



 Allume Group A|R

Allume Insider Report
Digital Commerce Trends

In collaboration with Acosta Connected Commerce

acosta group 

Q2 2026 | Allume Group

The Trends



Agenda

THE TRENDS

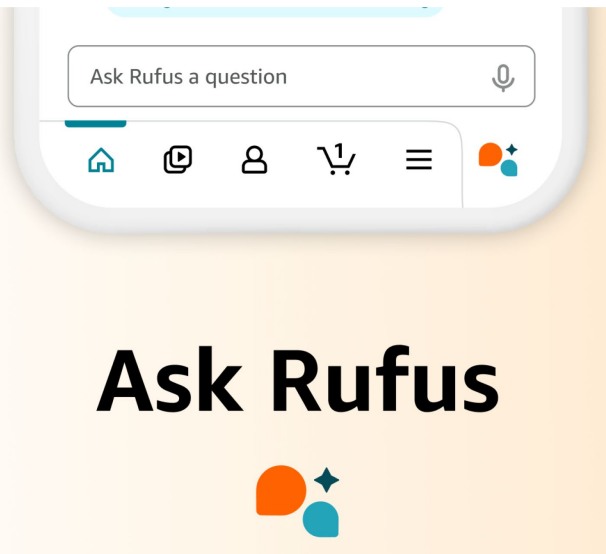
“Just tell me what to buy” AI makes the decisions

“Prove it’s worth it.” The discerning shopper

“I want it...yesterday.” Delivery speed is the new growth driver

RESOURCES





“Just tell me what to buy”

61% of consumers **have used GenAI tools like ChatGPT** for online shopping, and AI-driven traffic to U.S. retail websites increased 4,700% year-over-year (YoY).

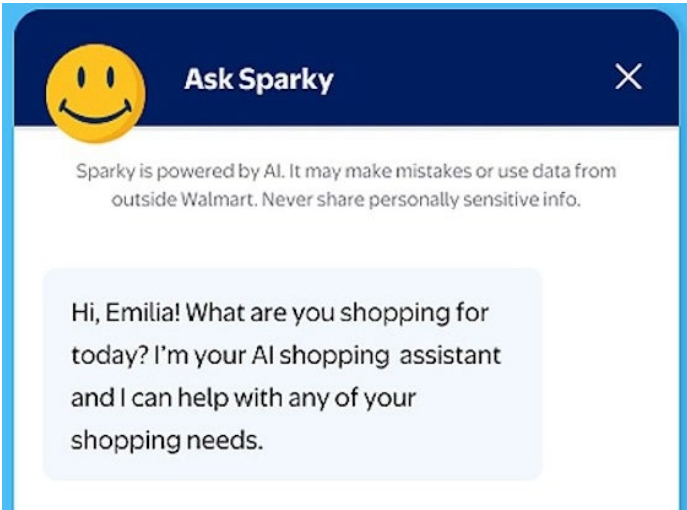
Most consumers (76%) want AI-powered shopping assistants, and **61% of them are already using AI tools for online shopping.**

For more functional shopping, such as Grocery, shoppers are even more bullish - **48.8% of consumers** are comfortable with the idea of **fully automated AI grocery shopping.**

Amazon attributes 35% of its revenue to AI product recommendations, and Rufus, their on-site AI agent, boasts 300M users that are 60% more likely to make a purchase.

As for Walmart, about **half of Walmart's app users have already tried Sparky**, and orders placed by Sparky users **spend 35% more.**

Search-based shopping is broken and ripe for disruption. Shoppers are ready for a **reinvention of online retail.** Are you?



“We really haven't had a technology revolution as large as this since the start of the internet.”

- Doug Herrington, CEO, Worldwide Amazon Stores

"Just tell me what to buy"

