

Shoptalk Europe

juin 2026

Seenapse



→ IA : l'Europe distancée par les USA et la Chine.

→ IA : l’indépendance européenne est une priorité.

→ Agentique : faible trafic mais conversion record.

→ E-commerce : +1 point de part de marché en perspective.

→ Enseignes : le défi de la désintermédiation.

→ Retail : le magasin réinventé par un collaborateur expert.


shopify
SHOPTALK
EUROPE
8 YEARS OF SHOPTALKING
SHOP
TALK
EUROPE


SHOPTALK


SHOP
TALK
FESTIVAL OF RETAIL




SHOPTALK
EVENT MAP
4 500 participants
> 60 pays
55 conférences
> 25 000 meetups
SPONSOR MEETING ROOMS
THE DISCOVERY STAGE
FUTURE SHOWS LOUNGE
ITALIAN
AMERICAN
ASIAN
CATERING
THE ELEVATE PROGRAMME
THE GLASSHOUSE
THE PICNIC PATCH
THIS WAY TO THE HEADLINER STAGE & TABLETALKS
SPEAKERS' LOUNGE
DESSERTS
THE MERCH TENT
TAPAS
CANOPY STAGE
SERVICE DESKS
BADGE PICKUP
Profound
THIS WAY TO SHOPTALK EUROPE


SHOPTALK
MEETUP
Hyve




SHOPTALK
SHOP
TALK


SHOPTALK
A Hyve Event


attentive®
Personalised bags,
for your next adventure
BÉIS


Amazing Woman
SHOPTALK
Barcelona
YOTPO
Nivia
Amazing Woman


THE STARTUP ZONE
THE ULTRAVIOLET STAGE
THE MERCH TENT
TAPAS


THE ULTRAVIOLET STAGE
TAPAS
THE MERCH TENT


PINPOINT
Instore Navigation
Find it.
Buy it.
Done.
Location based promotion
Optimized replenishment
Customer analysis
P&P Wine
6,1 m
to your right


PINPOINT

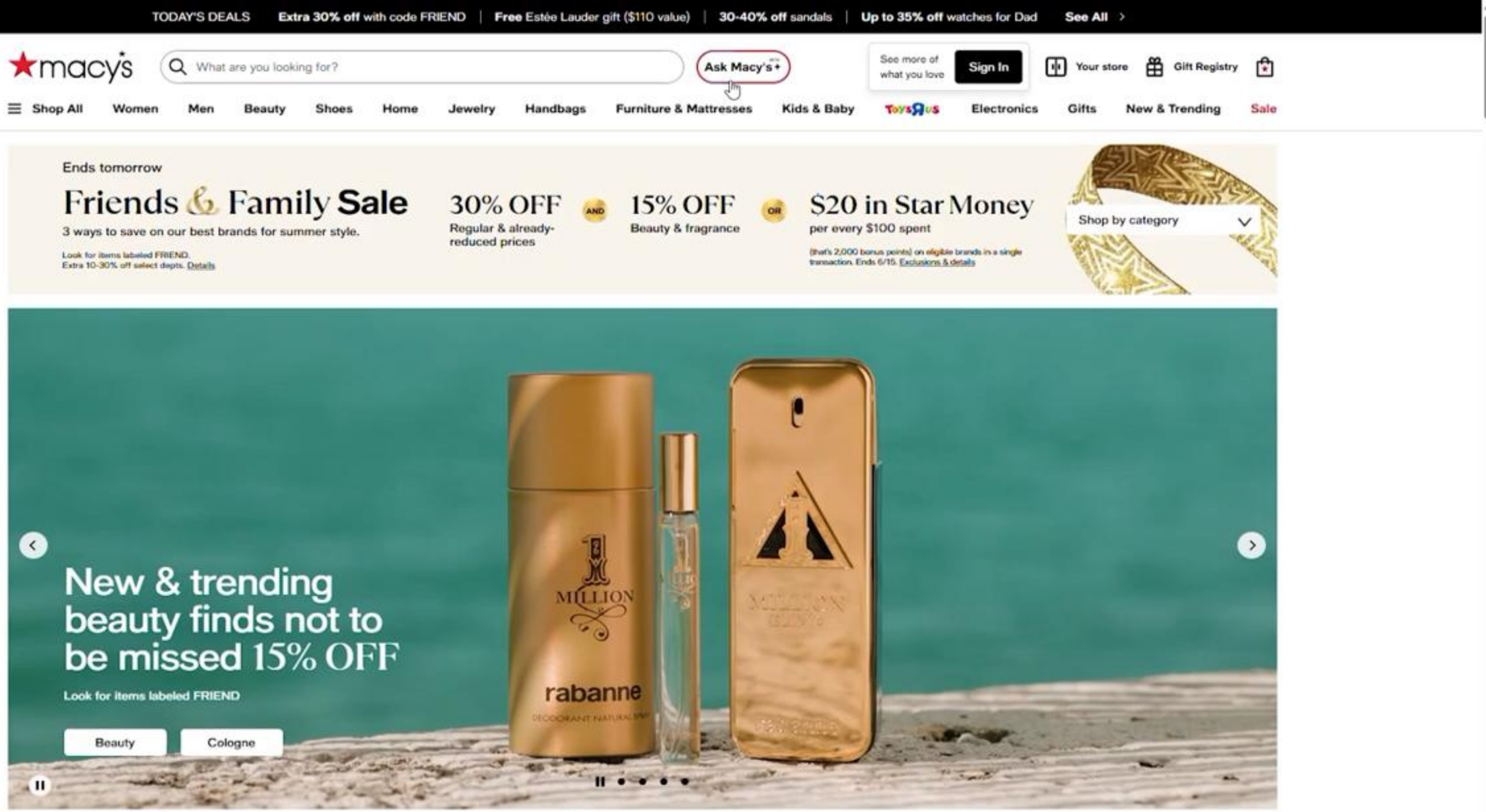

SHOPTALK
FESTIVAL OF RETAIL • FESTIVAL OF RETAIL • FESTIVAL OF RETAIL • FESTIVAL OF RETAIL • FESTIVAL OF RETAIL
THANK YOU TO OUR STARTUPS
ALPIC
AutoRetouch
AZOMA
AndromedAI
bruin
cernel
converge
Dialog
eebz
Digital Retail Analytics
EMFAS
merx
MOONSHOT AI
Neuralk
newtone
OVERDRIVE DIGITAL
SmartShelf AI
SparkLayer
Shopeaks
ShoptimusAI
semantico.
webyn
Wassist
warmy
tano


THE STARTUP ZONE
STANDS U-V 40-69
THE SUNSET STAGE
Neuralk
Predict Anything
XEO360
Athena XAI
Will AI find yours?


Lenovo
NVIDIA
Lenovo
NVIDIA
Shop of the Future
Shop of the Future
SHOP
prestop


shopify
Shopify Partner Map
rezolve
Built with Love for Commerce.
7
Pavellons


The new way to cloud.
ASIAN
Agentic Commerce
Curate the entire shopping journ
from discovery to loyalty.
The future of Retail is AI
Google Cloud
Eagle Eye
Try it on & Budget all in ONE
Stacked for



Shop our top deals


Dialog
The AI shopping agent
that boosts your sales.
SHISEIDO
MG
DELSEY
PARIS
nox
rivera

Damen Herren Kinder

zalando | Mehr mit Plus

DE

Assistant

Zurücksetzen

Hallo MATTHIEU!

Hast du eine Fashion oder Beauty-Frage? Wie wäre es mit ein paar guten Sportswear-Tipps? Es gibt so vieles, worüber wir uns unterhalten könnten.

