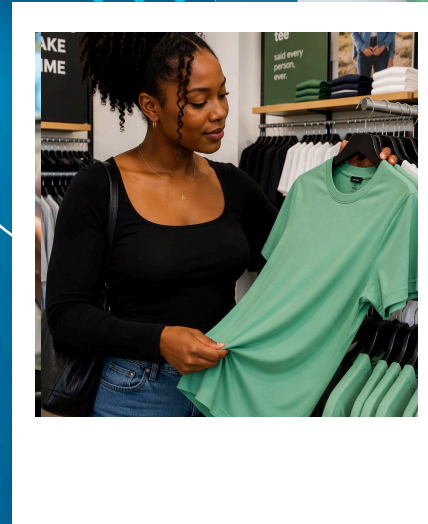
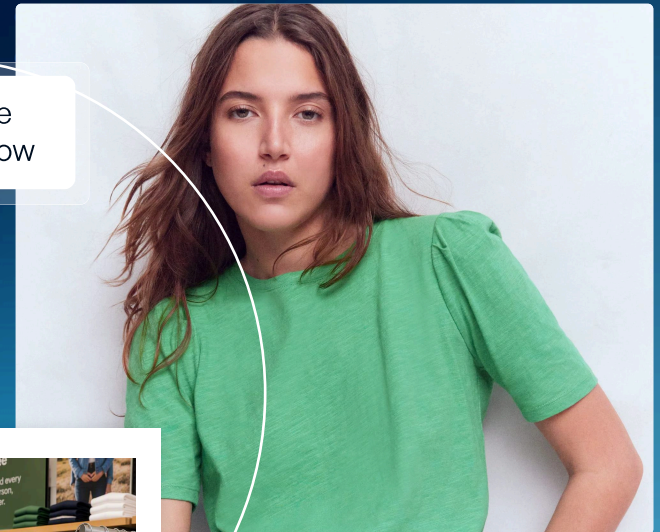




The State of Product Experience 2026

How your customers make decisions in an era of infinite choice

 **Popular** 95 people are looking at this right now



Ask anything



Getting discovered means nothing **if you don't get chosen**

For years, the combined efforts of the commerce ecosystem were focused largely on one problem: making sure products showed up. The right content, on the right shelf, at the right moment.

That work is paying off. Across six key global markets*, consumers say that negative product experiences are declining. But consumers aren't just more informed and engaged. They're more demanding, more skeptical, and harder to impress than ever. So the playbook to getting chosen is changing:

- ✓ **Ratings and reviews** of an item now compete with price as the top driver of a purchase decision, beating discounts outright.
- ✓ **Brand reputation ranks below detailed product information** in consideration when shoppers decide what to buy.
- ✓ The vast **majority of online shoppers say poor online representation of a product damages their perception** of a brand, a figure that has climbed every single year since we started asking.

Just when brands thought they understood the rules, AI arrived and started rewriting them. Budget alone won't put you in an AI recommendation. Complete, structured, consistent product data will.

So brands and retailers face a harder question: does your product deserve to be chosen by a shopper or an AI that has already made up its mind? When that moment arrives in a store aisle, on a product page, or in an LLM answer, what makes one product win?

Here's what the data says.

What is product experience?

Product experience is the complete set of product data, content, media, and validation signals that helps consumers understand, compare, and choose products wherever they shop: product specs, creative assets, rich media, ratings and reviews, trust signals, AI-augmented content, and real-time contextual messaging.

*The State of Product Experience 2026 surveyed consumers in Australia, Brazil, France, Germany, UK, and US. The previous edition surveyed consumers in Mexico but not Australia.

Table of contents

Introduction	2
Good product data gets chosen. Bad product data gets costly.	4
Reviews are the new price tag.	8
Your PDP is your brand.	11
AI: Your newest, pickiest customer.	14
Methodology	19

Good product data gets chosen.

Bad product data gets costly.