CONTENT IS THE NEW COMMERCE

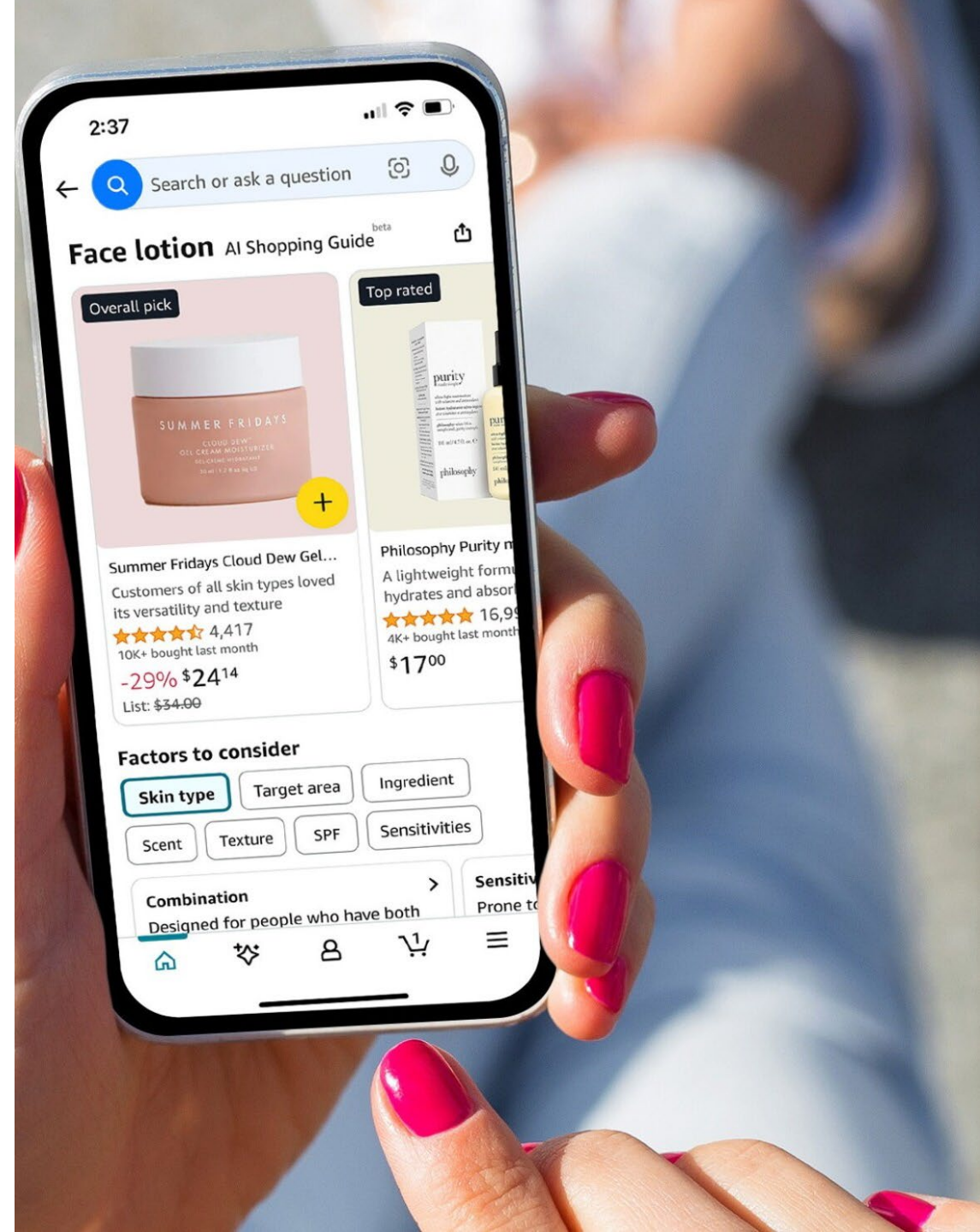
What this means for brands

Remember, AI answer engines might be bypassing Retail Media ads, so your core content is key.

Ensure product data on retailer websites is **well-structured and prolific** to provide enough context for AI. Make benefits clear via product imagery and product page content. **Ensure you're answering the 5 Ws:** Who, what, when, where, why? And don't forget about behind-the-scenes content on the backend.

Drive a **focused strategy for User Generated Content (UGC) content** across the web, from direct-to-consumer website to social and community channels such as Reddit.

If you're not in the conversation, you're not converting.





“Prove it’s worth it.”

According to Acosta Group's 2025 "State of the Shopper" report, 60% of shoppers say they are **more worried about rising prices** than they were six months ago, and nearly **30% report shopping more frequently at discount grocery or dollar stores.**

In fact, **78% of online grocery shoppers report being focused on spending less:** 23% report buying fewer groceries (particularly snacks), 38% are buying less personal care products, and 35% are spending less on beauty products.

What’s more, **private label is growing share** – from 22.1% in 2021 to 23.9% in 2025.

Shoppers are increasingly **relying on reviews and forms of transparency** (and leveraging AI to do so) and are seeking easily scannable, visible, “proof points” of value.