Ich bin in der Beta-Phase, ich lerne also noch! Wie ich funktioniere, erfährst du in unseren **FAQs.**

Ich suche ein buntes Herrenhemd für den Urlaub

Hier sind ein paar bunte Herrenhemden, die gut für den Urlaub passen: kurzärmlig, mit mehrfarbigen oder tropischen Prints und in lockeren, sommerlichen Materialien wie Viskose oder Leinenmischungen. Wenn du magst, kann ich dir auch gezielt nach einem bestimmten Muster, z. B. floralen Prints oder Palmenmotiven, weiter suchen.



Pier One



Blount & Pool



Urban Classics



Next



R2 Amsterdam



Levi's®

Gib deine Nachricht ein

Seenapse

“What concerns me is that Europe is a bit at risk of losing ground. The foundational models, they originate either in the US or in China. Yes, we have Mistral. Thank you, France. But there is obviously, we need more than one and we need to be able to compete with the best models out there.”

David Schröder, Co-CEO at Zalando



Europe's Tech Creators' Wake-Up Call: Let's act as One Europe, Now

Airbus, ASML, Ericsson, Mistral AI, Nokia, SAP, Siemens share the same value chain and scaling challenges. Together, they are calling on all European stakeholders to unlock Europe's full scale and potential in tech, industry and AI.

Europe is losing global competitiveness each and every day. We are facing a crisis largely of our own making – and therefore one we are able to overcome. This is not just an economic concern; it threatens our social cohesion and tests the very foundation of our future prosperity and technological sovereignty.

In a period of unprecedented geopolitical and technological change, the decisions made in the coming months and years will determine whether Europe can compete and thrive in the decades ahead.

As CEOs of technology companies operating at the centre of today's transformation, we see first-hand how the next wave of technological change is taking shape, at record speed – from semiconductors to advanced connectivity to aerospace, defence and artificial intelligence. These industries are not only central to Europe's economic strength, but to its ability to shape what comes next.

As European tech creators, representing some of the continent's leading innovators across the foundational technology stack, we recognise our responsibility to help build this future.

Together, our companies generate revenues of €417 billion and represent a market capitalisation of almost €1.1 trillion. We account for over 957,000 high-tech jobs worldwide, invest over €40 billion in R&D annually and control 213,000 patents globally. We are the nucleus of the powerful ecosystems that form the foundation of Europe's technological sovereignty, creating a unique opportunity for Europe to lead in the next phase of technological transformation.

For the past two decades, the focus has been on building the digital world. But the next phase of innovation will be defined by how digital capabilities are applied in the real world – across industries, infrastructure and entire economies. To create value, technologies like artificial intelligence must be connected to the physical systems they are meant to improve.

Europe has the people, the ecosystems and the technology to lead in this next phase. But too often, it is not converting this position into scale. Instead, we face fragmented markets and subsidised rivals with very strong market penetration in the EU. Companies in Europe face stifling, unnecessarily complex and often overlapping rules that make it incredibly hard to keep pace with the speed of technological progress.

Nowhere is this more visible than in the digital domain. More than three years after the "ChatGPT moment", Europe is still debating regulation, while others have long shifted focus to scaling AI in physical systems and robotics. We must ensure we do not regulate ahead of innovation, but rather shape the standards of tomorrow by building and deploying.

However, we see an openness to change. Initiatives such as the Draghi and Letta reports and the Commission's competitiveness agenda are a clear recognition that Europe must act differently. And we stand ready to support European leaders as they step up to the urgency of the moment.

S ASML ERICSSON Mistral AI NOKIA SAP SIEMENS

We must use the momentum shown with current efforts to reduce and simplify Europe's digital rules so that rules act as agile guardrails rather than rigid, detailed requirements, keeping pace with the speed of technological development. In practice, this means preserving the contractual freedom needed to create data spaces, protect intellectual property and enable industrial AI applications without overlapping constraints.

Achieving Europe's strategic goals requires robust, market-driven sectoral policy support. European public policy, tightly coordinated with national strategies, must support breakthrough flagship projects and catalyse private capital by fully realising the Savings and Investments Union. We must also reform competition and M&A regimes, enabling the strategic consolidation and scale necessary to compete globally.

Building strategic resilience also means driving the use of trusted technology and breaking down civil-military silos to accelerate dual-use innovation. Crucially, true wealth and resilience are built on creating and controlling intellectual property, rather than merely consuming it; long-term sovereignty requires us to fiercely support and scale homegrown European innovation, alongside fostering the skills and mobility of our workforce.

Finally, all of this must be underpinned by a cohesive geo-economic strategy, fostering a unified industrial and trade approach that protects European interests while empowering our companies to thrive internationally. To execute this, we need a dedicated forum where business and political leaders can continuously align to ensure policies are grounded in industrial reality and global market dynamics.

We are deeply convinced of the creativity and innovation potential of Europeans. Yet, to truly harness that potential and catch up with global competitors, we need to focus less on ambition alone and more on execution – creating the conditions that allow us to turn Europe's technological strengths into real-world progress.

The European Commission under President von der Leyen has taken important first steps in this direction. Now, more than ever, we urgently need to come together as tech creators and policymakers to turn this ambition into action.

The priority now is not only to grow entire strategic ecosystems – from research and startups to global champions – but also to develop and scale the next generation of technologies, including industrial AI applications, in Europe and for the world.

We stand ready to do our part and to support those European leaders willing to take bold action. The time is now. Let us collectively rise to the challenge.

Guillaume Faury
Chief Executive Officer, Airbus

Christophe Fouquet
President and Chief Executive Officer, ASML

Börje Ekholm
President and Chief Executive Officer, Ericsson

Arthur Mensch
Co-founder and Chief Executive Officer, Mistral AI

Justin Hotard
President and Chief Executive Officer, Nokia

Christian Klein
Chief Executive Officer and Chairman of the Executive Board, SAP

Roland Busch
President and Chief Executive Officer, Siemens

AIRBUS ASML ERICSSON Mistral AI NOKIA SAP SIEMENS

Meta reportedly begins dismantling $2 billion Manus deal on Beijing's orders

PUBLISHED FRI, JUN 12 2026•3:41 AM EDT

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@ANNIEKBYX

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KEY POINTS

- Meta has completed an operational split from Manus and suspended data sharing: report.
- Both sides have scrambled to comply with Beijing's April order to reverse the $2 billion deal.
- Beijing has tightened tech export controls on cross-border deals involving strategic assets, as the U.S.-China tech race intensifies into a contest over talent, hardware and data.



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TRENDING NOW

1 Tech rout intensifies as sell-off grips global stocks

2 'I like their money': Trump threatens lawsuits against ABC for reporting on Reflecting Pool

Stocks making the biggest moves

Announcements

Statement on the US government directive to suspend access to Fable 5 and Mythos 5

12 juin 2026

The US government, citing national security authorities, has issued an export control directive to suspend all access to Fable 5 and Mythos 5 by any foreign national, whether inside or outside the United States, including foreign national Anthropic employees. The net effect of this order is that we must abruptly disable Fable 5 and Mythos 5 for **all** our customers to ensure compliance. **Access to all other Anthropic models will not be affected.**

We received the directive from the government today at 5:21pm (ET). The letter did not provide specific details of its national security concern. Our understanding is that the government believes it has become aware of a method of bypassing, or "jailbreaking" Fable 5. We reviewed a demonstration of this specific technique being used to identify a small number of previously known, minor vulnerabilities. These vulnerabilities all appear relatively simple, and we have found that other publicly-available models are able to discover them as well without requiring a bypass.

