

The Future of Commerce

10 E-Commerce Trends Shaping 2025–2026



As global commerce undergoes a transformative shift, driven by evolving consumer expectations, advanced technologies, and increased digital adoption, the next wave of innovation is focused on delivering personalized, trusted, and resilient experiences. This report highlights 10 key trends reshaping how, where, and why consumers shop — from AI-driven personalization to marketplace dominance and sustainable commerce models.

Key Market Insights (2025–2026 Forecasts)

- ▶ **\$6.4 Trillion Global e-commerce sales** projected by 2029 (Statista, 2024)
- ▶ **72% of global e-commerce transactions** now occur via marketplaces (ECDB, 2024)
- ▶ **\$1T+ in cross-border e-commerce revenue**, with 17% CAGR through 2025 (ECDB, 2024)
- ▶ **15.4% of global ad spend will come from retail media** by 2028, surpassing TV (Reuters, 2024)
- ▶ **27% of consumers are excited about GenAI** for personalized product discovery (Publicis Sapient, 2024)

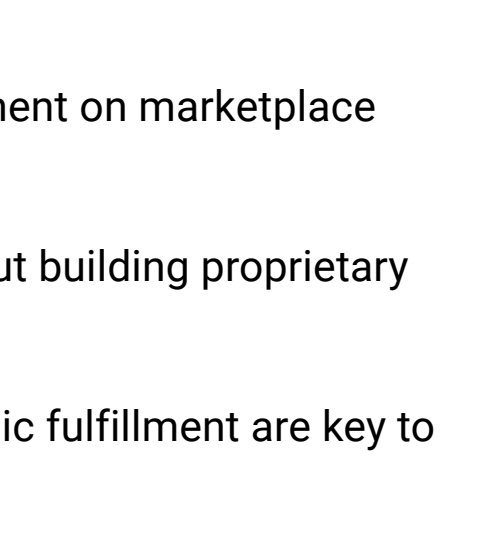
Trend #10 Marketplaces Dominate as Global E-Commerce Hubs

Summary:



Marketplaces like Amazon, Alibaba, and Shopee are now the central engines of digital commerce, responsible for over **70% of global e-commerce revenue**. They offer unmatched convenience, scale, and trust.

Why It Matters:

- Brands must optimize for search, pricing, and fulfillment on marketplace platforms.
- Third-party sellers gain international exposure without building proprietary infrastructure.
- Controlling category presence and leveraging dynamic fulfillment are key to success.



Stats and Examples

-  **72% of e-commerce revenue** now flows through marketplaces (ECDB, 2024)
-  **Dyson and Samsung** are investing in flagship storefronts to enhance brand control.

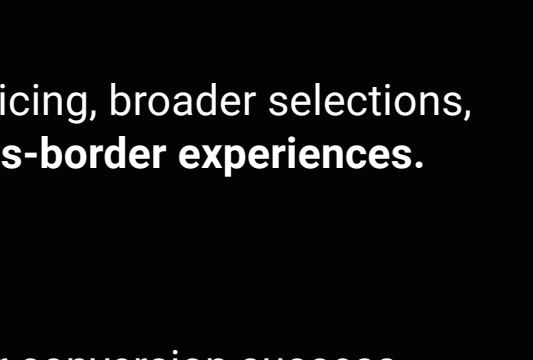
Trend #9 Cross-Border E-Commerce Becomes the Norm

Summary:




International shopping is booming, driven by better pricing, broader selections, and improved logistics. **Buyers expect seamless cross-border experiences**.

Why It Matters:

- Businesses must localize payment and language for conversion success.
- Scalable logistics and customs management are critical.
- Cross-border capabilities unlock new revenue streams.



Stats and Examples

-  Cross-border revenue surpassed **\$1T in 2023**, growing 17% CAGR through 2025.
-  **45% of shoppers** say better deals/products motivate global purchases.
-  **Shein, Temu, and ASOS** are slashing delivery times to win international customers.

