



**Euromonitor
International**

Top Five Digital Shopper Trends in 2026

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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

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

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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

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

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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

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Beyond payments: BNPL as a loyalty engine

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