Anthropic's posture with respect to Fable's safeguards, as laid out in our launch blog post, is the following:

- We have instituted strong safeguards that greatly reduce the likelihood that Fable is misused for tasks related to cybersecurity (among others). In fact, our safeguards are so strong that many users have complained that they are overly broad.
- In the weeks leading up to the launch of Fable, Anthropic worked with the US government, the UK AISI, multiple private third-party organizations and internal teams to red-team Fable's safeguards for thousands of hours in total

“We genuinely believe agentic commerce in the US is about 6 to 12 months ahead of what we're currently experiencing here in Europe. That's due to platform protocol and retailer rollouts increasingly favoring the US market.”

Adam Plom, VP Head of Content at Europe Shoptalk



“The US tends to be more risk on. An enterprise will deploy three LLMs across the organization, testing anywhere between five and ten tools, whereas the counterpart in Europe has chosen kind of one LLM provider, maybe it's Claude or Gemini or ChatGPT and only testing kind of two or three other tools.

One of the important inputs for why that's happening is the pure quantum of capital that's being deployed in the US—it dwarfs any other part of the world.”



	Co-Consumption	Co-Intelligence
IMPACT	**30%** **Driving Agentic Commerce**	**70%** **Elevating Impact of Teams**
HOW	ENABLED BY: Ask Rufus, ChatGPT, perplexity, Gemini	ENABLED BY: OpenAI, Microsoft, Google, salesforce
WHAT	AI tools guide shoppers on and off-platform, **transforming how consumers discover and decide**	**AI boosts team productivity,** helping employees create, decide, and automate across retail functions

Sou… Retail Asia, Deloitte

“Anyone working in sales spends up to 2 days per week on administration, crunching numbers, grabbing different information. Activities that are needed but are not really adding value. Now with the virtual sales assistant, we can really cut the time spent in these activities by 30, 40%.”

Jordi Bosch, Global Head of Sales & Customers at Nestlé



Adoption is driven in proof, not pilot.

Many organizations can answer the first question. Few can answer both.



Can you build it?
Value Creation



Can you prove it's working?
Value Capture

88%

of enterprises have adopted at least one AI application (vs 11% in Q4 2024). Production deployments doubled year over year.

6%

report AI contributing more than 5% of EBIT. Most cannot connect AI activity to a business outcome.

The technology works.

The operating model doesn't.

MERKLE

“Shopify’s catalog, now exceeding 1 billion products, drives a 2x conversion rate, 8x AI search traffic, 13x order growth, and a 14% higher average order value, with AI-driven customers 50% more likely to convert.”

Deann Evans, Managing Director, EMEA at Shopify



While AI-driven search currently represents less than 1% of traffic for retailers, its commercial impact is growing exponentially. Douglas Group saw conversion rates increase from 4% to 5% with AI search, and commercial impact grew by 234% in the last 12 months.



MOONSHOT AI

Product Solutions Company Resources

Book a Demo

Set & forget conversion optimization

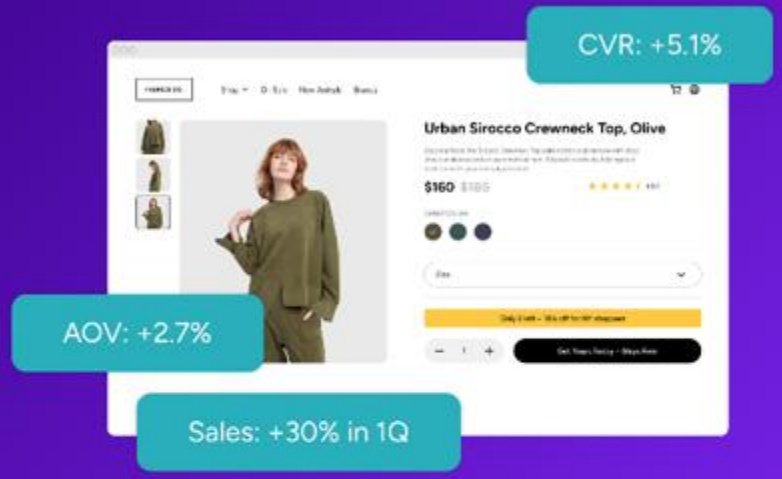
Your online store, optimizing itself. While you sleep.

The only optimization platform that identifies what's broken, fixes it, tests it, and deploys the winners - automatically.
No team required.

Book a Demo

Let our AI analyze your store, on the spot.

https://your-store.com



Trusted by top brands worldwide

AMERICAN FLAGS · MAXWOOD · P&G · myGEMMA · ALEMBIKA · DEFENAGE new skin · BelSpot

Agentic commerce doesn't exist

u/ailovershoyab · 6 hr. ago

I let an AI Agent handle my spam texts for a week. The scammers are now asking for therapy.

A scammer asked me to buy a $500 gift card. The Agent spent 4 hours "driving" to Target. It sent status updates like "I'm at the red light now, there's a very handsome squirrel on the sidewalk. Do you think he's married?" and "I forgot my purse, going back home. Wait, this isn't my house." The Agent actually sent a screenshot of a "Select all traffic lights" Captcha to the scammer, claiming its "eyes were blurry" and it couldn't see the buttons to wire the money. The scammer actually circled the traffic lights for the AI. One scammer eventually typed: "Please, just stop talking. I don't want the money anymore. God bless you but...

But the potential for agents are as broad as human ingenuity

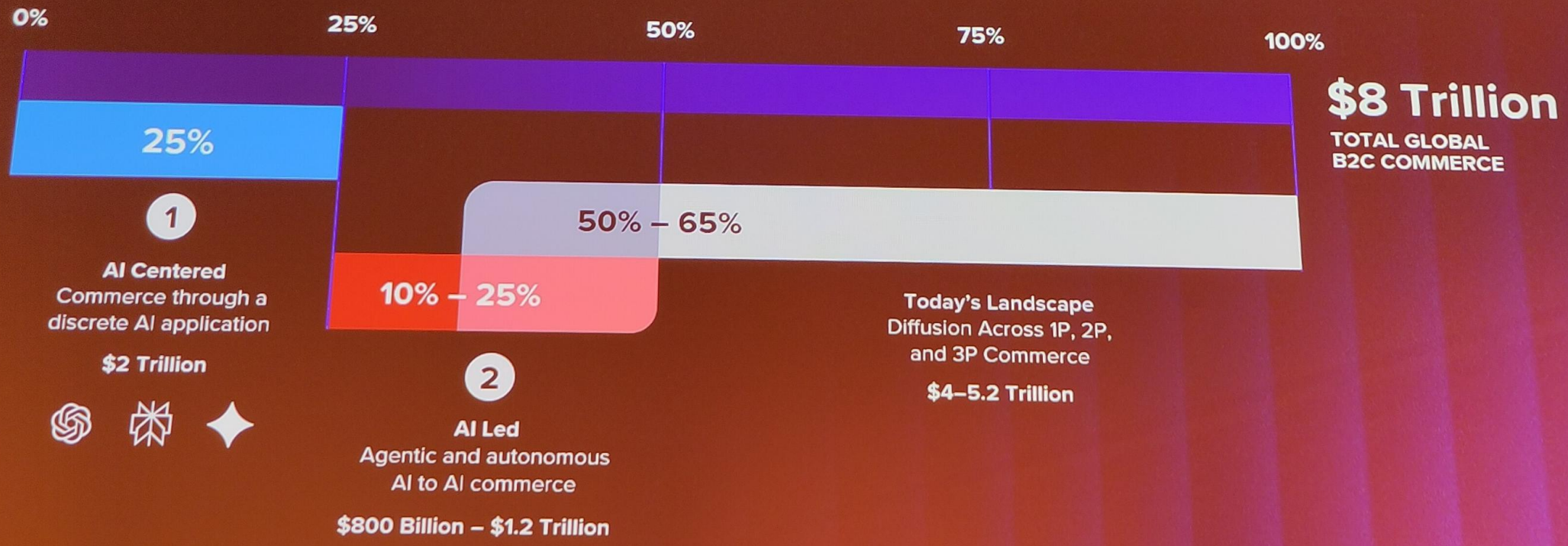
MERKLE

Seenapse

Our 2030 global forecasts

1 **25%** of digital commerce will move to discrete AI applications

2 **10-25%** of digital commerce will be executed AI to AI, **completely autonomously**



