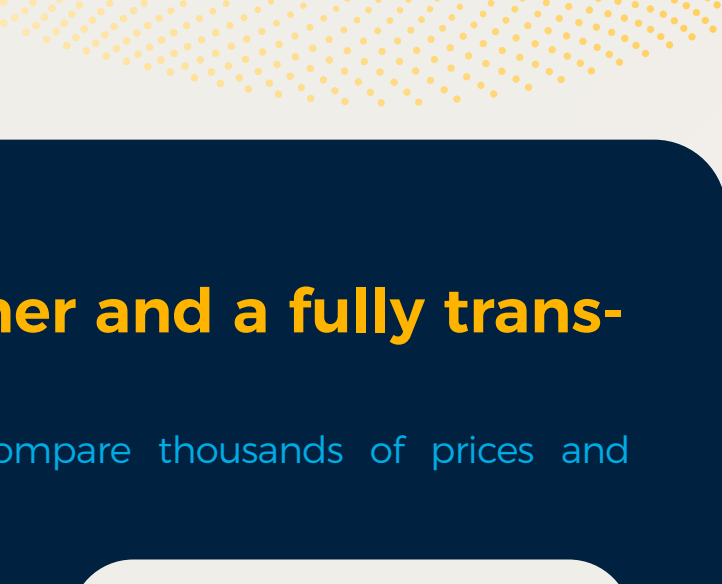


Pricing Trends 2026



Retail enters 2026 with a new “operating system.” Consumers will rely on AI-powered shopping assistants that bring **total market transparency**, while the most advanced retailers are already using AI to optimize their pricing strategies. **The gap between reacting and leading will be wider than ever.**



1

A smarter consumer and a fully transparent market

AI **Personal Shoppers** will compare thousands of prices and products in milliseconds.

55%

Of consumers would consider shopping through AI ⁽¹⁾.

35%

Have already used ChatGPT or other AI assistants to make purchases ⁽²⁾.



Past opacity and marketing tricks will no longer work — **algorithms don't have emotions, they work with data.**



Adapt your prices to the new algorithmic consumer and increase visibility in AI-assisted decision-making with **AI Price Intelligence**.



Learn more

2

Trust in promotions will be the new critical factor.

30%

Nearly 30% of consumers **suspect many discounts aren't real.** ⁽³⁾



AI assistants **analyze price histories and ranges**, neutralizing “inflate-then-discount” tactics ⁽⁴⁾.



Complying with the Omnibus Directive and ensuring data integrity will be crucial, **as any inconsistency detected by AI harms your Price Image.**

Ensure consistent, transparent promotions that build trust in an AI-driven market with **Promotion Intelligence**.



Learn more

3

The AI gap: the new competitive risk.

35%

Of retailers are already using Agentic AI to automate complex decisions, creating a gap with those lacking advanced AI capabilities ⁽⁵⁾.

BY 2026

80%

of retailers will have integrated AI into their operations, widening the competitive gap ⁽⁶⁾.



Advanced retailers cluster prices, detect micro-trends, and react in real time — **creating an advantage that's impossible to match without AI.**

Stay ahead of the market by detecting seller and price changes in real time with **Marketplace Sellers Benchmark**.



Learn more

4

Strategic decision: Price Follower or Price Maker?

PRICE FOLLOWER

Simple rules and price-based competition.



MARGIN EROSION

PRICE MAKER

Through technology that anticipates demand and competitor moves.



VALUE CONTROL

In 2026, not choosing means accepting to remain a Follower.

Make strategic decisions based on real market behavior and evolve toward a **Price Maker** model with **Market Sales Tracking**.



Learn more

5

The technology you need to lead in 2026.



Competitive data must feed **systems capable of reacting instantly** to price and market condition changes.

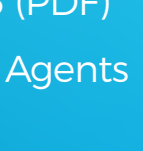


Leaders combine **monitoring, forecasting, and pricing rules** a in a connected ecosystem.



Autonomous execution will be key; advanced systems adjust prices in real time to meet margin and revenue goals — without manual intervention ⁽⁷⁾.

Build a solid tech foundation with accurate competitive data to power connected pricing decisions with **Competitor Price Monitoring**.



Learn more

Sources

(1) Adyen Retail Index – Chapter 2

(2) Adyen Retail Index – Chapter 2

(3) Simon-Kucher – Holiday Shopping Report 2025 (PDF)

(4) Ecommerce Fastlane – The Rise of AI Shopping Agents

(5) Salesforce – Holiday Predictions 2025

(6) Frogmi – AI Trends in Retail 2025

(7) Salesforce – Holiday Predictions 2025