Brands and retailers have been investing in product experience for years. For the first time, our research confirms that effort is paying off. Negative product experiences are becoming less common across the board (Fig A). Shoppers report:

- ✓ Lower rates of inconsistent product depictions across channels
- ✓ Fewer cases of abandoned purchases due to inadequate information
- ✓ A decrease in unmet expectations set by product content

Recently Had a Negative Product Experience

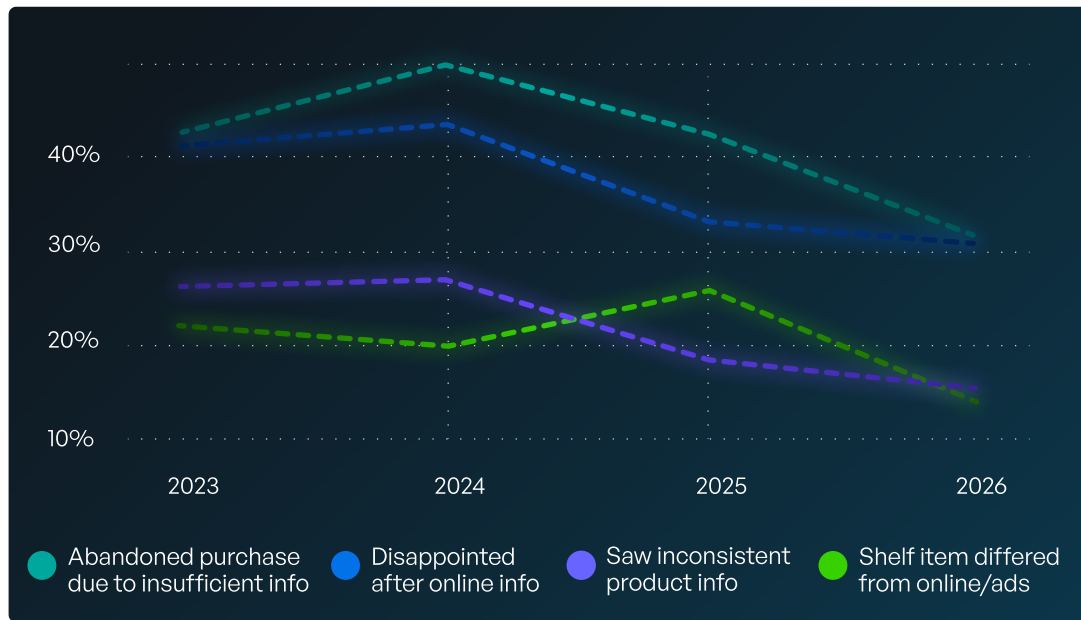
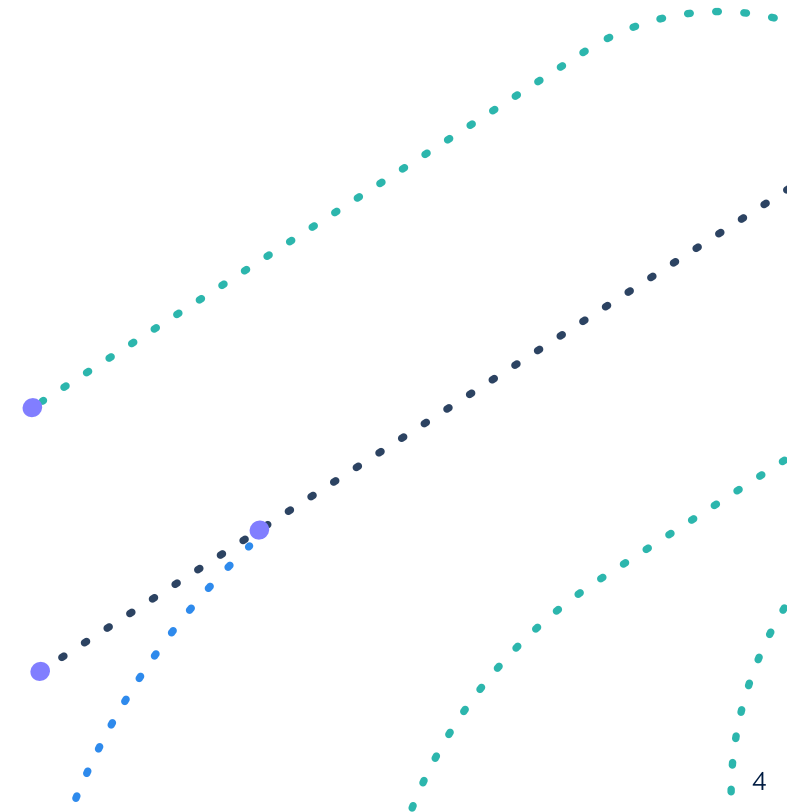


Fig A



Good product data gets chosen. Bad product data gets costly.

At the same time, the cost of falling short is rising.

An overwhelming **majority of online shoppers (83%) are likely to abandon a site or PDP and go to another if they can't find the information they want** (Fig B).

