



Euromonitor
International

Top Five Digital Shopper Trends in 2026

January 2026

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

A snapshot of the global digital shopper in 2026

Leveraging the Retail Reinvention Framework to reach the digital shopper

The five digital shopper trends that will redefine commerce in 2026

SEARCHGPT

Digital shoppers are increasingly using GenAI platforms in place of search engines

The allure of convenience is driving the consumer shift to GenAI-powered search

Brands of all kinds are shifting marketing spend towards generative engine optimisation

Galderma revamps its online product descriptions for a GenAI world

Amazon and Walmart embrace GEO in India

A drop in Reddit attributions in ChatGPT responses complicates brands' GEO strategies

The GEO future is already here

CHAT CHECKOUT

As GenAI platforms compress shopping journeys, in-chat payments rise

Growing consumer trust in digital wallets paves the way for AI-native checkout

Industry players gear up to orchestrate the chat checkout experience

PayPal becomes the first digital wallet integrated into ChatGPT's Instant Checkout

Instacart app launches in ChatGPT as the first fully embedded grocery platform

Platform power clash: Amazon challenges Perplexity's autonomous shopping agent

Chat checkout reshapes the shopping experience - and where value is captured

SHOPPERTAINMENT

In an era of choice and distractions, consumers expect concise, personalised content

Growing user demand drives innovation and growth of novel entertainment formats

Brands invest in content capabilities to drive engagement and online sales growth

Brand-negotiation variety shows blend fun, engagement and best prices in China

P&G brand Native to launch micro drama "The Golden Pear Affair" in early 2026

Vinted launches RE/Style, a streaming TV series showcasing second-hand fashion

Interactive, fun and concise content is key to user engagement and loyalty

EARN NOW, PAY LATER

The flex pay revolution

Beyond payments: BNPL as a loyalty engine

Players are bundling financing, rewards and customer insights

Loyalty reimaged: Klarna at the helm

Zilch: The power of a seamless customer journey

Atokara : Widening customer reach at the core of its strategy

The next loyalty inflection: BNPL as a strategic accelerator

HYPER-PERSONALISED HEALTH

Personal health monitoring has become mainstream and data-driven

GenAI transforms digital personalised health

Brands and retailers are evolving from product sellers to trusted digital health partners

Fay partners with Amazon's Health Benefits Connector

New Nestlé Health Science Store features the AI-powered Anura Magic Mirror

To revive its fortunes, Oriflame turns to digital personalised health solutions

Consumers expect retailers and brands to be trusted health partners

CONCLUSION

Recommendations for growth

Channels: Helping you understand where and how consumers shop

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