

AI in Retail and E-Commerce Market Size and Forecast (2021 - 2034), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software, Hardware, and Services), Deployment (Cloud and On Premises), Organization Size (Large Enterprises and SMEs), and Geography (North America, Europe, Asia Pacific, Middle East and Africa, and South America)

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Abstracts

The AI in Retail and e-commerce Market size was valued at US\$19.98 billion in 2025 and is expected to reach US\$398.65 billion by 2034. The AI in retail and e-commerce market is estimated to register a CAGR of 40.3% during 2026-2034.

Modern retail and e-commerce platforms generate vast amounts of data through online transactions, mobile applications, point-of-sale systems, customer loyalty programs, and digital marketing channels. AI enables retailers and e-commerce companies to analyze this data for demand forecasting, personalized recommendations, dynamic pricing, inventory optimization, customer behavior analysis, and targeted marketing campaigns. Increasing consumer demand for seamless digital experiences such as one-click purchasing, voice-based search, real-time order tracking, and personalized promotions is accelerating AI adoption.

Retailers and e-commerce enterprises are leveraging AI to enhance customer engagement, optimize supply chain performance, and reduce operational costs. Integration of AI with cloud computing and edge technologies improves scalability, responsiveness, and real-time data processing across omnichannel platforms.

Regulatory support for digital commerce, secure payment systems, and consumer data protection also contributes to market growth. Additionally, partnerships between retailers, technology providers, and logistics companies are strengthening AI-enabled commerce ecosystems.

In January 2026, Digital.ai announced industry-first support for end-to-end automated testing of retail and e-commerce applications, expanding its digital testing capabilities across web and mobile commerce platforms. Digital.ai is now the only provider enabling enterprise teams to automate critical shopping app workflows, expand coverage, and validate real-world user behavior at scale without relying on complex physical environments or fragmented testing systems.

As retail businesses increasingly function as intelligent digital commerce platforms rather than traditional brick-and-mortar stores, AI-driven analytics, automation, and personalization are becoming essential. This shift toward data-driven retail ecosystems continues to propel AI adoption across merchandising, marketing, supply chain management, and post-sale customer service.

North America has a strong digital infrastructure, high technology investments, and early adoption of advanced e-commerce solutions. The region is characterized by the presence of leading retailers, online marketplaces, technology companies, and AI solution providers, particularly in the US. AI applications are deeply embedded across recommendation engines, fraud detection systems, demand forecasting tools, customer segmentation, and automated fulfillment operations.

Regulatory initiatives promoting consumer data protection, secure digital payments, and fair trade practices have further accelerated AI integration. The US leads in digital commerce innovation programs, supported by favorable business regulations and strong startup ecosystems in states such as California, Texas, and New York. Additionally, the growing penetration of mobile commerce and digital payment platforms has increased demand for AI-enabled personalization, transaction security, and predictive analytics.

Consumer demand for convenient, personalized, and fast shopping experiences continues to fuel market growth. North America also benefits from strong venture capital funding and strategic partnerships between retailers, technology firms, and logistics providers, driving the rapid commercialization of AI solutions. However, challenges remain in the form of data privacy regulations, cybersecurity risks, and high implementation costs. Overall, North America is expected to maintain a leading position

in the market, driven by continuous innovation, strong ecosystem collaboration, and high adoption of next-generation digital commerce technologies.

AI plays a critical role in optimizing inventory management, warehouse automation, demand planning, and delivery efficiency. Retailers are increasingly leveraging AI to enhance sales forecasting, assortment planning, and supply chain visibility. As global demand for online shopping rises due to changing consumer preferences and digital transformation strategies, companies are investing in AI-driven tools to improve operational efficiency and reduce fulfillment costs. AI also supports predictive maintenance of warehouse equipment and performance monitoring of logistics networks, enabling proactive issue resolution and improved reliability.

Additionally, AI-driven simulation and digital twin technologies accelerate store layout planning, supply chain design, and promotional strategy testing. Integration of AI with smart logistics networks and last-mile delivery systems further enhances operational efficiency. Governments worldwide are supporting digital trade and e-commerce growth through policy initiatives and infrastructure investments, creating favorable conditions for AI integration. As competition intensifies in the retail and e-commerce market, companies adopting AI-driven optimization strategies gain a competitive advantage. Thus, an expanding digital commerce ecosystem creates long-term opportunities for AI solutions across merchandising, supply chain management, marketing automation, and customer experience applications.

Accenture Plc, Advanced Micro Devices Inc, Google LLC, International Business Machines Corp, Intel Corp, Microsoft Corp, NVIDIA Corp, Amazon Web Services Inc, SAP SE, and SAS Institute Inc are among the key AI in retail and e-commerce market players that are profiled in this market study.

The overall AI in retail and e-commerce market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the AI in retail and e-commerce market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the AI in retail and e-commerce market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global AI in Retail and E-Commerce market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global AI in Retail and E-Commerce market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global AI in Retail and E-Commerce market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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