
AI IS REINVENTING RETAIL

THE \$96B REVOLUTION

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

\$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.



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.

Have you used an AI shopping assistant yet?

💬 Rufus, ChatGPT checkout, or something else?

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



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.



Shopify Magic/Sidekick

AI COMMERCE PLATFORM

\$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.



Walmart AI

RETAIL GIANT

\$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.



Trigo

AUTONOMOUS CHECKOUT

\$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.



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.



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.



Vue.ai

AI VISUAL MERCHANDISING

\$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

bit.ly/jjshay