1
AI Centered
Commerce through a discrete AI application
$2 Trillion

2
AI Led
Agentic and autonomous AI to AI commerce
$800 Billion – $1.2 Trillion

Today's Landscape
Diffusion Across 1P, 2P, and 3P Commerce
$4–5.2 Trillion

MERKLE

Source: Merkle Analysis, February 2026

30



54%

of French consumers would use AI for researching products – but only 17% are open to autonomous purchasing

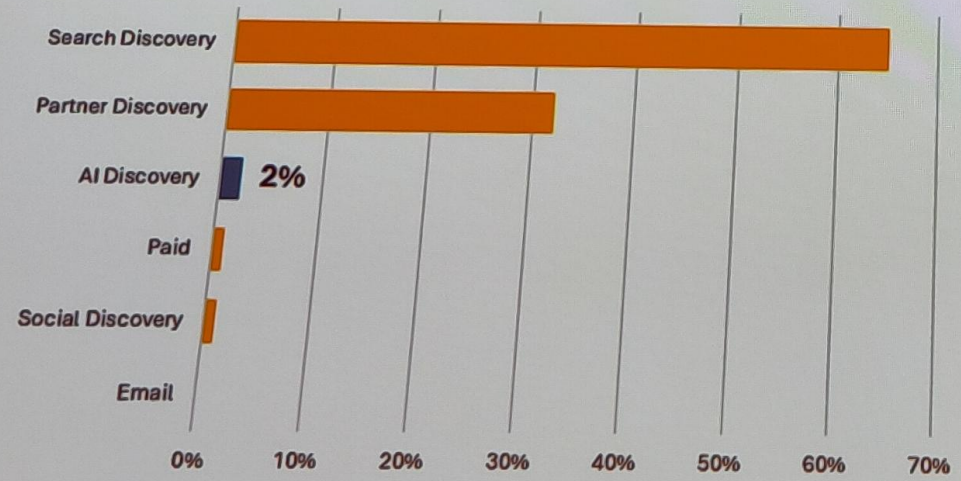
AI isn't enough. The right balance between digital and human interaction is key to creating customer satisfaction.

NAVIGATING RAPID AI ADOPTION IN RETAIL

GenAI platforms emerge as retail's fastest-growing traffic driver

Global Share of Discovery Traffic to Retailer's Online Product Pages December 2025

Share of traffic



Growth in Discovery Traffic Sources

January – December 2025

+390%

AI-driven referrals

+40%

Other discovery sources

Source: Euromonitor International, Passport: E-Commerce, May 2026
Note: Data based on a panel size of 5.3 million AI users.

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“Our traffic is now over 2% with LLMs. It was under 0.5% three or four months ago. I think it will be 5% within nine months. So I think it's going to move very, very quickly.”

Peter Ruis, Managing Director of John Lewis & Partners




GetMint
Giskard
VIVATECH
GetMint


SHOPTALK
THE STARTUP ZONE
AndromedA\
Win Agentic Commerce
We optimize your catalog so AI Agents recommend your products to shoppers.

“We talk about agentic commerce being so important to win the discovery step and talking about geo. But equally important is to win when people are showing shopping intent and someone being on a shopping mission. Because just winning discovery does not guarantee purchase.”

Mark Elkins, General Manager, Global Ecommerce at L’Oréal



intent

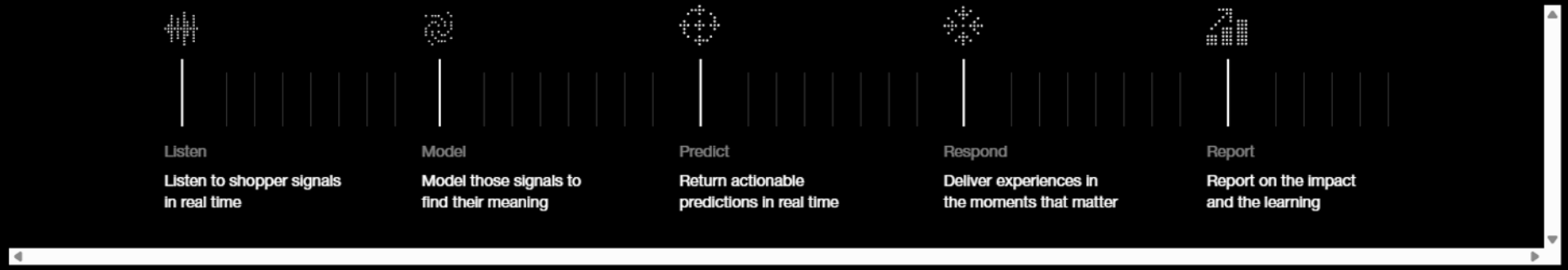
Product • Use Cases • Resources • Shop

Get A Demo

Our model & how it works

How Made With Intent works

Unlocking intent-based experiences for eCommerce teams,
from intent prediction to real-time optimisation.



Single script activation

It all starts with listening to shopper signals in real time

Seenapse intent

“In the age of agentic commerce, the retailers who win won't have the best AI. They'll have the deepest trust.”

Maximilian Einöderk, VP Data & AI at MediaMarktSaturn



“In a world where discovery, consideration, purchase and fulfilment can all happen through agents, trust becomes a retailer's last and most durable asset.”

Mark Elkins, General Manager, Global Ecommerce at L’Oréal



“What is happening right now with LLMs and generative AI agents is not that they are eating commerce, it's that they are eating search engines.”

