



AI IN ECOMMERCE: 2025 STATE-OF-THE- INDUSTRY REPORT

HOW SHOPIFY MERCHANTS ARE
SCALING WITH AI-POWERED TOOLS



Table of **CONTENTS**

CHAPTER 1

Global AI Trends in Ecommerce

CHAPTER 2

Shopify's AI Revolution

CHAPTER 3

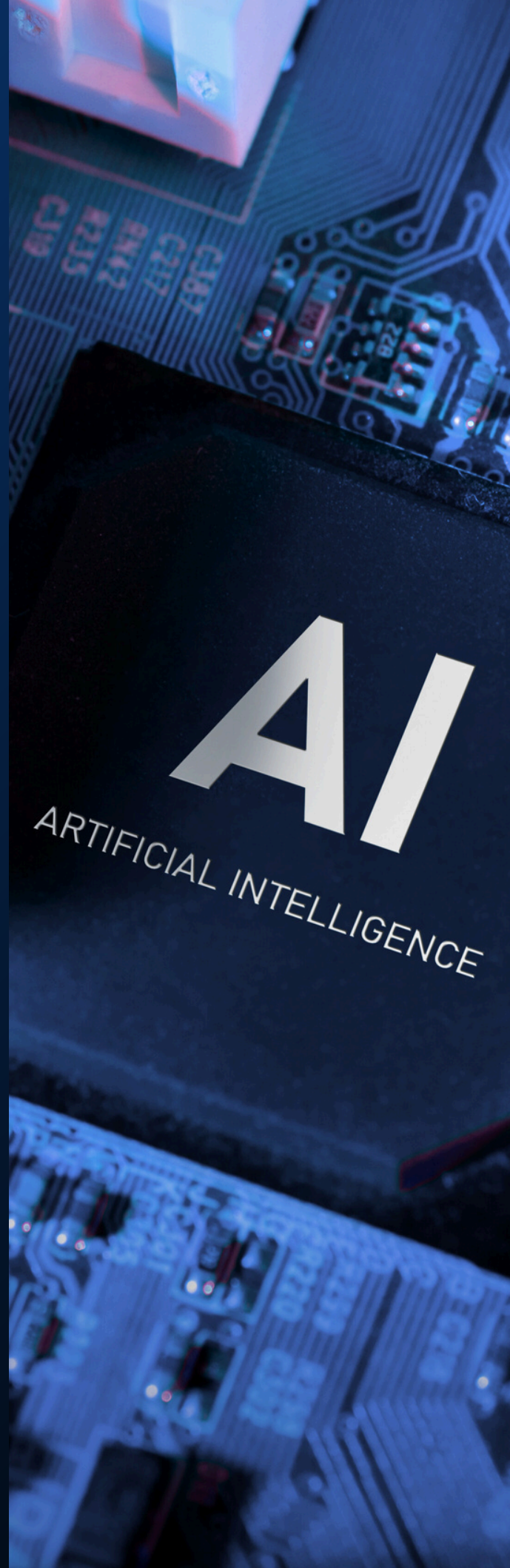
**AI-Powered Shopify Apps
You Should Know**

CHAPTER 4

**The AI-Enhanced Consumer
Journey**

CHAPTER 5

**7 Actionable AI Strategies
for Shopify Merchants**



THE RISE OF AI IN ECOMMERCE

Why It Matters for Shopify Merchants

AI isn't coming to ecommerce—it's already here, reshaping how we shop, sell, and run our stores. From chat-powered shopping to AI-generated marketing, 2025 is proving to be the year where Shopify merchants either ride the AI wave or risk falling behind.

The good news? **AI is more accessible than ever, even for small to mid-market brands.** Whether you're launching a startup or running a Shopify Plus powerhouse, AI can help you boost conversions, save time, and give your customers the personalized experiences they now expect.

In this report, we'll unpack the latest AI trends, Shopify's most exciting innovations, leading AI-powered apps, and real-world merchant stories. **You'll walk away with practical strategies to leverage AI today—without getting buried in the tech.**

Okay, let's get into it.