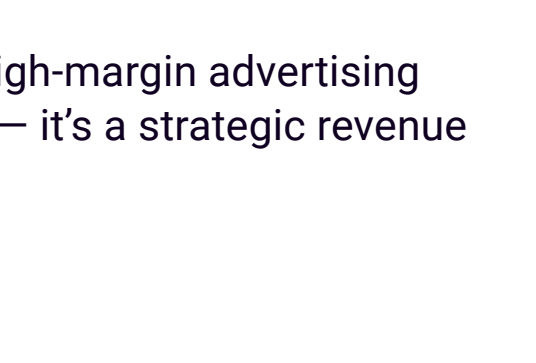
Trend #8 Retail Media Becomes a Core Profit Center

Summary:




Retailers are turning their owned platforms into high-margin advertising ecosystems. Retail media is no longer an add-on — it's a strategic revenue driver.

Why It Matters:

- Retailers gain ad revenue without holding inventory.
- Advertisers access real-time shopper data.
- Personalization enhances relevance and conversion.



Stats and Examples

-  Retail media will account for **15.4% of ad spend globally** by 2028.
-  Margins range from **40% to 60%**.
-  **Walmart Connect and Instacart Ads** are generating substantial incremental profits.

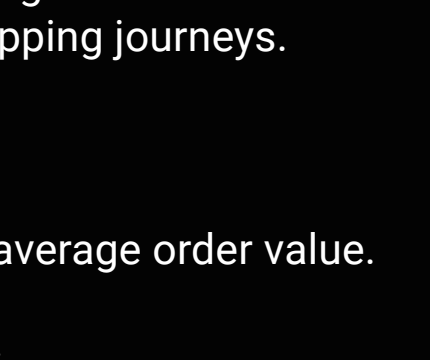
Trend #7 GenAI Powers Hyper-Personalized Shopping

Summary:




Generative AI is transforming personalization by predicting what consumers want before they ask — enabling proactive, real-time shopping journeys.

Why It Matters:

- Personalized paths reduce drop-off rates and increase average order value.
- GenAI enables scalable 1:1 marketing across platforms.
- Loyalty and recommendation engines become smarter and more dynamic.



Stats and Examples

-  **27% of consumers** prefer GenAI-powered recommendations.
-  **90% of businesses** use AI personalization to drive growth.
-  **Spotify and Amazon** use GenAI to create real-time personalized bundles and playlists.

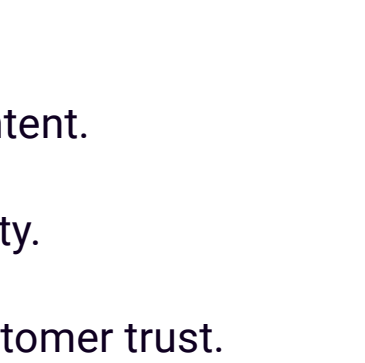
Trend #6 Livestream Shopping Enters the Mainstream

Summary:

Merging entertainment with commerce, livestream shopping is engaging customers in real time, building urgency and trust.

Why It Matters:

- Livestreams drive 3–5x higher conversions than static content.
- Influencer-led streams create social proof and brand affinity.
- Real-time interaction enhances product education and customer trust.



Stats and Examples

-  U.S. livestream commerce reached **\$50B in 2023**; projected **\$68B by 2026**.
-  Amazon Live and TikTok Shop are redefining shoppable content.

Trend #5 Sustainability Becomes a Competitive Imperative

Summary:

Eco-conscious consumers are driving demand for sustainable retail, fueling growth in resale, rental, and subscription-based models that extend product lifecycles and reduce waste.

Why It Matters:

- Sustainability is no longer optional — it's a key purchase driver.
- Brands that align with customer values build loyalty and trust.
- Green initiatives directly reduce environmental impact.



