

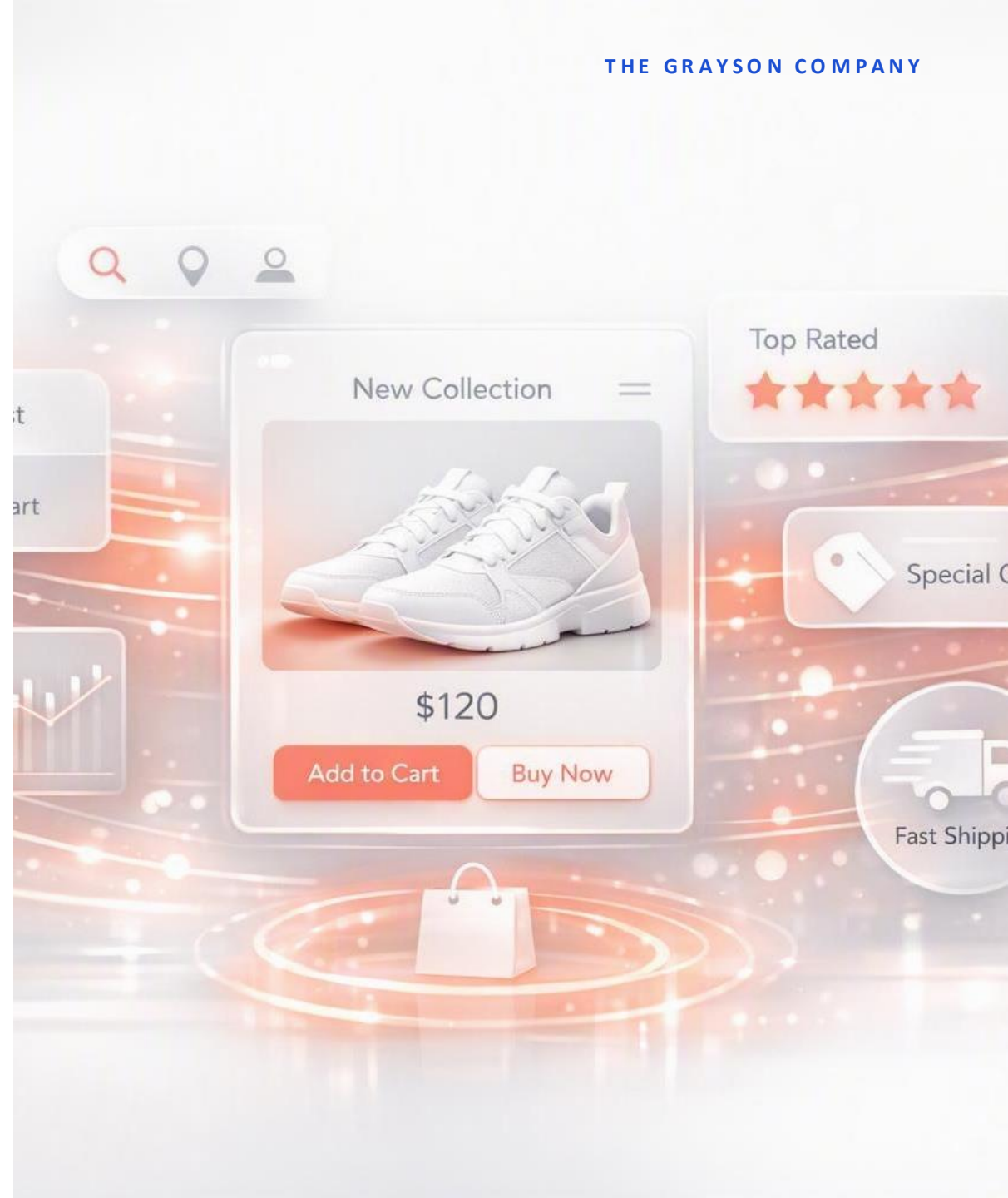
RETAIL INTELLIGENCE BRIEFING

AI Leaders in Retail

How the world's most innovative brands are transforming commerce

The New Retail Intelligence Race

Executive Briefing · June 2026



■ THE LANDSCAPE

The New Retail Intelligence Race

Artificial intelligence has moved from experimental novelty to competitive necessity. While most retailers run basic chatbots, a select group of leaders has gone far further — **embedding predictive analytics, generative AI, autonomous agents, and computer vision across the entire business.**

These companies aren't just improving customer interactions — they are redesigning merchandising, logistics, product development, and operational decision-making around intelligent systems.



\$14B →
\$138B

Global retail AI market, 2025–2035, growing 23%+ a year



89%

of retail & CPG firms now use or test AI — yet only ~7% have fully scaled it



10–15%

revenue uplift typical for leaders using AI-driven personalization

WHO'S LEADING

Three Fronts of the Retail AI Race

Leadership is emerging across three distinct categories — each mastering a different layer of the AI-powered value chain.



E-Commerce Giants

Building End-to-End AI Ecosystems

Amazon · Walmart · Shopify

KEY STRENGTH Autonomous commerce at global scale



Beauty & Fashion

Masters of Hyper-Personalization

Sephora · Stitch Fix · Nike · Zara

KEY STRENGTH Personalization & demand forecasting



Big-Box & Specialty

Optimizing Operations at Scale

Best Buy · Home Depot · Lowe's ·
IKEA

KEY STRENGTH Workflow & supply-chain automation

01

SECTION ONE

E-Commerce Giants

Building end-to-end AI ecosystems that span discovery, fulfillment, and the merchant economy.

