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# AI IS REINVENTING RETAIL

## THE \$96B REVOLUTION

From AI shopping assistants to autonomous  
checkout,  
the store of the future is here

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**\$96B**  
by 2030

AI in Retail Market  
Growing at 46% CAGR

From \$14B in 2025 → 7x in 5 years

## CATEGORY 1

# AI Shopping Assistants



## Amazon Rufus: 60% Higher Conversion

Launched Feb 2024, Rufus handles 25-35% of searches. Expected to contribute \$1.2B in profits by 2027.



## ChatGPT Checkout Goes Live

Target, Etsy, Walmart, Instacart all enabled checkout in ChatGPT. One-click buy without leaving the chat.



## Shopify Sidekick for Sellers

AI assistant trained on Shopify data — answers questions, generates reports, sets up campaigns automatically.

## CATEGORY 2

# Hyper-Personalization



## 77% of E-commerce Uses AI Daily

Up from 69% in 2024. Strongest in personalization (71%), marketing automation (49%), and chatbots (31%).



## 5-15% Revenue Lift from AI

Retailers using AI report revenue growth plus 10-30% cost reductions across logistics and marketing.



## 43% More Likely to Buy

CTA's 2024 study: shoppers are 43% more likely to purchase from brands offering personalized experiences.

## CATEGORY 3

# Autonomous Operations



## Computer Vision Checkout

Trigo, Standard AI, Zippin power cashierless stores. Cameras track what you grab — just walk out and pay.



## Ocado: 99.5% Order Accuracy

AI-powered robots pick 2,000 items/hour. 30% faster picking, 25% lower labor costs. Partners across EU & Asia.



## 30% Shrink Reduction

Asda's shelf cameras + Walmart's AI monitoring cut inventory loss by up to 30% through real-time detection.

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*We use AI in everything that we do across the business... 300 million replacements with a 95% satisfaction rate in 2024.*

— Fidji Simo, CEO of Instacart

**Key Insight:** 87% of retailers report AI had a positive revenue impact. 94% saw reduced operating costs. 97% plan to increase AI spending in 2026. This isn't experimentation — it's the new operating standard.

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# Have you used an AI shopping assistant yet?

💬 Rufus, ChatGPT checkout, or something else?

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## KEY NUMBERS

**1,950%**

YoY increase in retail chat traffic (Cyber Monday 2024)

**\$1B+**

Amazon Rufus projected profits by 2027

**20%**

Walmart fulfillment cost reduction with AI automation

RF

# Amazon Rufus

## AI SHOPPING ASSISTANT

**25-35%**  
OF SEARCHES (2025)

**Feb 2024**  
LAUNCHED

**60%**  
BETTER CONVERSION

**\$1.2B**  
PROJECTED PROFIT 2027

Amazon's generative AI shopping assistant. Ask natural language questions, compare products, get recommendations — all trained on Amazon's catalog, reviews, and Q&A.

🔥 **2025 Updates:** Account memory for personalized answers, voice ordering integration, reorder past items via chat. Rufus now remembers your preferences across sessions.

**\$9.3B**  
REVENUE (2024)

**5M+**  
MERCHANTS

**2023**  
SIDEKICK LAUNCH

**ChatGPT**  
INSTANT CHECKOUT

Shopify Magic powers AI across the platform: product descriptions, image backgrounds, and Sidekick — a conversational assistant for merchants to manage their entire store.

 **AI Tools:** Magic Media Editor for product photos, Sidekick for reports/campaigns, Instant Checkout in ChatGPT for Skims, Glossier, and more merchants.



# Instacart

AI GROCERY PLATFORM

**\$8B+**

MARKET CAP

**\$958M**

AD REVENUE 2024

**300M**

AI REPLACEMENTS

**95%**

SATISFACTION RATE

Powers grocery delivery for 1,500+ retailers. AI handles product replacements, personalization, and smart cart technology. Partnered with OpenAI for ChatGPT checkout.



**Caper Carts:** AI smart carts with NVIDIA Jetson — skip checkout, get personalized offers, gamification rewards. Now rolling out to Kroger stores nationwide.