Q: If a retail or eCommerce website/app does not provide enough information about the products it is selling, how likely, if at all, are you to go to another site/app for your shopping?

Net more
likely **83%**

Fig B



Insider Insights

The data here shows real progress: fewer gaps, conflicts, and abandoned carts versus years past. The challenge is that the bar keeps rising. When 83% of shoppers will leave for another site because the information isn't there, that standard applies to every item in the catalog, not just the flagship SKUs.

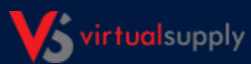
Russ Dieringer
FOUNDER & PRESIDENT



Good product data gets chosen.

Bad product data gets costly.

Additionally, **another 26% report recently returning at least one product due to unmet expectations set by content** (up 5 points year over year, Fig C). Damage to brand perception from poor online representation has risen for the fourth consecutive year (Fig E).

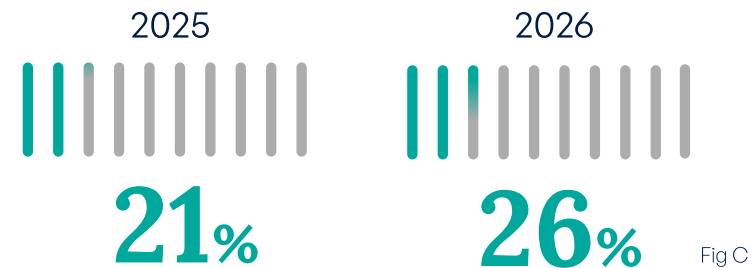


Product experience in action

Product Supply reduced its product return rates by 60% after increasing its product data field completion to over 90%.¹

Q: In the last 6 months, have you done the following while shopping?

A: Returned a product because it did not meet your expectations based on the information you had available about that product while shopping:



Winning shoppers' trust on one PDP is one thing; maintaining it identically for an entire catalog across hundreds of retailers, marketplaces, and now AI surfaces is where brands break. Progress and penalty are moving in the same direction. The brands that treat product experience as solved will feel it on the P&L.

The next opportunity for growth

While negative product experiences are trending down, progress shouldn't be mistaken for permission to slow down. It's proof that better product content works in generating better experiences, and continued investment creates a stronger path from discovery to decision.

Improvements in product experiences contribute to the nearly 10% YoY growth in ecommerce sales reported in early 2026², reducing major points of friction in the shopping journey and cutting instances of abandoned purchases due to inadequate product information almost one third (16 points) over the last two years (Fig A).



Product experience in action

A 90% increase in product content accuracy on key channels translated to a 60% increase in online sales for The Good Crisp Company.³

Brands and retailers have gotten better at providing information, and consumers have gotten better at finding products. But that isn't always translating into proportionate gains in revenue. There remains a fundamental gap that will bottleneck productivity from any quantity of traffic: across ecommerce, only around 2% of traffic converts.⁴

As progress is made in getting products in front of consumers, the next major opportunity is keeping them on the page and getting chosen. After discovery, how do you help the shoppers that find you make a confident decision?

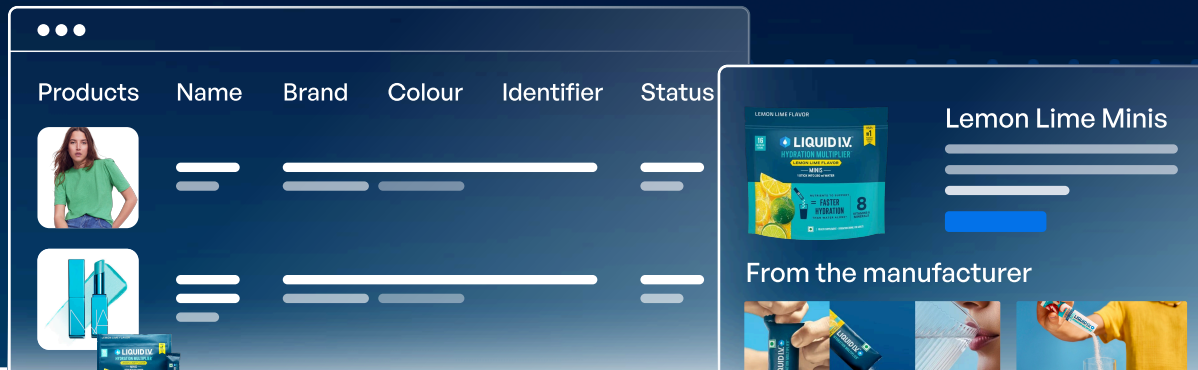
The most effective way to power those decisions may no longer be what brands expect.

