24 is that the support and the managers are the best, and whenever we need something they are always ready to support us."

Their technology really helped increase our profits, and they have the best tracking options."

Sarah Lima

Digistore24 Super Affiliate and Offer Owner

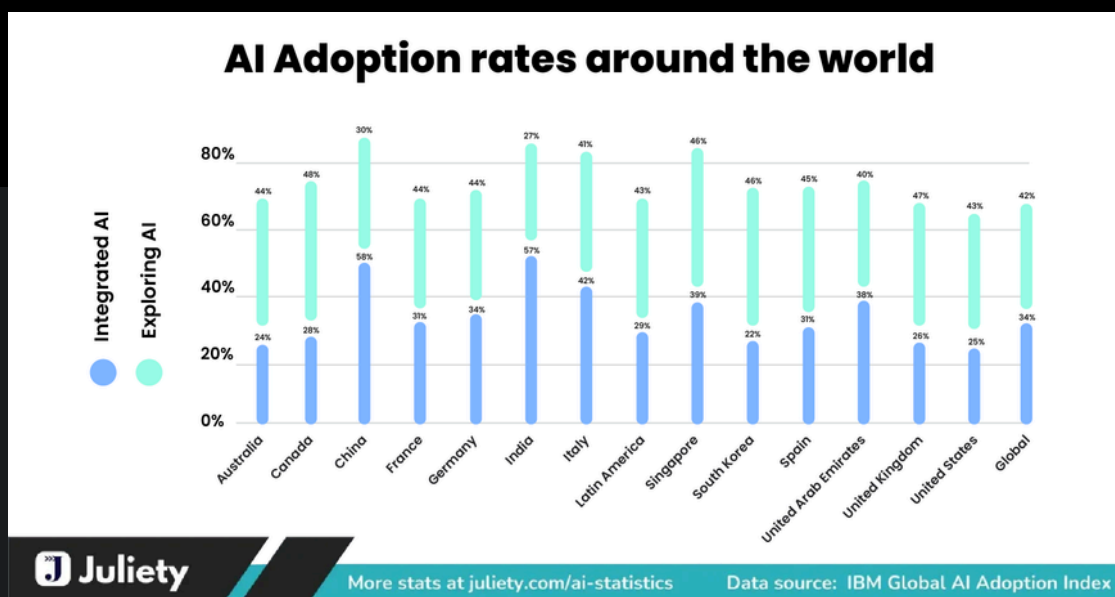


8. The Near (and Far) Future of Affiliate Marketing

Near Future (1-2 Years)

The future is brighter — and smarter. Over 50% of brands plan to increase their affiliate budgets in 2025, and three-quarters of publishers see major opportunities for growth.

As we have seen, AI and automation are transforming everything from content creation to campaign optimization. In the U.S., 93% of affiliates already use AI tools, primarily for content, analytics, and scaling. Digistore24 has also examined how to use AI to optimize email campaigns by generating hooks, creating personas, personalizing content, automating replies, and more.



By 2026, affiliate marketing will grow as a primary acquisition channel for online retailers and AI transformation will continue to affect each key component of the process.

We are also seeing how short-form video, influencer-driven campaigns, and social commerce are the new normal. Co-selling, co-branded landing pages, and hybrid compensation models are also on the rise. And above all, in an era of AI, let's not forget the human element: because even in a world run by algorithms, a good handshake, a solid networking session over dinner and drinks can still go a long way. In fact, they are looking more and more essential.

Global Expansion: How Our Reseller Strategy Simplifies Global Sales

At Digistore24, we don't just follow market trends — we build infrastructure to meet them. As the European nutraceuticals boom continues, we've taken a strategic step to help vendors scale across borders without getting bogged down by legal or tax hurdles.

This year, we're rolling out an Irish Reseller entity, registered in the Republic of Ireland — a game-changer for U.S. vendors looking to sell in the EU. Instead of navigating complex VAT systems and setting up local entities, vendors can now go live across European markets quickly and compliantly. The IE reseller is currently in beta testing, with select vendors and partners testing out the feature.

- ✓ No EU company registration needed
- ✓ No separate VAT obligations
- ✓ Built-in compliance, local payment processing, and fewer declines

The benefits go beyond U.S. vendors. Any vendor with digital products — whether already operating in Europe or expanding globally — can tap into this streamlined, fully EU-compliant setup.

For the post-Brexit United Kingdom, we've also launched a dedicated U.K. reseller. Currently, this supports digital product processing, and we're actively working to add full coverage for physical products as well.

Too often, competitors attempt to bypass EU regulations by routing sales through U.S. resellers — a shortcut that can jeopardize long-term trust and compliance. At Digistore24, we're doing it right: locally, legally, and built to scale.



Far Future (5+ Years)

Looking further ahead, the consensus from the best brains in the business is that affiliate marketing will become even more data-driven, automated, and integrated into the broader digital ecosystem. Industry spending is expected to grow from \$17 billion in 2025 to over \$31 billion by 2031, with some forecasts pushing \$40 billion by 2032.

AI will not only automate routine tasks but also enable hyper-personalized, real-time campaign optimization and partnerships. Even as current models for tracking (e.g. 3rd party cookies) come under pressure, other forms will become more robust. Regulatory pressures on privacy and consent will drive innovation in compliant tracking and data management. Social media platforms — Instagram, TikTok, and YouTube — are expected to dominate as revenue channels for influencer-driven affiliate campaigns.

Ultimately, the affiliate channel will be recognized as a core, performance-based pillar of the digital marketing mix. With a flexibility, scalability, and measurable ROI, it will be put to the test in selling into and out of new and evolving markets like Southeast Asia, South America and more. And it will prove to be up to the challenge!

9. Conclusion

Affiliate marketing in 2025 is a rare beast: a full-on convergence of high technology and human ingenuity. The tools are smarter, the opportunities are bigger, and the community is more connected than ever. For motivated affiliate marketers and product makers, there's never been a better time to jump in and compete — or collaborate.

Digistore24 stands at the intersection of innovation and personal support in this exciting new world, curating everything from AI-driven optimization of campaigns to real-world community events in the most exciting places. As we continue to invest in the best of technology, we also have a firm grip on the Human Touch element in everything we do, from product design to private dinners, cocktail hours, masterminds and parties.

So, whether you're scaling your side hustle or launching the next big thing, remember: the future of digital commerce is already here. It might even have your name on it.

More Sales. Less Work.



#MORESALES
LESSWORK



www.digistore24.com