Value is no longer assumed...It must be demonstrated.

“Shoppers have clearly adopted new behaviors. They’ve become accustomed to cutting back on spending, shopping across channels for deals, and splurging, thoughtfully, on those indulgences that are most meaningful.”

– Kathy Risch, Acosta Group SVP, Shopper Insights and Thought Leadership.

"Prove it's worth it."

DEMONSTRATING THE VALUE

What this means for brands

If you're charging more, **make it clear why**. Focus on points of differentiation in imagery, copy, and retail media advertising.

With assortment planning, ensure you have **clear good/better/best tiers** as to not price out the most price-sensitive shoppers.

UGC content is critical. Shoppers need support for your claims to help justify why the juice is worth the squeeze.



Yogurt 32oz

Available

11 PM on \$25



Purchased Mar 2026



Chobani

20g Low-Fat Greek Yogurt Drink
Strawberries & Cream 10 fl oz

20g protein 10 Fl Oz (Pack of 1)

4.7 ★★★★★ (3.2K)

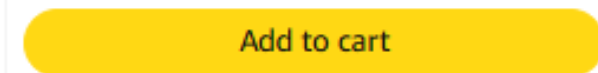
20K+ bought in past month

\$2³¹ (\$0.23/fluid ounce)

\$5.00 off promotion available
SNAP EBT eligible

✓prime Today

FREE delivery Today 8 PM - 11 PM on \$25
of qualifying items



Chobani

Low-Fat Vanilla
Berry on the Border

Low-fat

4.8 ★★★★★ (5K)

30K+ bought in past month

\$3⁹⁹ (\$0.19/fluid ounce)

\$5.00 off promotion available
SNAP EBT eligible

✓prime Today

FREE delivery Today 8 PM - 11 PM on \$25
of qualifying items



prime



Walmart
Grocery

**Express Delivery
available now!**



"Our 30 minute delivery program has exceeded even our most optimistic expectations."

- Doug Herrington, CEO, Worldwide Amazon Stores

"I want it...yesterday."

The **global same-day delivery market** is expected to hit \$14.7 billion in 2025, with a CAGR of 20.8%.

Grocery shoppers expect delivery in about 1.2-1.3 days on average, and **half say they want groceries in under 2 hours**. One-third of health and personal care shoppers seek **delivery within 2 hours** and more than half within 24 hours.

Retailers are scrambling to meet shopper demand: Amazon boasts **8+ billion items delivered same or next day**, and reports that 70% more items were delivered same-day in 2025 vs. last year. Shoppers who use 30-minute delivery **shop 3x more frequently**.

Walmart is investing aggressively in using stores as forward-deployed fulfillment nodes to reach **94% of households in three hours or less**, reporting that their **fastest growth channel** is sub-one-hour delivery.

“I want it...yesterday.”

DELIVERY SPEED AS A GROWTH DRIVER

What this means for brands

Availability is becoming as important as media.

Amazon, Walmart, and other retailers will increasingly **favor brands that help them deliver faster** at scale.

Now isn't the time for long vendor lead times or inconsistent fill rates.

Ensure you have a balanced SKU approach across large, more profitable packs and **high-frequency items that will be forward-deployed** in-store or local fulfillment centers.

Consider POS **order frequency** as a new KPI, and design promos and retail media campaigns to drive frequency (vs. just conversion).



Takeaways

“Just tell me what to buy”

In a world where AI makes the decisions, content is the new commerce. Answer the 5 Ws and ensure AI can do its job well.

“Prove it’s worth it.” The shopper is more discerning than ever. Even little splurges require a “why”. Don’t leave behind the budget-conscious shopper with your assortment strategy. Ensure trade-ups come with a strong value proposition.

“I want it...yesterday.” Delivery speed is the new growth driver. Order frequency matters for retailers like Amazon and Walmart in deciding what to stock nearest customers’ homes. Also, make sure your supply chain is as tight as possible.



Connect



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Retail Top Retail Expert | Podcast Co-H...



Resource List

[Acosta Group Highlights Four Consumer Predictions for 2026](#)

[The Complex State of the Shopper \(Acosta Group\)](#)

[10 retail trends for 2026: Charting the future of retail \(GWI\)](#)

[Capital One Shopping Research, 2026](#)

[The Digitally influenced Shopper Report \(Profitero\)](#)

[Agentic Commerce Is Redefining Retail—Here's How to Respond \(BCG\)](#)



Thank You

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