¹[How Virtual Supply Streamlined Product Content Management with PIM](#)

²[Ecommerce sales growth reaches nearly 10% in Q1 2026](#), Digital Commerce 360

³[Scaling Smart: How the Good Crisp Company Accelerated Growth](#)

⁴[Ecommerce Market Data and Ecommerce Benchmarks](#), IRP Commerce



Reviews are the new price tag

For decades, price was the unchallenged king of the purchase decision. That reign is ending.

Ratings and reviews now beat factors like deals and discounts outright as the top factor consumers weigh when buying online (Fig D).

That's a fundamental shift in what drives conversion, and it has real implications for where brands invest. As consumers and businesses alike navigate economic pressure from inflation, tariffs, and uncertain trade environments, proof-driven product experiences offer a more durable path to conversion than price cuts alone.

Confidence to choose is built not only through product specs or a good deal, but through validation from other shoppers, richer content, and contextual signals that validate decisions in real time.

A discount earns one purchase decision and resets the shopper's price expectation, while a review keeps winning sales for free. Content and real-time social proof can be activated for impact comparable to a price cut without sacrificing margin.

Q: Which THREE, if any, of the following factors do you consider the most when purchasing a product online? Please select up to three options only.

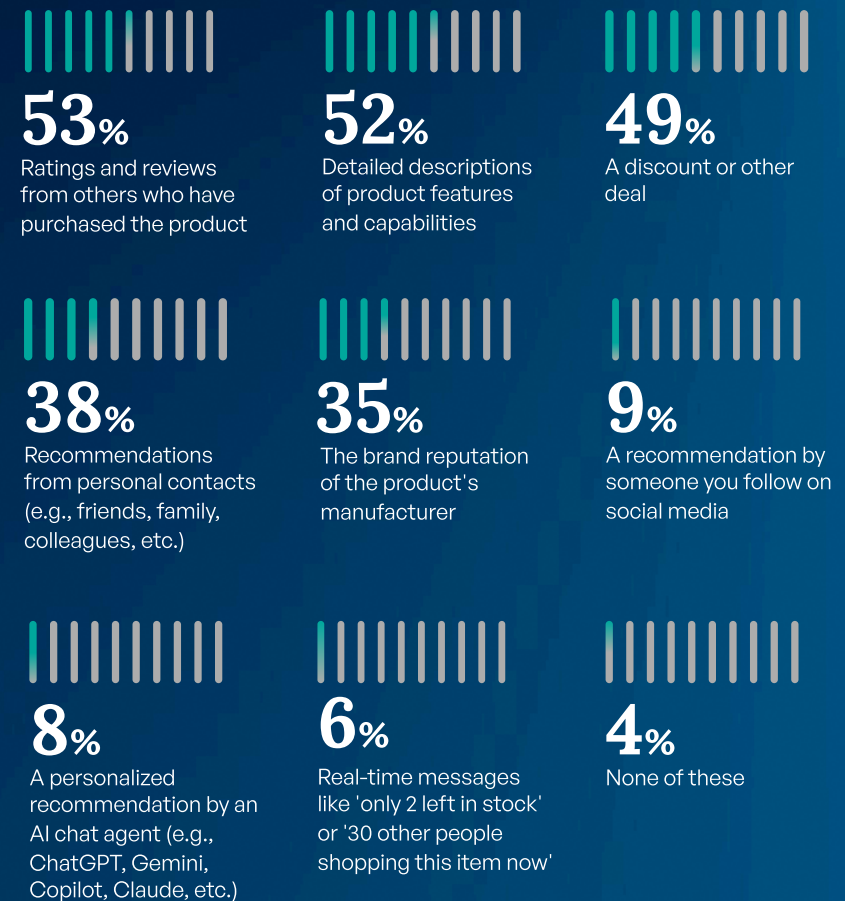


Fig D

Getting chosen now depends on proof

Consumers remain price sensitive amid persistent inflation and tightening household budgets. But they're now prioritizing proof: that a product is trustworthy, that it will deliver what they expect, and that it will fulfill their need.

Nothing does that better than authentic validation from other customers who have already purchased the product, supported by accurate and comprehensive product descriptions.

