# Mozilla to retire Pocket and Fakespot as it pivots to AI-driven browsing



Mozilla's recent decision to shut down Pocket, a widely used read-it-later application, alongside the Fakespot browser extension, marks a significant pivot in the company’s strategy, effective July 8, 2025. This move underscores Mozilla’s intention to realign its resources with the evolving landscape of web usage and user expectations.

Pocket, which originally launched as Read It Later in 2007, became an integral part of many users' online routines, allowing them to save articles and videos for later viewing. After Mozilla's acquisition of Pocket in 2017, it integrated the service into its broader ecosystem, but the platform will now effectively be retired. Users will have the opportunity to export their data until October 8, 2025, a decision that reflects Mozilla’s recognition of the loyal customer base that has developed around the tool.

The discontinuation of Fakespot, acquired by Mozilla in May 2023, is also included in this restructuring. Fakespot was designed to help users discern unreliable product reviews, thereby enhancing online shopping confidence. Although Mozilla has not explicitly stated the reasons for these closures, their overarching commitment is purportedly centred on fostering a more agile and relevant user experience, particularly through the integration of artificial intelligence capabilities into their browser offerings.

With this evident shift, the company appears to be moving towards enhancing its New Tab experience and developing AI-driven features that could add heightened personalisation and improve overall engagement for users. However, these changes have already ignited discontent on social media platforms, where users have voiced their frustrations over the loss of beloved services.

In a more comprehensive context, Mozilla’s recent actions reflect broader trends within the tech industry, where adaptability to rapid changes in user preferences has become imperative. The decision also comes amid significant internal changes within Mozilla, including a reduction of approximately 60 employees—about 5% of its workforce—focusing efforts primarily on strengthening Firefox and its AI functionalities. This restructuring points to a strategic alignment with modern digital engagement practices, prioritising user experience while capitalising on advancements in technology.

As these transformations unfold, it is crucial for both users and developers to remain attentive to Mozilla’s forthcoming features. Enhanced browsing tools and AI-driven functionalities may address some of the gaps left by Pocket and Fakespot, although the success of these efforts will largely depend on user feedback and the company’s ability to fulfil its promises.

The broader implications of Mozilla's shift pose an interesting question for the future of read-it-later services and review verification tools. With the closure of established platforms, there may be emerging opportunities for new services to fill the void, signalling potential areas for innovation in the tech landscape. As Mozilla refines its focus, the global tech community watches closely, eager to see how these changes will reshape online engagement and user experience across platforms.

### Reference Map

1. Paragraphs 1, 3, 4, 5, 6
2. Paragraph 2
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4. Paragraph 3
5. Paragraph 4
6. Paragraphs 5, 6
7. Paragraph 5

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://news.faharas.net/324398/mozilla-is-shutting-down-read-it-later/> - Please view link - unable to able to access data
2. <https://support.mozilla.org/en-US/kb/pocket-firefox-account-migration> - Mozilla announced that all Pocket accounts will transition to Mozilla accounts starting July 11, 2023, enhancing security features like two-factor authentication. Users can still sign in via Apple ID or Google, powered by their existing or new Mozilla account. This change aims to provide users with enhanced security and privacy benefits. The transition deadline for all Pocket users to sign in with a Mozilla account is August 15, 2023. Users can manage their Mozilla account and associated data through the provided link.
3. <https://en.wikipedia.org/wiki/Pocket_%28service%29> - Pocket, formerly known as Read It Later, is a social bookmarking service for storing, sharing, and discovering web bookmarks, first released in 2007. It was acquired by Mozilla Corporation in February 2017. In May 2025, Mozilla announced the shutdown of Pocket, effective July 8, 2025, with user data export available until October 8, 2025. The article provides a comprehensive history of Pocket, including its acquisition by Mozilla and subsequent developments.
4. <https://www.fakespot.com/post/fakespot-acquired-by-mozilla> - Fakespot, a service that helps users identify unreliable reviews, was acquired by Mozilla on May 2, 2023. The acquisition aims to enhance Mozilla's efforts in providing trustworthy online experiences. Fakespot will continue to support its popular browser extensions and mobile apps, bringing trust and transparency to millions of shoppers. The integration is expected to improve the online shopping experience by identifying deceptive reviews and promoting authentic content.
5. <https://arstechnica.com/gadgets/2023/05/mozilla-acquires-review-checking-scammer-spotting-service-fakespot-for-firefox/> - Mozilla acquired Fakespot, a service that identifies fake product reviews, in May 2023. Fakespot uses AI to detect patterns of deceptive reviews on e-commerce sites. Mozilla plans to integrate Fakespot into Firefox over time, enhancing users' ability to identify unreliable reviews. The acquisition aligns with Mozilla's focus on ethical AI and responsible advertising, aiming to improve the online shopping experience by providing users with more trustworthy information.
6. <https://discuss.techlore.tech/t/mozilla-downsizes-as-it-refocuses-on-firefox-and-ai-read-the-memo/7230> - Mozilla announced a downsizing of approximately 60 employees, about 5% of its workforce, as it refocuses on Firefox and AI integration. The company plans to scale back investments in products like VPN, Relay, and Online Footprint Scrubber. Additionally, Mozilla will shut down Hubs, its 3D virtual world launched in 2018, due to declining demand. The company aims to enhance Firefox by integrating trustworthy AI, driven by the acquisition of Fakespot, to improve the online experience for users.
7. <https://support.mozilla.org/en-US/kb/firefox-suggest-fakespot> - Firefox Suggest now features Fakespot results to help users find high-quality and relevant products while searching. Fakespot uses AI to detect reviews that are more likely to be untrustworthy, allowing users to shop with more confidence. This feature is particularly valuable when searching for specific items, as it surfaces products with more trustworthy reviews and solid ratings. Users can manage and disable Fakespot results through Firefox settings, and the feature is currently available in the United States.