CHAPTER 1

GLOBAL AI TRENDS IN ECOMMERCE

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AI is no longer a luxury, it's becoming the baseline for ecommerce success. By 2025, the global AI-enabled ecommerce market will hit **\$8.65 billion** and is projected to grow by **14.6% YoY**—reaching **\$22.6 billion** by 2032. **North America** leads this growth, with ecommerce AI adoption up 270% since 2019.

HERE'S WHERE MERCHANTS ARE FOCUSING:



Marketing automation: 50% of retail companies are already using AI for this.



Chatbots and virtual shopping assistants: 33% are engaging shoppers in real-time.



Personalization and product recommendations: Boosting revenue by 10–30%.



Generative AI: Used for fast content creation like product descriptions, email copy, and social posts.



Agentic AI: Autonomous systems that can make decisions are emerging fast: 33% of ecommerce brands are expected to use agentic AI by 2028.

KEY TAKEAWAY:

AI isn't just improving operations—it's changing customer expectations. Shoppers now expect instant answers, personalized suggestions, and seamless buying journeys. Brands using AI are seeing measurable gains in conversion, AOV, and operational efficiency.



CHAPTER 2

SHOPIFY'S AI REVOLUTION

SHOPIFY'S AI REVOLUTION

Shopify is leading the charge in democratizing AI for ecommerce. Its AI suite, **Shopify Magic**, and its conversational assistant, **Sidekick**, make it easy for merchants to leverage AI daily.

SHOPIFY MAGIC HIGHLIGHTS:

- **Instant copywriting** for product pages, blogs, and emails.
- **AI-suggested customer service replies** via Shopify Inbox.
- **Multilingual content generation** for global expansion.

“*Shopify Magic helps us write SEO-optimized product descriptions in seconds. It's a game changer for small teams.*”



SIDEKICK: YOUR AI ECOMMERCE PARTNER



- Handles tasks like creating discounts and pulling sales reports via natural language prompts.
- Learns your store data without sharing it with third parties—a huge win for privacy-conscious brands.

OPENAI + SHOPIFY: CHATGPT SHOPPING INTEGRATION



Shopify and OpenAI are piloting **in-chat shopping experiences** via ChatGPT. Shoppers will soon be able to browse, compare, and buy Shopify products directly inside the ChatGPT conversation window.

EXAMPLE:

What's the best gift for a 5-year-old who loves dinosaurs?

+ Tools



Here are some top-rated dinosaur toy options you can buy online—perfect for a 5-year-old who loves dinos! They combine imaginative play, motor skills development, and safety:



Garvee Magnetic
Take-Apart Dinosaur
\$54.99
GARVEE



Animal Zone Dino Building
Playset
\$17.99
Macy's + others



Transforming Dino-Car Toy
\$21.44
ZeeBooth

ChatGPT chooses products independently. [Learn more](#)



Transforming Dino-Car Toy

ZeeBooth

\$21.44

Buy

ASK CHATGPT, AND INSTANTLY RECEIVE SHOPIFY PRODUCT OPTIONS—COMPLETE WITH BUY BUTTONS—WITHOUT LEAVING THE CHAT.

WHY THIS MATTERS

ChatGPT is forecasted to reach 77 million U.S. users by the end of 2025, and **39% of consumers already use AI for shopping**. This is a major new discovery channel for Shopify merchants.

Why you might like this

The Transforming Dino-Car Toy is an exciting choice for young dinosaur enthusiasts, combining the thrill of vehicles with the fascination of prehistoric creatures. Its automatic transformation feature, coupled with engaging lights and sounds, offers interactive play that captivates children's imaginations. [zeebooth](#)

What people are saying

Parents and kids alike are thrilled with the Transforming Dino-Car Toy, highlighting its engaging features and entertainment value. The toy's ability to combine the excitement of cars and dinosaurs, along with its interactive lights and sounds, makes it a standout choice for young children.