**\$681B**  
REVENUE (2024)

**OpenAI**  
PARTNERSHIP

**20%**  
FULFILLMENT COST CUT

**50%**  
ONLINE SALES GOAL

Walmart partnered with OpenAI to power "Sparky" AI assistant and ChatGPT Instant Checkout. AI "super agents" assist shoppers, employees, and suppliers across operations.

 **Automation:** AI fulfillment centers cut unit costs 20% (30%+ by end 2025). Sam's Club Scan & Go uses AI — 30% of members now skip checkout entirely.

**\$199M**  
TOTAL FUNDING

**2018**  
FOUNDED

**Tesco**  
+ REWE + ALDI

**99%**  
ACCURACY

Israeli computer vision company powering cashierless stores for major European grocers. Retrofits existing stores with ceiling cameras — no new hardware needed for shoppers.

 **Retail Partners:** Tesco (UK), REWE (Germany), ALDI Nord (Netherlands), Wakefern (US). Now expanding to US market with new leadership team.

SA

# Standard AI

## COMPUTER VISION CHECKOUT

**\$1B**  
VALUATION (2021)

**\$236M**  
TOTAL FUNDING

**2017**  
FOUNDED

**VISION**  
PLATFORM

SF-based autonomous checkout pioneer. VISION platform tracks shoppers and products using ceiling cameras. Acquired Skip and DeepMagic to expand capabilities.

 **Loss Prevention:** Beyond checkout — Standard AI now provides Visual Engagement Score and zone monitoring to tackle the \$100B+ retail shrink problem.



# Ocado

AI WAREHOUSE ROBOTICS

**\$3B+**  
MARKET CAP

**2000**  
FOUNDED

**2,000**  
ITEMS/HOUR

**99.5%**  
ORDER ACCURACY

UK-based pioneer of AI-powered grocery fulfillment. The Grid system uses robots + ML to pick, pack, and ship orders. Licensed to grocers worldwide including Kroger.

 **Smart Platform:** OSP (Ocado Smart Platform) partners include Sobeys (Canada), Coles (Australia), Casino (France). 30% faster picking, 25% lower labor costs.

ZP

**Zippin**  
CHECKOUT-FREE TECH

**\$45M+**  
TOTAL FUNDING

**2018**  
FOUNDED

**Stadiums**  
+ AIRPORTS + HOTELS

**Sensor**  
FUSION TECH

Checkout-free platform using ML and sensor fusion. Specializes in high-traffic venues: sports stadiums, airports, hospitals, colleges, theme parks.

 **Venue Focus:** Powers checkout-free at TD Garden, Sacramento Kings arena, and convenience stores in Japan. Perfect for grab-and-go locations with rush traffic.



# Gorgias

AI CUSTOMER SERVICE

**\$101M**  
TOTAL FUNDING

**2015**  
FOUNDED

**15,000+**  
E-COM BRANDS

**Shopify**  
+ BIGCOMMERCE

AI-powered helpdesk built for e-commerce. Automates responses using customer data and order history. Integrates with Shopify, BigCommerce, Magento.

 **Automation:** AI handles up to 60% of tickets automatically. "Where's my order?" → instant tracking. Returns, refunds, FAQs — all automated with brand voice.

**\$17M**  
TOTAL FUNDING

**2016**  
FOUNDED

**Meta**  
PARTNERSHIP

**Fashion**  
FOCUS

Retail AI vertical of Mad Street Den. Computer vision for product tagging, inclusive AI models, and personalized marketing. Partners with Meta for ad creatives.

🔥 **VueModel:** Patented tech generates AI models across body types, sizes, and skin tones. Cuts photoshoot costs 90%. Used by fashion brands for inclusive ads.

## FINAL THOUGHTS

# The Retail AI Playbook



## Shopping Becomes Conversational

Rufus, ChatGPT checkout, Shopify Sidekick — search boxes are becoming chat interfaces that understand intent.



## Stores Become Sensor Networks

Computer vision everywhere — tracking inventory, preventing theft, enabling checkout-free shopping.



## Warehouses Go Autonomous

Ocado, Walmart, Amazon — robots pick, pack, and ship. 99%+ accuracy, 20-30% cost savings.

 FOLLOW FOR MORE AI INSIGHTS

**JJ Shay**

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