THE GRAYSON COMPANY



■ E-COMMERCE GIANTS

Amazon

Defining the frontier of retail AI innovation

Amazon's Rufus AI shopping assistant helps customers discover products faster, driving significant incremental sales. Behind the scenes, predictive logistics models anticipate demand before purchases are made — enabling faster fulfillment and leaner inventory. In 2026 the company added “Buy for Me” and Auto Buy, pushing further into autonomous shopping.

KEY STRENGTH Predictive, end-to-end AI across the customer journey



RUFUS AI ASSISTANT BY THE NUMBERS

~\$12B

incremental annualized sales attributed to Rufus in 2025

300M+

users; Rufus shoppers convert ~60% higher than non-users

+210%

year-over-year growth in assistant interactions

■ E-COMMERCE GIANTS

Walmart

Conversational commerce at mass-market scale

Walmart's AI assistant Sparky — built with OpenAI and Google Gemini technologies — can assemble complete shopping carts from a customer need or an event description. Advanced AI search replaces traditional keyword shopping with conversational discovery, meeting shoppers wherever they are.

KEY STRENGTH Cart-building AI that reaches a mass audience



SPARKY ASSISTANT BY THE
NUMBERS

~50%

of Walmart app users had tried Sparky within months of launch

Jun 2025

rolled out across all shopping categories

3 surfaces

available in the Walmart app, ChatGPT, and Google Gemini

■ E-COMMERCE GIANTS

Shopify

Pioneering the future of agentic commerce

As the leading commerce-enablement platform, Shopify equips millions of merchants with AI tools that automate store optimization, improve product-data quality, and streamline checkout. Its infrastructure increasingly enables seamless transactions initiated by external AI agents — the foundation of agentic commerce.

KEY STRENGTH Autonomous commerce infrastructure at global scale



AI-DRIVEN COMMERCE MOMENTUM

8×

year-over-year growth in AI-driven traffic to Shopify stores

~13×

growth in orders originating from AI-powered search

~2×

new buyers order via AI channels at twice the rate of others

02

SECTION TWO

Beauty & Fashion Innovators

Masters of hyper-personalization, blending computer vision, machine learning, and generative AI.



BEAUTY & FASHION

Sephora

One of retail's most recognized AI success stories

Through innovations such as Color iQ and BeautyGPT, Sephora fuses computer vision, machine learning, and generative AI to deliver deeply personalized beauty guidance. Customers receive precise skin-tone matching, customized routines, and tailored product suggestions — now extended into conversational shopping inside ChatGPT.

KEY STRENGTH Computer-vision personalization that members trust



PERSONALIZATION BY THE
NUMBERS

74M

active Beauty Insider members tied to a single identity

~30%

reduction in returns from AR shade-matching

+3× CTR

and +11% add-to-cart lift from AI personalization

Personalized Style & AI-Native Design

Two complementary plays: tailoring the individual experience, and rebuilding product creation itself around AI.



Stitch Fix

Human + machine, by design

Few companies are as AI-native as Stitch Fix. Machine-learning models analyze preferences, purchase behavior, and feedback to generate personalized style picks — which human stylists then refine. A conversational Style Assistant now lives in the app.

- ▶ *15+ years of proprietary style data*



Nike & Zara

AI-accelerated product development

Both brands use generative AI to speed collection design, surface emerging trends, and optimize inventory planning. Predictive systems align production with real-time demand — cutting waste while improving availability. Nike's engine can generate 1,000+ designs in minutes.

- ▶ *Generative design at production speed*

03

SECTION THREE

Big-Box & Specialty Retailers

Optimizing operations at scale — from intelligent service to autonomous supply chains.



BIG-BOX & SPECIALTY

AI Behind the Operations

Leaders here apply AI less to the storefront and more to the machinery of retail — service, pricing, and logistics.



Best Buy

Intelligent diagnostic tools help customers troubleshoot devices, while AI workflows speed issue resolution. A Google Cloud-built assistant consolidated 93 contact-center apps into a single agentic experience.

► **Service & support automation**



Home Depot & Lowe's

Lowe's MyLow advisor (built with OpenAI) guides complex projects across 1,700+ stores. Home Depot pairs visual AI with dynamic localized pricing to optimize recommendations and inventory.

► **Project guidance & smart pricing**



IKEA

IKEA focuses AI on supply-chain transformation — partnering with autonomous-trucking innovator Waabi while automating planning, forecasting, and fulfillment across its network.

► **Autonomous logistics & forecasting**

KEY STRENGTH AI-powered workflow automation and supply-chain optimization

■ WHAT COMES NEXT

Five Trends Defining Retail AI



1

From Search to Conversation

Keyword search gives way to AI that understands context, intent, and goals.



2

Hyper-Personalization at Scale

Beyond demographics to individualized, real-time behavioral recommendations.



3

Predictive Operations

Forecasting demand and optimizing inventory before challenges occur.



4

Agentic Commerce

Autonomous agents act for shoppers and merchants, reshaping discovery.



5

Computer Vision Integration

Visual AI powers recommendations, style matching, and store operations.

■ THE BOTTOM LINE

AI is no longer
a side project —
it's embedded across
the value chain.

■ Intelligence everywhere

From customer engagement and product design to logistics and inventory.

■ Leaders pull ahead

Amazon, Walmart, Sephora, Shopify, Nike and peers integrate AI end to end.

■ Data becomes advantage

Predictive insight, automation efficiency, and personalization build lasting loyalty.

Data into insight · automation into efficiency · personalization into lasting loyalty.