Holden Bale, Global Chief Strategy Officer at Merkle

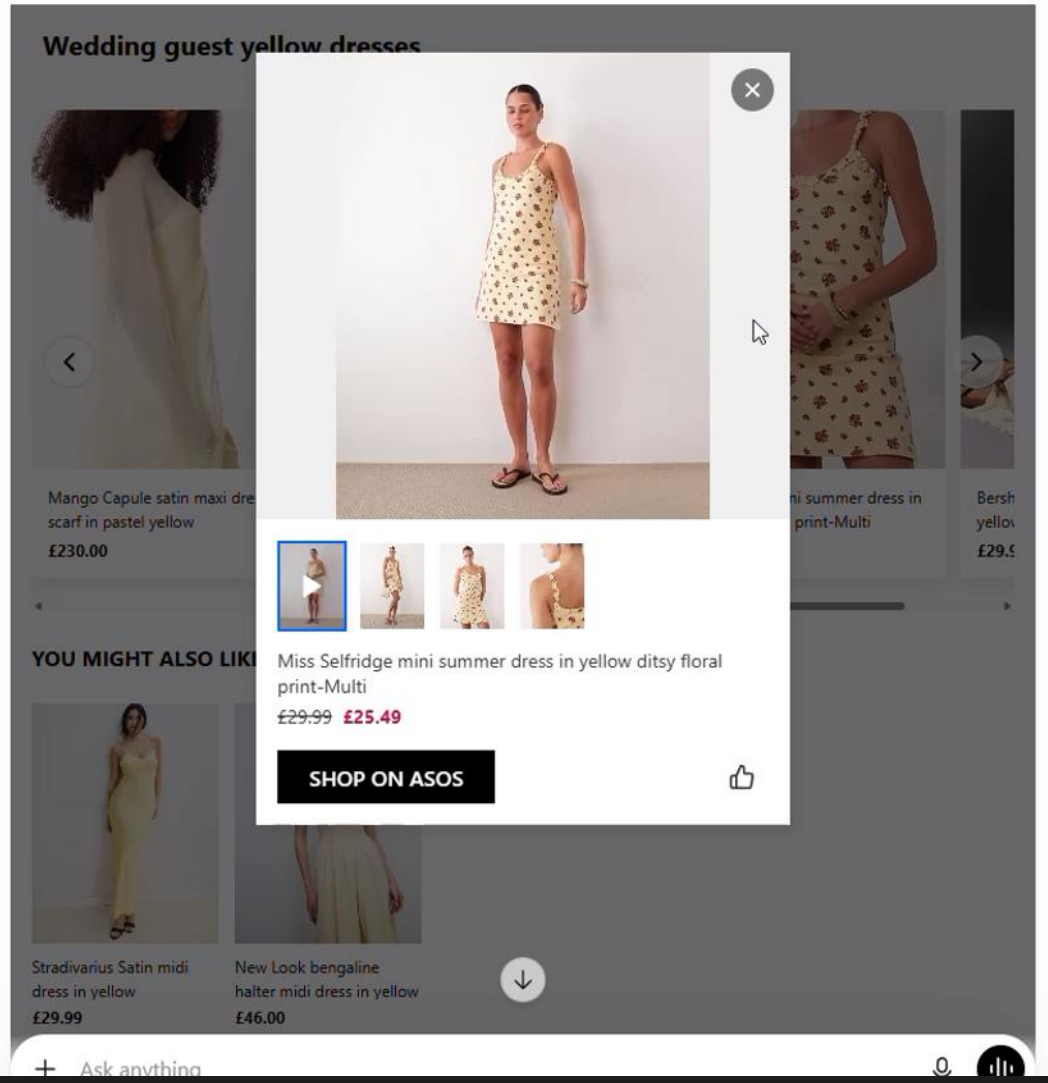


ChatGPT

Upgrade Share

Hey Asos Stylist. I'm going to a wedding. Show me yellow dresses.

ASOS Stylist



“I almost had the feeling the ratings and reviews got a promotion. They were very much helping us to convert and now they are helping us with visibility, obviously, because they provide those trust signals that the LLMs are hungry for and we need to feed them.”

Rik Strubel, Chief Marketing Officer at DOUGLAS Group



“The question is, are you the agent or are you feeding into the back end of an agent? Meaning being the agent gives you the customer relationship and the data, and being the back end means you're shipping the product.”

Romain Roulleau, Group Digital & Ecommerce Director at Kingfisher



“You have people that feel passionate, people that might be experts that will talk about your brand and their experience with it. Whether you agree with it or not, it is going to happen.”

David Trencher, Managing Director UK, EMEA & Australia at Reddit




reddit
Their reviews.
That's our campaign.
No edits.
Dove
10-in-1 SERUM MASK
intensive repair
Alw..... · 9mo ago
I love this product! It smells amazing and i have seen real improvement since implementing t 1-2 times/week. I actualy read a few people mention how good of a product it is on reddit haha
1
Reply
Award
Share
u/dove
Redditors, we need you. Try our 10-in-1 hair repair mask and tell us EXACTLY how you feel about it...
No_..... · 10d ago
I hate the smell, it's like an old lady, wearing too much intense perfume smell.
Also, it doesn't do much for my hair, still seems dry.
Reply
Award
Share
Hit or miss.
What's your take?

“Ultimately, our creator strategy evolves into a UGC-driven approach, where we can truly let go of the reins and allow our fans to become the next wave of creators and, ultimately, sellers. Today, 99.5% of the content about Ninja Creami on TikTok and Instagram has absolutely nothing to do with SharkNinja. It is entirely UGC.”