Amazon
[zeebooth.com](#) · [Positive](#)

Engaging Features

Customers appreciate the toy's automatic transformation and the combination of lights and sounds, which keep children entertained and engaged. [zeebooth](#)

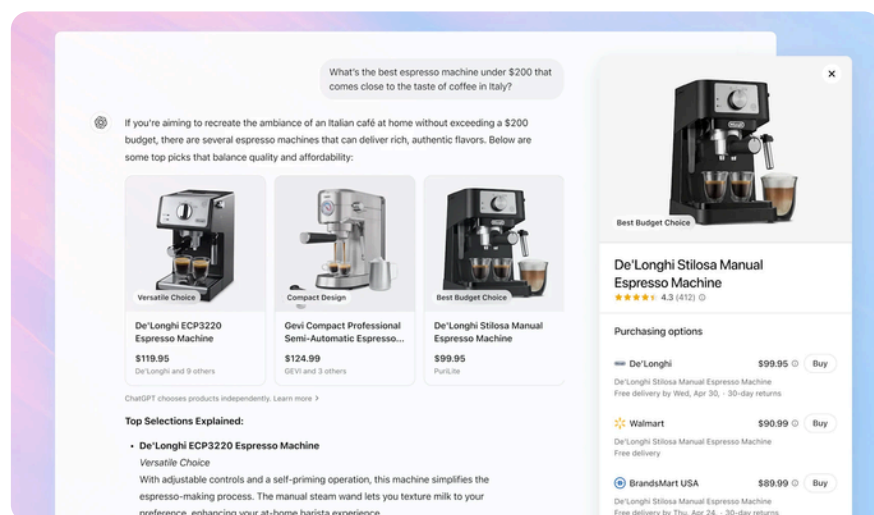
OPTIMIZING FOR AI DISCOVERY: THE NEW FRONT DOOR TO YOUR STORE

With ChatGPT and other LLMs becoming full-blown product discovery tools, your store's visibility now depends on how **AI-readable** your product data is. OpenAI's product search experience lets shoppers ask questions like "What's a good travel backpack under \$150?" and instantly get curated product results—including many from Shopify-powered stores.

While there's no official Shopify integration yet, **there are strong rumors that a direct partnership is in the works**. If (or when) it goes live, Shopify merchants may see their storefronts plugged straight into ChatGPT's shopping layer—opening up a powerful new organic channel.

QUICK TIP

Make sure all **product fields are fully completed** in Shopify—like titles, tags, descriptions, materials, variants, shipping details, and reviews. Rumors suggest this will be critical for your inclusion in LLM-based discovery feeds if the Shopify integration launches.



WHY THIS MATTERS

LLMs surface products based on:

- **Structured product data** (titles, pricing, descriptions, categories)
- **Clear, complete attributes** (materials, colors, sizes, availability)
- **Rich contextual signals** (images, FAQs, reviews)

If your data is incomplete or inconsistent, you could be excluded from AI search results—even if you sell the perfect product.

THE NEXT GENERATION OF SEO

MERCHANTS: HOW TO SHOW UP IN CHATGPT SHOPPING RESULTS

- **Fill out every product field in Shopify**—not just title and price.
- **Write AI-friendly descriptions:** clear, specific, benefit-focused.
- **Use product tags and categories strategically.**
- **Gather and display reviews**—these help LLMs understand buyer sentiment.
- **Add product FAQs** or educational blocks that clarify usage, sizing, ingredients, etc.
- **Include long-tail keywords** that reflect how shoppers talk, not just how they search.



“WE’VE SEEN OVER 100 MILLION PRODUCT SEARCHES ALREADY IN EARLY TESTING,” OPENAI SHARED IN ITS APRIL 2025 ANNOUNCEMENT.



For merchants, this is the new SEO.

Just like Google search in the 2010s and Instagram discovery in the 2018s, **AI search is your next organic growth engine.**

Merchants who prep their product data now will have a massive first-mover advantage.



CHAPTER 3

AI-POWERED SHOPIFY APPS YOU SHOULD KNOW

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AI is transforming Shopify's app ecosystem.
Here are the standout players:



- Automation-first subscription platform with intelligent workflows.
- Advanced logic engine powers personalized subscriber journeys and upsells.
- Three Ships used Loop Flows to increase subscriber retention by 41%.



- AI-generated, brand-tailored campaign copy
- AI-powered, precision segment building
- AI-picked, behavior-based product recommendations



- AI-powered product recommendations to boost average order value.
- Launch personalized pre- and post-purchase upsells in one click.
- Integrates with Shopify's checkout and Shop App.



Success Story:

Apparel brand **D'IYANU** used OneClickUpsell's AI to quickly add personalized upsells for hundreds of SKUs and made **\$43,931 in their first 90 days**.