Stats and Examples

-  **72% of consumers** are willing to pay more for sustainable products (PwC, 2024).
-  **69% of executives plan** to increase sustainability investments (Publicis Sapient, 2024).
-  Patagonia's Worn Wear and Rent the Runway exemplify circular commerce in action.

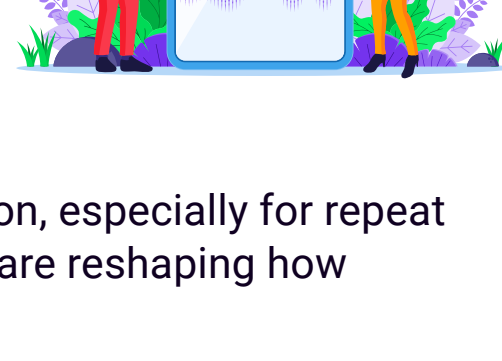
Trend #4 Voice Commerce Gains Momentum

Summary:




Voice-activated shopping is becoming more common, especially for repeat and low-consideration purchases. Voice interfaces are reshaping how consumers search, discover, and buy.

Why It Matters:

- Voice commerce offers frictionless, hands-free shopping.
- Expands accessibility for differently abled users.
- Increases loyalty through seamless reordering.



Stats and Examples

-  **75% of U.S. households** will own a smart speaker by 2025 (Statista, 2023).
-  **58% of voice shoppers** use it to reorder items.
-  Walmart enables reorders via Google Assistant and Alexa, streamlining essentials shopping.

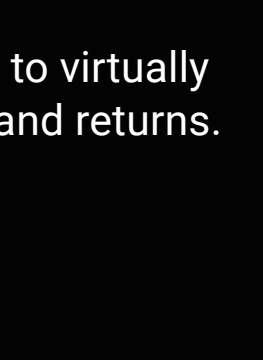
Trend #3 Augmented Reality Enhances Product Visualization

Summary:




AR is revolutionizing online shopping by allowing consumers to virtually interact with products before buying — reducing uncertainty and returns.

Why It Matters:

- Improves confidence in size, fit, and placement.
- Boosts engagement and dwell time on digital storefronts.
- Ideal for categories like furniture, fashion, and beauty.



Stats and Examples

-  Over **100 M U.S.** consumers will use AR for shopping by 2025 (eMarketer, 2024).
-  **40% of shoppers** say AR improves purchase decisions.
-  IKEA's AR app lets customers preview furniture at home with exact spatial accuracy.

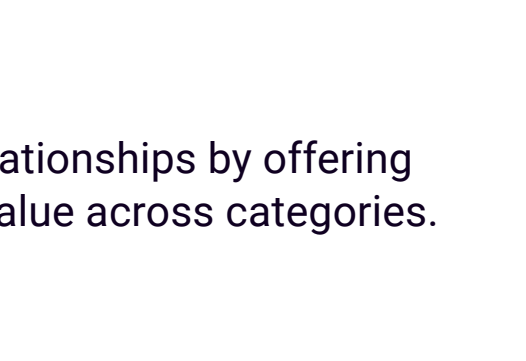
Trend #2 Subscriptions Fuel Predictable Growth

Summary:




Subscription commerce is redefining customer relationships by offering convenience, curated experiences, and recurring value across categories.

Why It Matters:

- Builds long-term loyalty and customer lifetime value.
- Reduces decision fatigue with tailored product selections.
- Delivers revenue predictability and operational efficiency.



Stats and Examples

-  Subscription economy projected to reach **\$1.5T by 2025** (Washington Post, 2021).
-  **90% of millennials** subscribe to at least one product or service.
-  Dollar Shave Club pioneered the DTC model; Hims & Hers scaled tele health with a subscription-first strategy.