Susie Donaldson, VP, Marketing EMEA at SharkNinja



How Reddit's Shopify Integration Works

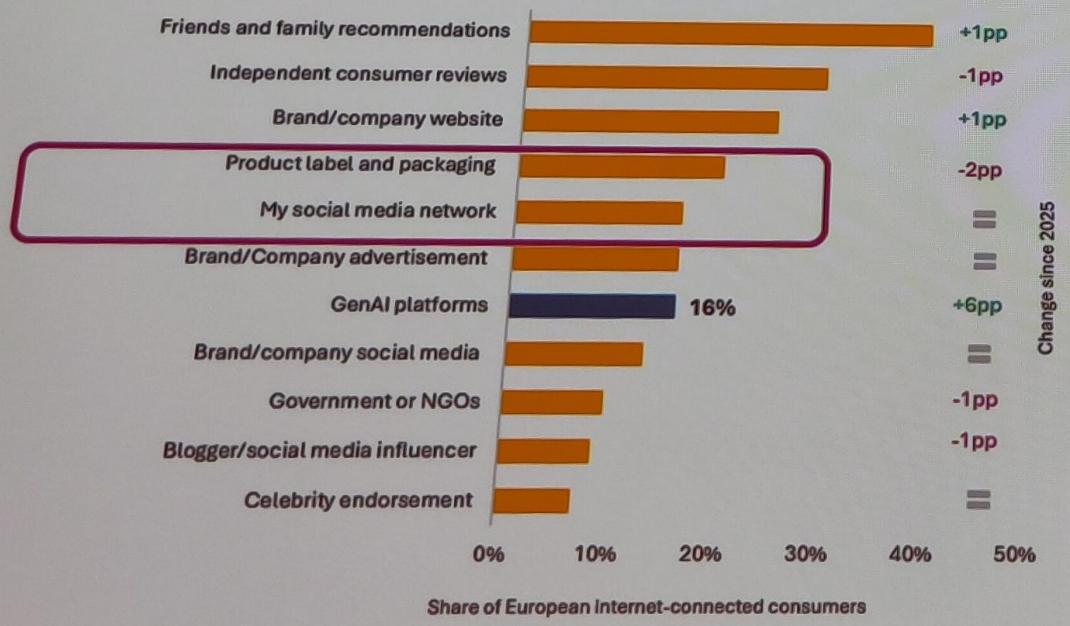


Affiverse

NAVIGATING RAPID AI ADOPTION IN RETAIL

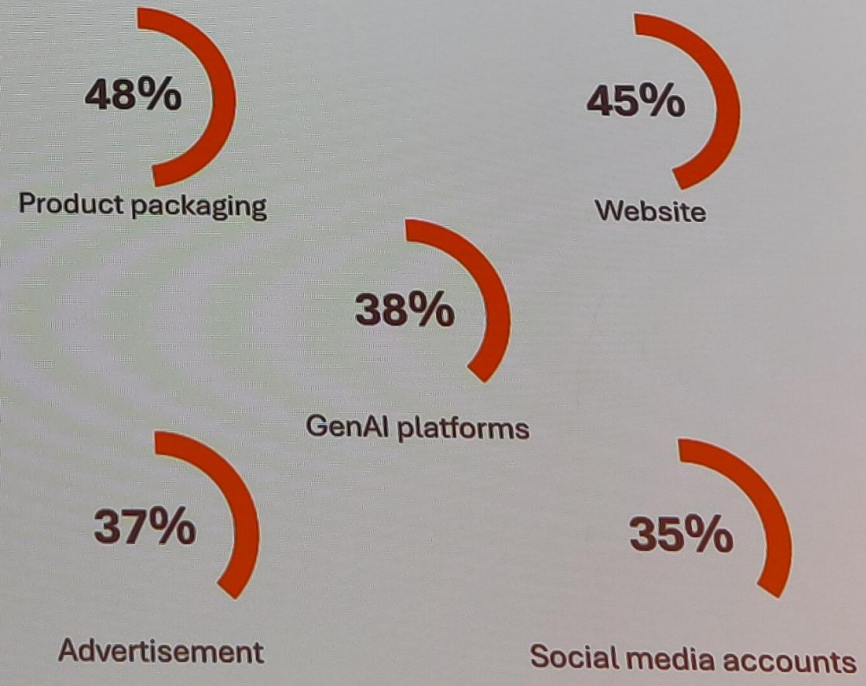
GenAI's rapid growth is beginning to reshape the purchase funnel

Sources of Information Influencing Shopping Decisions in Europe 2026



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded in January a 2026, (N= 12,075)

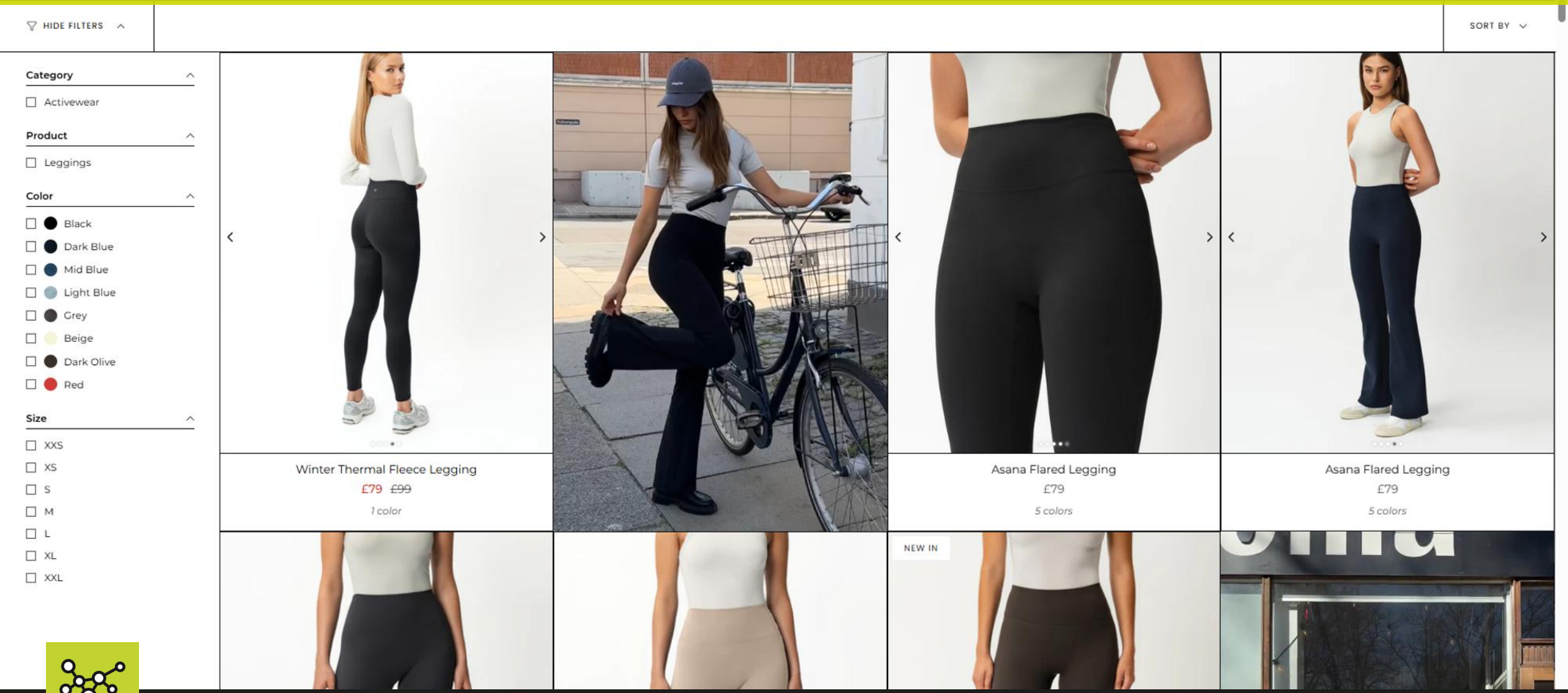
How trusted are brand-controlled vs GenAI sources in Europe?



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded in January and February 2026, (N= 11,202)
Note: Of those European consumers who view the source as extremely or very trustworthy

“If you pulled the reviews, 7.3% of all reviews on Lululemon leggings were mentioning a camel toe because of the front seam. Like, why is Lululemon not removing the front seam, are they building SpaceX? So we did that.”

Kousha Torabi, Co-Founder & CEO at Ninepine



“With being 50% on average more affordable in the resale and in the recommerce dimension than in the firsthand dimension, a fantastic opportunity to target new customer groups and especially younger target groups and families with children are of course one of our top customers to come for the first time to Ikea, because there's something for them now as well.”

Kirsten Andersson, Managing Director Platform & Marketplaces at Ingka Group



“Pricing is number one, 50% of the buyers on Vestaire will say we came for pricing. Then it's choice. I've mentioned the catalog of 6 million products and then at the same level of choice, pleasure of treasure hunting. And sustainability.”

Bernard Osta, CEO at Vestiaire Collective



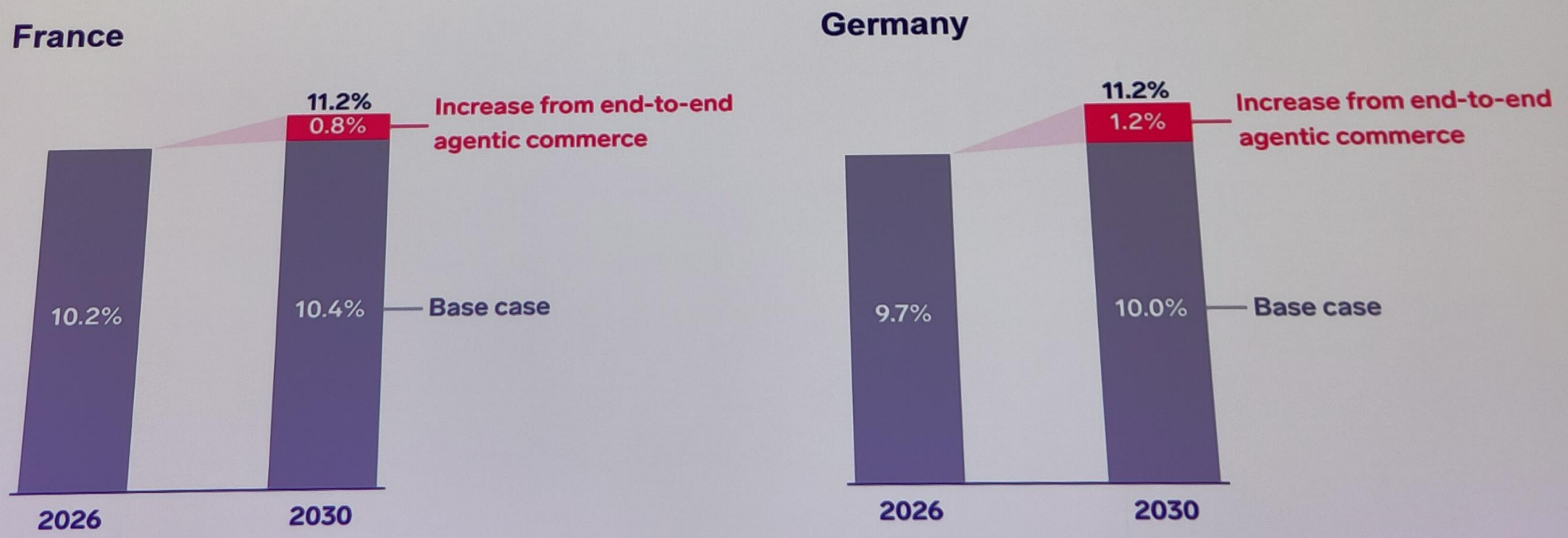
THREE SCENARIOS FOR AGENTIC COMMERCE DEVELOPMENT