[READ THE CASE STUDY](#)

AI-POWERED SHOPIFY APPS YOU SHOULD KNOW

CONTINUED



Triple Whale

- AI agents like “Willy” answer analytics questions.
- Real-time forecasting with Moby AI.
- Travelpro improved marketing efficiency by 24% and Dixxon cut analytics time by 80%.

opensend

- AI-powered identity resolution and behavioral targeting platform.
- Identifies anonymous site visitors, predicts optimal send times, and segments by real-time behavior.
- iRestore generated over \$94,000 in revenue in 30 days by targeting previously unreachable visitors.

envive

- AI-powered conversational shopping agents.
- Supergoop saw an 11.5% lift in conversions and added over \$5 million in annual revenue.

PostPilot

- AI-powered direct mail targeting with lookalike prospecting and behavioral triggers
- Automates win-back, birthday, and cart abandonment campaigns with real-time tracking
- BOOM! achieved a 2600% ROI on a personalized postcard flow



CHAPTER 4

THE AI- ENHANCED CONSUMER JOURNEY

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WHAT'S HAPPENING WITH SHOPPERS:

AI USAGE IS EXPLODING:

Nearly 4 in 10 consumers already use AI to shop (via tools like ChatGPT, Bing Copilot, etc.), and over half plan to do so next year. That's a massive shift in behavior.

AI-ASSISTED SHOPPERS ARE MORE ENGAGED:

Visitors who arrive through AI recommendations (like ChatGPT shopping prompts) view **12% more pages** and are **24% less likely to bounce**, which means they're more likely to convert.

IN-CHAT SHOPPING IS BECOMING REAL:

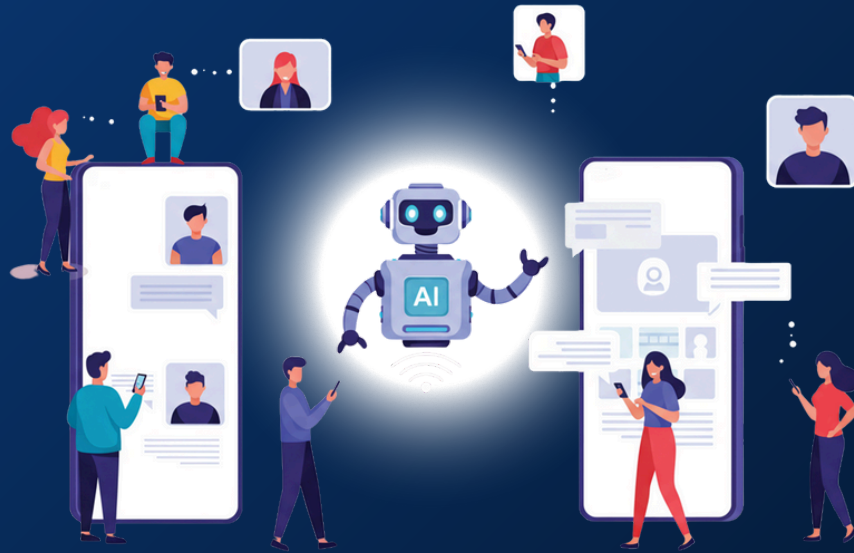
Tools like ChatGPT are evolving into full shopping platforms—customers can discover, compare, and buy products **without ever leaving the chat window**.

CONSUMER EXPECTATIONS ARE CHANGING:

- Shoppers now expect AI to give them spot-on suggestions, personalized to their needs.
- Traditional Google-style search is being replaced by **AI-driven discovery tools**.
- To show up in these new channels, your product data needs to be **AI-readable**—which means:
 - Clear specs (e.g., size, material, use case)
 - Rich product descriptions
 - Authentic reviews

ACTION STEP: OPTIMIZE YOUR PRODUCT CONTENT FOR AI VISIBILITY

If your listings are vague, under-detailed, or light on reviews, AI tools might not surface them to shoppers—which means lost sales. You want your products to be the obvious answer when someone asks, **“What’s the best travel pillow for side sleepers?”**



CHAPTER 5

7 ACTIONABLE AI STRATEGIES FOR SHOPIFY MERCHANTS

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READY TO TURN AI INTO REAL REVENUE?
HERE'S YOUR PLAYBOOK:

1. PERSONALIZE EVERY STEP

- Plug in **Zipify's AI-powered upsells** to recommend the right product at the right time—before and after checkout.
 - Use **Omnisend's AI recommendations** to personalize emails and SMS flows that actually convert.
-

2. CREATE COPY AT SCALE

- Leverage **Shopify Magic** to generate product descriptions, landing pages, and emails at scale.
-

3. AUTOMATE SUPPORT THAT SELLS

- Use tools like **Shopify's AI chat** to handle FAQs and order status updates.
 - Add **Envive's guided shopping agents** to recommend products like a smart salesperson.
-

4. TEST SMARTER, NOT SLOWER

- Run A/B split-test tests in **Zipify OneClickUpsell** to find your best upsell, headline, or offer.

5. MAKE YOUR PRODUCTS AI-VISIBLE

- Use AI to review your product listings to make sure they are easily discoverable by ChatGPT, Bing Copilot, and other AI engines—if an AI can't understand them, it won't recommend them.

6. GET CHAT-COMMERCE READY

- AI discovery is replacing search. Ensure your product feeds are clean, your Shopify data is structured, and your store's ready for **in-chat shopping with ChatGPT**.

7. TURN RETENTION INTO A REVENUE CHANNEL

- Use **Stay.ai's churn prediction** to save at-risk subscribers.
- Tap **Omnisend's predictive flows** to win back browsers before they ghost.

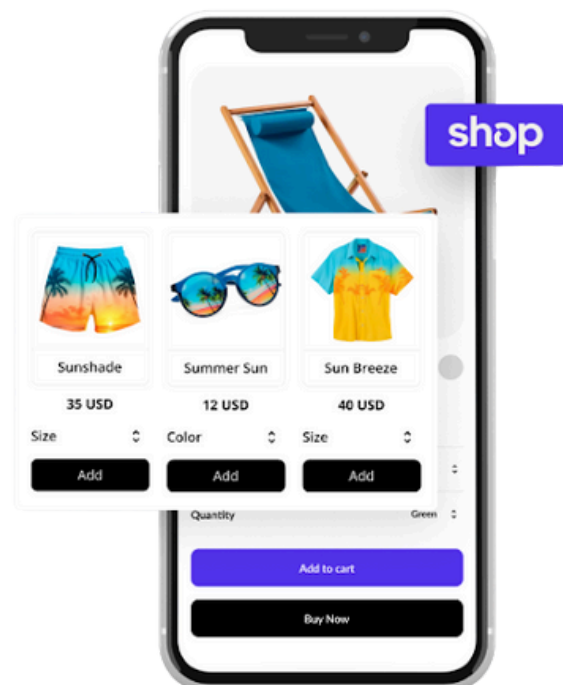
PLUG IN AI REVENUE WITH ONE CLICK

AI is reshaping ecommerce at lightning speed, but it's not just for tech giants. With the right **tech stack**, any Shopify merchant can turn AI into their biggest revenue stream.

You don't need a big budget to start—you need a smarter tools that makes AI simple.

Launch Zipify's AI-powered upsells today for free.

Grow your AOV, convert more traffic, and future-proof your store with the smartest upsell strategies on Shopify.



GET 30 DAYS OF FREE UPSELLS



**THE BEST POST PURCHASE
APP I HAVE USED, GREAT
SUPPORT, ALWAYS
IMPROVING THE APP AND
GIVING CONTENT TO LEARN
HOW TO IMPROVE YOUR
PERFORMANCE.**

- ALPHASTRONG (USA)

TESTIMONIALS



In 2022, OneClickUpsell created 20% of our overall total sales. So 20% of our overall sales came from OneClickUpsell, which is huge. Like, I cannot tell you that anything else was to do with this other than OneClickUpsell. And so that's been a great success for us.

KES LEHRMAN (EAVARA)



Twenty thousand dollars. Twenty grand in OneClickUpsell... on top of everything else we've already sold this year. That's... freaking crazy.

RICH GARNER (DUTCH OVEN KITS)



I love that the app is so user friendly... I was able to teach myself how to use the app in under five minutes and set up my first funnel... There hasn't been one day that a product hasn't been added to the cart using the one click upsell

MARNIE MASSIE (TREAT BEAUTY)