



# Next-Gen Online Storefront: A Shopping Journey for One

July 2025

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Exploring next-gen online storefront

Drivers of next-gen online storefront

Next-gen online storefront uncovered

## DISCOVERY MOVES DOWN THE PURCHASE FUNNEL

Retailers, brands and others are layering commerce into more moments of inspiration

Search is no longer a single-entry point to product discovery

Perplexity's AI embeds commerce into search engine to take aim at Google Shopping

OpenAI adds shopping functionality within ChatGPT, as it competes with Perplexity

Evolving search experience will reimagine product discovery in years to come

## IMMERSIVE TECH PAVES WAY TO INTUITIVE ENGAGEMENTS

Retailers and brands turn to interactive videos and gamification to boost engagement

GenAI is ushering in a more intuitive, personalised shopping experience

Shopee partners with YouTube to offer shoppable videos across Southeast Asia

Walmart plans to launch a dedicated homepage unique to every shopper

New engagement tools will give way to a more personalised, intuitive experience

## BOTS BRIDGE THE GAP IN CUSTOMER SUPPORT

Consumer preferences around customer service resolution continues to evolve

AI agents have the potential to take leading role in customer service interactions

Zalando launches generative AI-powered fashion assistant across 25 countries

Amazon continues to introduce GenAI-powered tools for both its shoppers and sellers

Companies must strengthen data and onboarding strategies for GenAI era

## AI AGENTS COULD PUT SHOPPING ON AUTOPILOT

Bot-driven purchases will hinge on consumer comfortability and trust

Numerous players are making investments as they battle to shape agentic commerce

Google's integration of Gemini into shopping platform enables AI to buy for shoppers

Visa and Mastercard enter agentic AI commerce race, unveil bot-buying plans

AI shopping agents could uproot the entire path to purchase

## CONCLUSION

Next-gen online storefront: How to win

Continued technological advances will require more adaptive go-to-market strategies

Evolution of next-gen online storefront

Questions we are asking

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