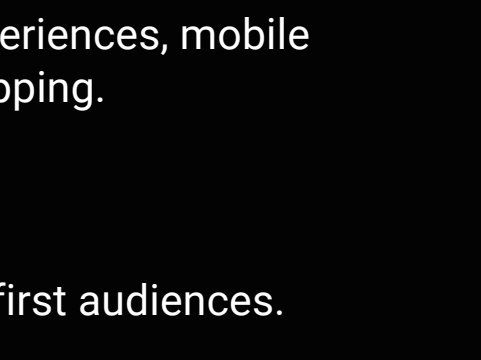
Trend #1 Mobile Commerce Is the Default

Summary:




With rising mobile screen time and improved app experiences, mobile commerce is now the primary channel for online shopping.

Why It Matters:

- Captures impulse buys and reaches younger, mobile-first audiences.
- Enables real-time discovery through social and influencer platforms.
- Drives retention with in-app loyalty programs and push notifications.



Stats and Examples

-  Mobile commerce will account for **62% of all e-commerce** by 2027 (BigCommerce, 2024).
-  **13% of users** abandon their carts if mobile payment options are lacking (Baymard, 2024).
-  Shopify's Shop App and Klarna's mobile-first UX lead the charge in frictionless checkout.

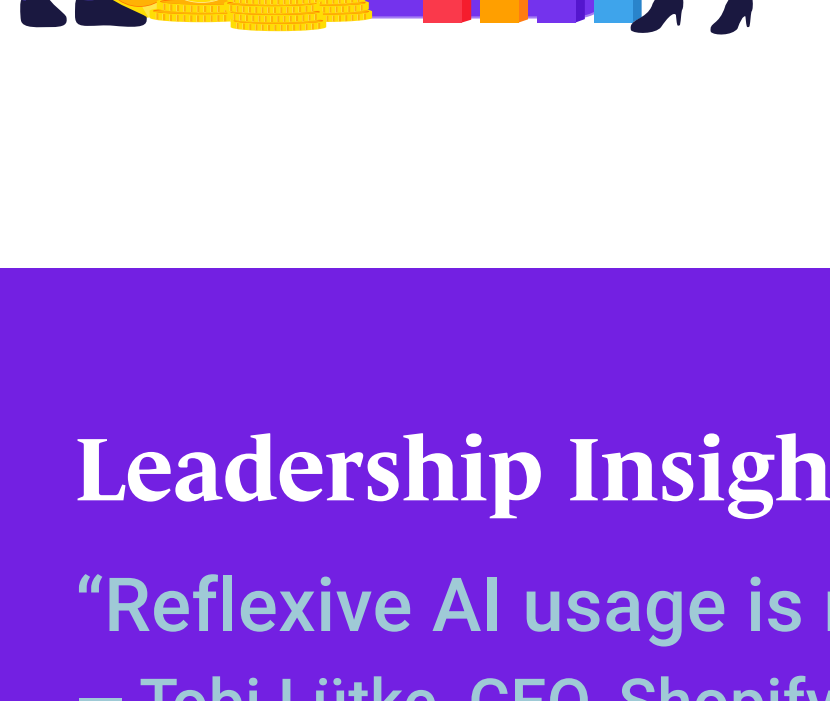
BONUS TREND Digital Sales Rooms Replace Showrooms in B2B

Summary:

Summary: B2B commerce is undergoing digital transformation as businesses shift from in-person sales to digital sales rooms — centralized platforms that streamline every stage of the buyer journey.

Why It Matters:

- Shortens lengthy B2B sales cycles.
- Enhances collaboration across stakeholders.
- Tracks buyer engagement to personalize follow-up.



Leadership Insight: The AI-Native Commerce Era

“Reflexive AI usage is now a baseline expectation at Shopify.”

— Tobi Lütke, CEO, Shopify

Key Insight

43% of consumers who've used generative AI now expect brands to integrate it into their experience (Publicis Sapient, 2024). Shopify responded by embedding AI into everything from hiring to product development — making AI fluency mandatory for all employees in 2025.

Takeaway

- Align commerce strategy with evolving consumer behaviors.
- Operationalize AI across the entire organization.
- Foster a culture where teams build with AI — not around it.