

INDUSTRY REPORTS

State of eCommerce 2026: Trends & Benchmarks Report

Annual industry report with conversion rate benchmarks, AOV data, and emerging trends from 500+ Shopify stores.

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2026 Edition

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Methodology

This report analyzes anonymized performance data from 500+ Shopify stores managed by Creative Labs and partner agencies during 2025. Stores span 15 product categories with annual revenues ranging from \$500K to \$50M.

Metrics are calculated as medians (not averages) to reduce the impact of outliers. All data has been normalized for seasonality and promotional periods.

Conversion Rate Benchmarks

The median eCommerce conversion rate across all categories is 2.3%, up from 2.1% in 2024. However, significant variation exists by category, traffic source, and device type.

Top-performing categories: Health & Wellness (3.1%), Pet Supplies (2.9%), Food & Beverage (2.8%). Lowest-performing: Apparel (1.7%), Jewelry (1.5%), Electronics (1.4%). Mobile conversion rates average 40% lower than desktop across all categories.

Average Order Value Trends

Median AOV across all stores is \$78, up 6% from 2024. The increase is driven by better bundling strategies, subscription adoption, and payment installment options reducing price sensitivity.

AOV by category: Electronics (\$195), Home & Garden (\$112), Health & Wellness (\$64), Apparel (\$58), Beauty (\$52).

Emerging Trends for 2026

Five trends shaping eCommerce in 2026: AI-powered personalization, headless commerce adoption, social commerce maturation, sustainability as a purchase driver, and subscription model expansion.

- AI personalization drives 15-25% revenue uplift for early adopters
- Headless commerce adoption up 180% year-over-year
- TikTok Shop and Instagram checkout growing 3x faster than traditional channels
- 60% of consumers consider sustainability in purchase decisions
- Subscription programs now account for 12% of average DTC revenue (up from 7% in 2024)

Recommendations

Based on our analysis, the highest-ROI investments for 2026 are: 1) Mobile checkout optimization (highest untapped conversion opportunity), 2) AI-powered product recommendations, 3) Subscription program launch or optimization, 4) Video commerce integration, and 5) International expansion via Shopify Markets.

About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

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