

Shopify in 2026:

Market Overview & Why It Matters



Why Shopify Leads in 2026

- Trusted by millions of brands worldwide
- Built for fast launches and rapid scaling
- Strong adoption across D2C, B2B & enterprise
- API-first, cloud-native, and future-ready



- Global ecommerce crosses \$6.8 trillion+
- 20%+ of retail sales now happen online
- Mobile-first, experience-led commerce dominates
- Speed, personalisation, and scalability decide winners

The Big Picture

Key Shopify Trends (2026)

AI-Driven Commerce

- Real-time personalisation
- Smarter search & recommendations
- AI moving from support to execution

Mobile Is the Main Store

- Majority of traffic and conversions on mobile
- Performance = revenue

Social & Conversational Commerce

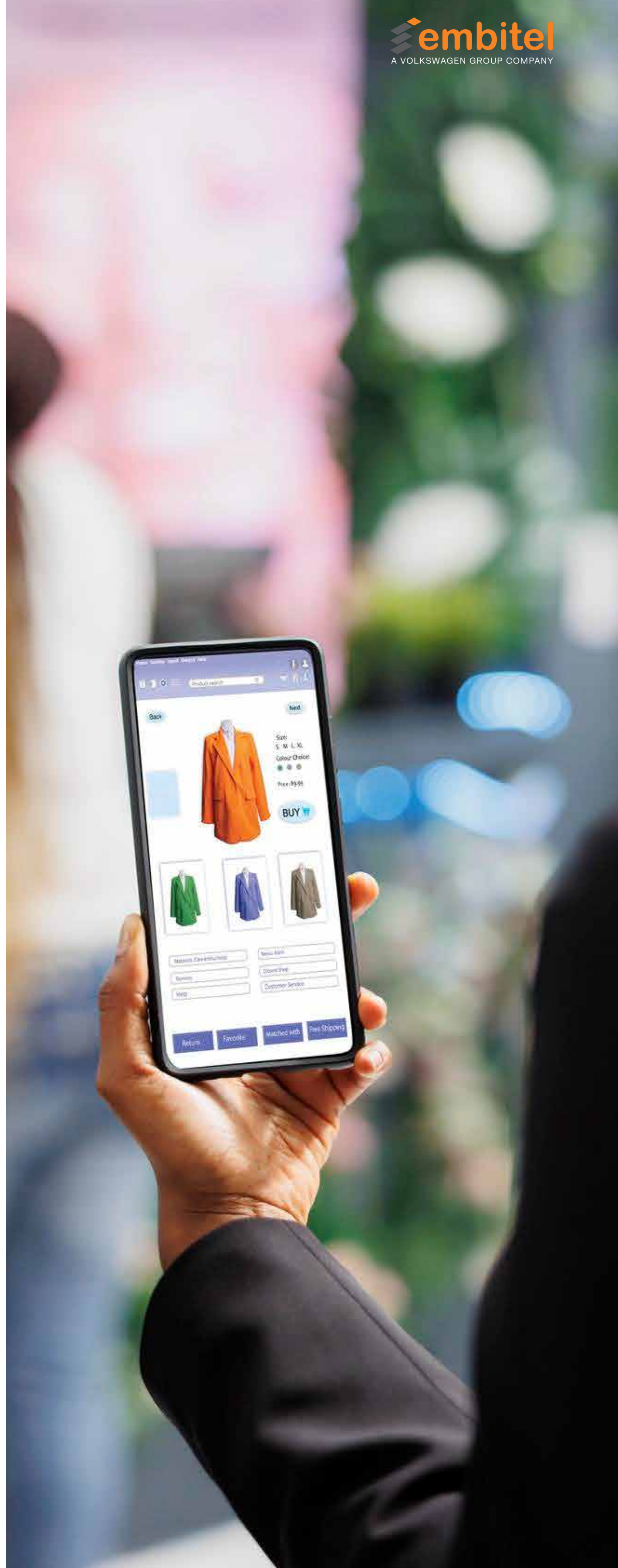
- Buying directly from social platforms
- Discovery, decision, and checkout in one flow

Retention Over Reach

- Subscriptions and loyalty on the rise
- Customer Lifetime Value takes priority

First-Party Data Focus

- Privacy-led personalisation
- Brands owning customer insights



Shopify by the Numbers

- Processes hundreds of billions in GMV annually
- High-performing, optimised checkout
- Massive app and integration ecosystem
- Preferred platform for modern commerce stacks



What Brands Need Now

- Faster time-to-market
- Personalised experiences at scale
- Omnichannel consistency
- Scalable tech without complexity
- Continuous optimisation, not one-time builds



Why Embital for Shopify?

End-to-End Shopify Delivery

- Shopify & Shopify Plus implementations
- Headless commerce & custom storefronts
- Performance-focused UX & CRO

AI & Experience Engineering

- Smart personalisation layers
- Search, recommendations, and data-led journeys

Growth & Scale Enablement

- Loyalty, subscriptions, and retention platforms
- Social, omnichannel, and global commerce rollouts

Enterprise-Grade Confidence

- Secure, scalable architectures
- Ongoing optimization & managed services