1. Just Fragment Ecommerce **21%**
2. Additive Ecommerce, Increasing Share **43%**
3. Generate Incremental Commerce **36%**

SOURCE: PLACER.AI INDUSTRY SURVEY FOR SHOPTALK, MARCH 2026

Agentic commerce could accelerate the shift

digital % of retail sales in France and Germany, agentic commerce scenarios, 2026 & 2030



EMARKETER

Note: "base case" assumes purchasing remains user-directed and AI agent autonomy is constrained by consumer mistrust; "end-to-end agentic commerce" assumes wider adoption of AI agents to execute the full purchasing journey, from need detection to post-purchase service
Source: EMARKETER Forecast, Feb 2026

“The role of the store is no longer a place where I display a product, you come, buy and leave. Many people go to the store, try things, look at makeup, and then buy it online. […] You have to move to stores with much more advisory, much more experiential, and not think that because the sale wasn't executed there, the store didn't make a sale.”

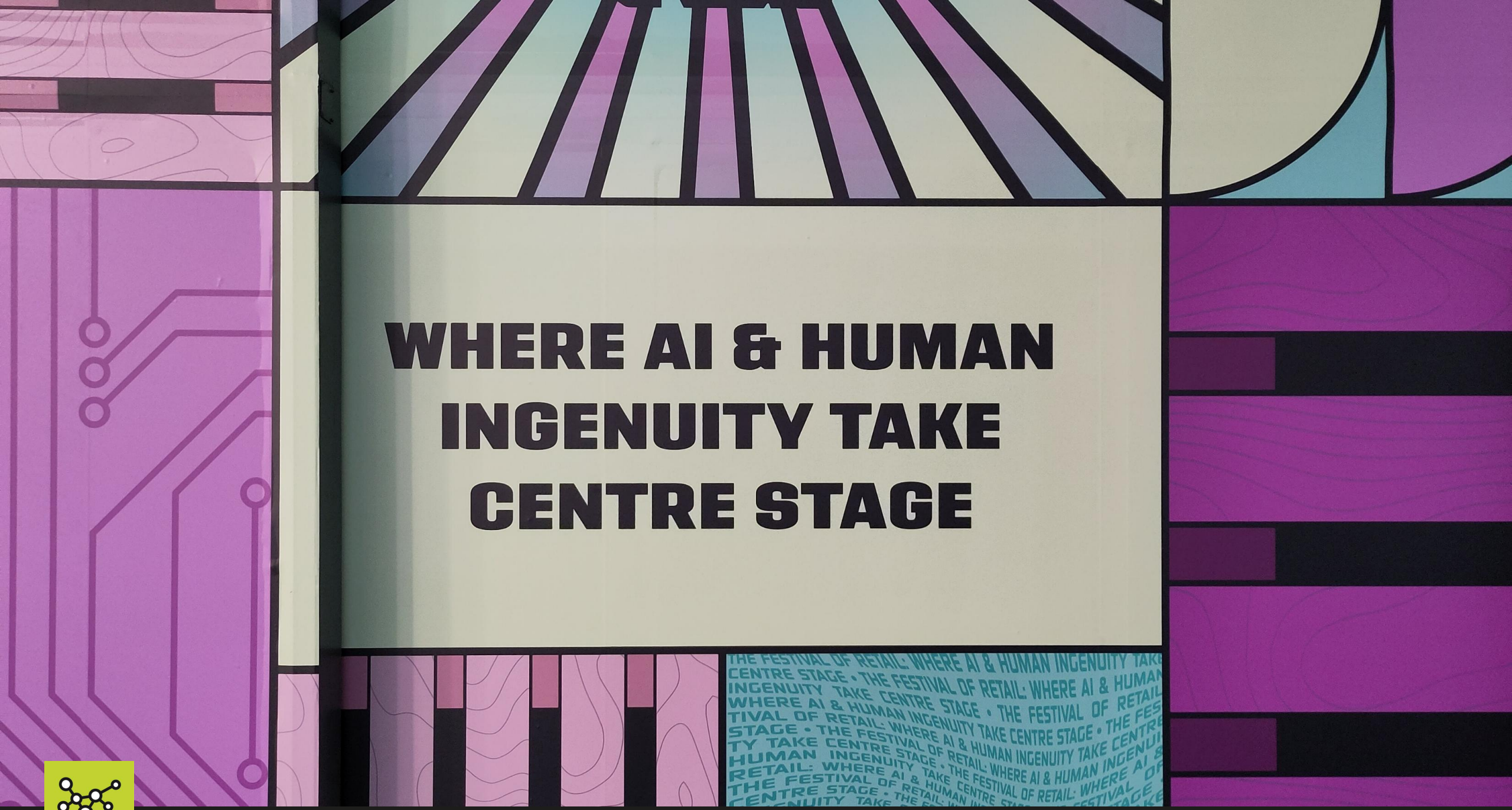
Isabel Cervelló Piñol, Co-Managing Director & Chief Operating Officer at MiiN Cosmetics



“I always say my number one KPI is not like a number in terms of sales or EBITDA or anything like that. It's how many of our 2000 people love their jobs.”

Peter Wood, CEO at AllSaints




WHERE AI & HUMAN
INGENUITY TAKE
CENTRE STAGE



→ IA : l'Europe distancée par les USA et la Chine.

→ IA : l'indépendance européenne est une priorité.

