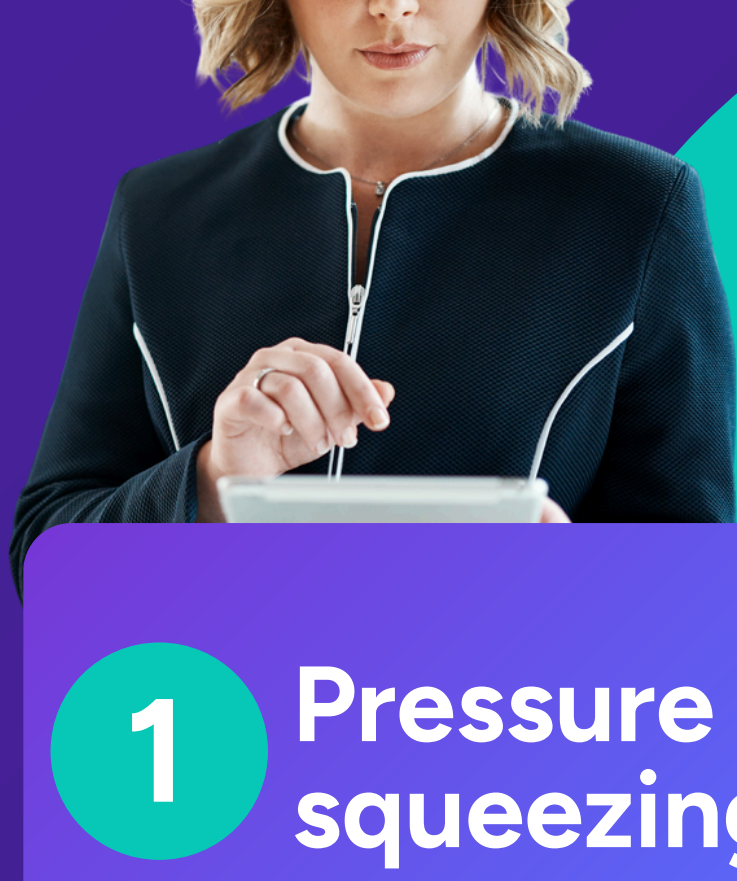


3 ways to prepare for 2026

We asked 200 retail and brand executives in the U.S. and U.K. how they're feeling about 2026, where they're optimistic, and what they're prioritizing.



Here are 3 key findings from their answers.

1 Pressure from all sides is squeezing margins

Commerce teams are in a pinch: pricing power is eroding, product complexity is inflating costs, and tariffs are shaking up supply chains.

*WHAT THEY'RE SAYING:

"Pricing is no longer in our control."

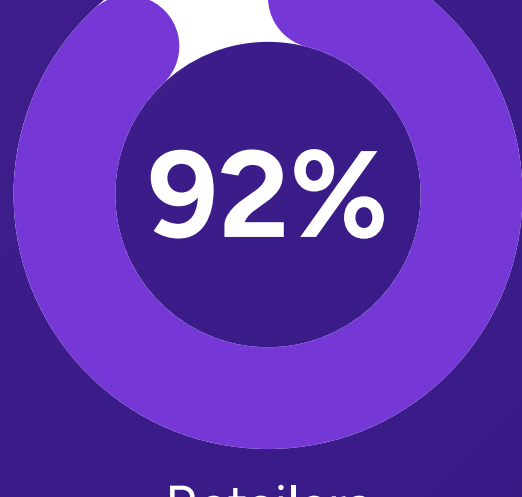


Retailers

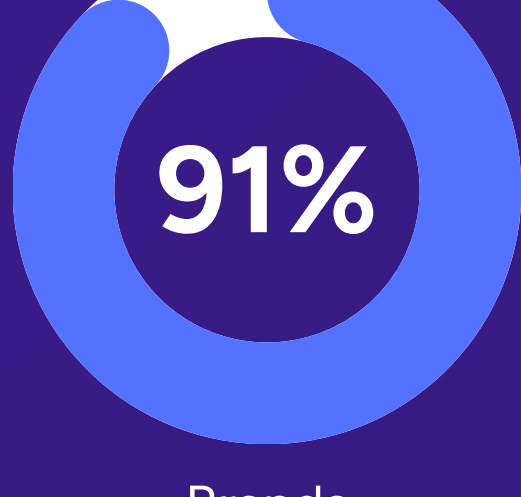


Brands

"Product complexity makes cost control harder."



Retailers



Brands

+61%

More than 61% of commerce teams are re-evaluating sourcing as they brace for more tariff uncertainty.

When margins tighten, make sure you can maneuver



2026 to-do

You can't stop costs, complexity, or tariffs from tightening your margins.

Now's the time to focus on creating reliable, internal flexibility, so no matter what pressures you face you can chart new routes with confidence.



2 AI can't fix bad data



Implementing AI across key functions is a top priority for 43% of retailers and 37% of brands.

But many of these same commerce leaders say that bad internal data has been a barrier to good decisions.

*WHAT THEY'RE SAYING:

"We are prioritizing AI in 2026, even though the data we rely on is often inaccurate and incomplete."

91%

of retailers

&

78%

of brands



2026 to-do

Implementing AI without clean data is a common, but dangerous, readiness gap.

Before onboarding AI, make sure your data is reliable. Otherwise, AI will simply scale the wrong data insights, faster.

3 Marketing strategies are in flux

91%
of retailers

84%
of brands

changed their marketing channel mix in the past year.

→ Top drivers:



Shifting consumer behavior



Evolving strategies



Pressure to get more from every dollar



Commerce leaders need to adapt fast to the new ways that customers are shopping. If you can adjust quickly and meet customers earlier, you'll grow faster.



2026 to-do

Aim for a flex, instead of final, marketing mix. Bring on marketing tools to help you stay agile, measure performance accurately, and shift spend quickly.



These are just 3 of the major takeaways from the survey —download the full report to see where your peers are doubling down, where they're falling short, and how you can stay ahead.

READ THE REPORT