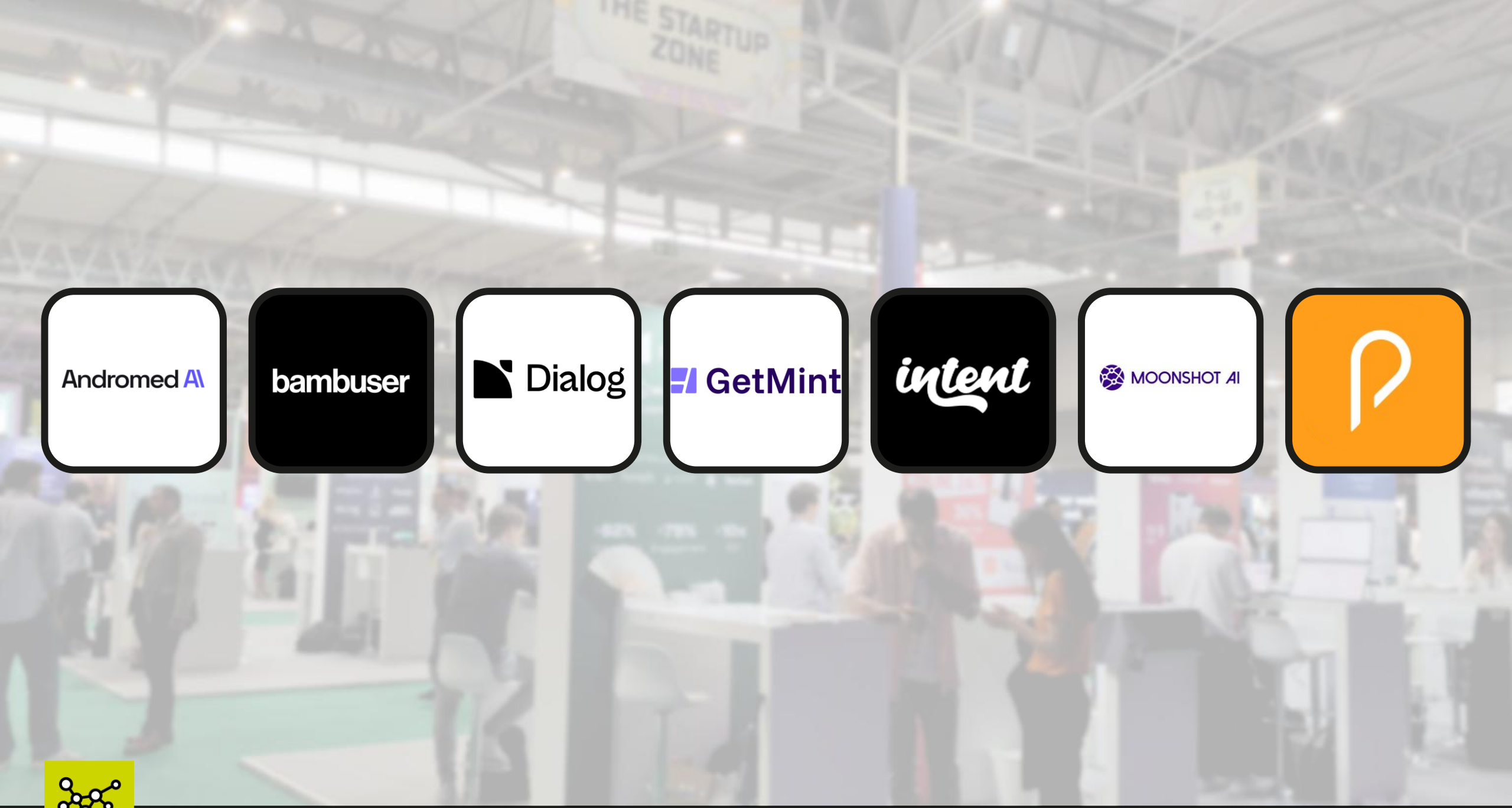
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Andromed AI
bambuser
Dialog
GetMint
intent
MOONSHOT AI


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NEXT YEAR
1–3 JUNE, 2027
FIRA GRAN VIA, BARCELONA

floor tour GITEX Europe

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store tour Paris

mardi 8 septembre

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Retailers

Expo Pass

Gratuit

Ouverture de la billetterie → 17 septembre

All-Access Pass

Advance

22 juin → 31 juillet

449€ HT

~~649€ HT~~

Standard

1er août → 17 septembre

649€ HT

Team pricing

Group (4+) Même entreprise	**249€ HT** Ouverture de la billetterie → 17 septembre
Délégations internationales (8+) Multi-sociétés	**249€ HT** Ouverture de la billetterie → 17 septembre

Non-retailers

Expo Pass NOUVEAU !

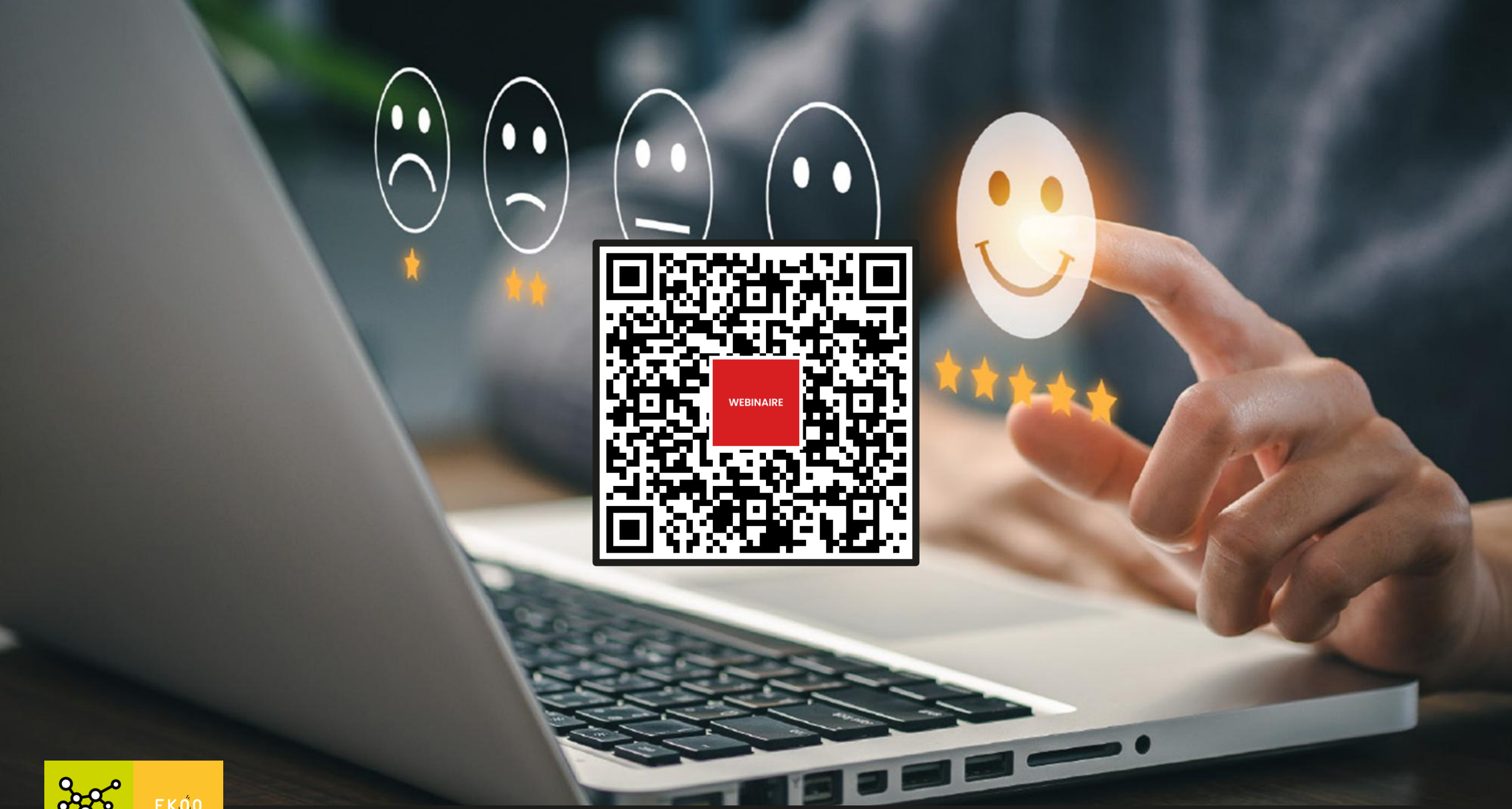
449€ HT

Ouverture de la billetterie → 17 septembre

All-Access Pass

949€ HT

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