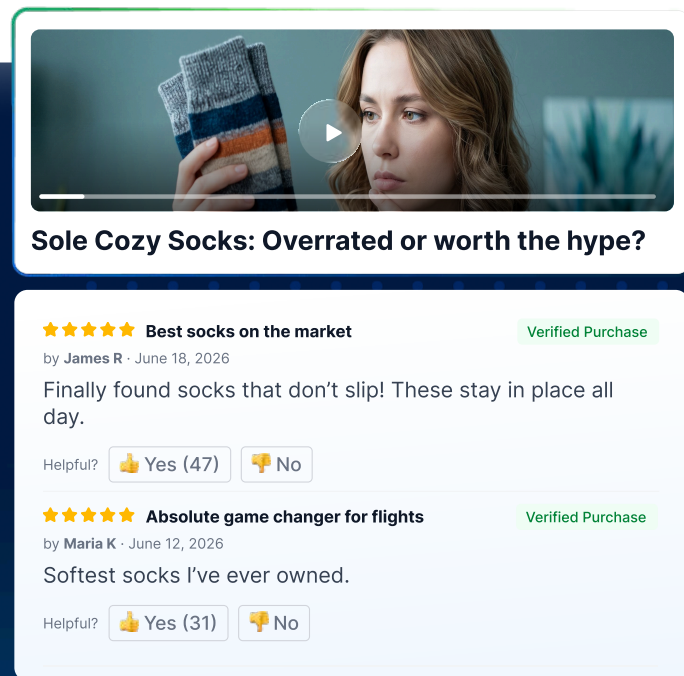
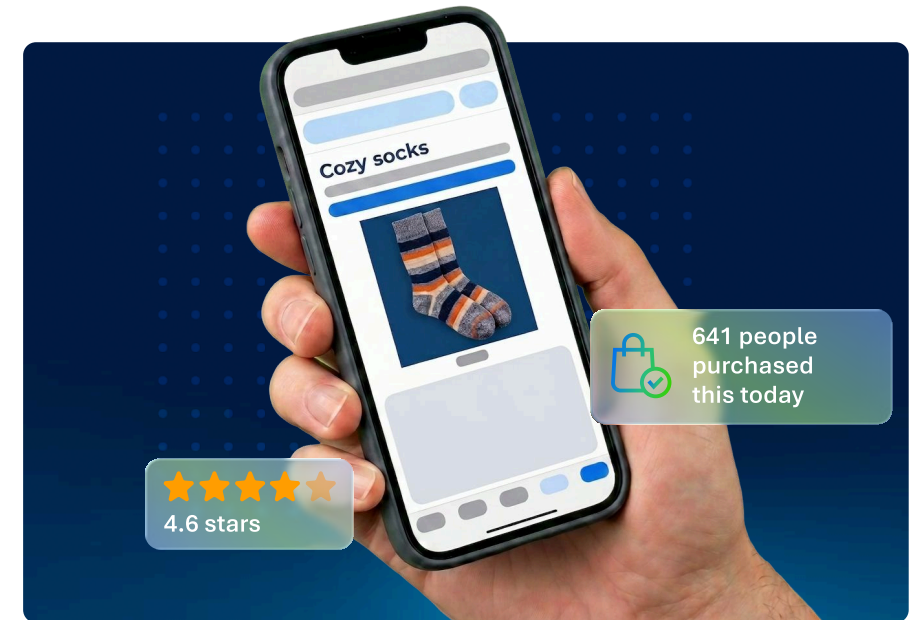
When we asked consumers to select the factors they consider most when purchasing online, ratings and reviews (53%) and detailed product descriptions (52%) narrowly beat a discount/deal (49%) as the most-selected variables (Fig D).

Customer validation can come in many forms on the PDP: text-based or video reviews, product ratings, Q&A, testimonials, and real-time contextual messages about the behavior of other shoppers. All of them are useful in reinforcing a decision to choose.

MillerKnoll

Product experience in action

After seeing that shoppers who engaged with user-generated content converted at a 350% higher rate, MillerKnoll launched a sweepstakes program that helped generate 4x more reviews across its catalog.⁵



Getting chosen now depends on proof

The ultimate conversion formula

A mix of product content inspires confident purchase decisions.

5+
reviews

increase likelihood to
purchase up to **270%**⁶



Rich
media

lifts average add-to-cart
rates **39%**⁷



Conversion
messaging

can increase
conversion **2-20%**⁸



Higher conversions

Product content doesn't just close a sale. It decides what a shopper believes about the brand afterward. Which makes the product page one of the most important brand assets you own. Product experiences are becoming brand-defining.

⁵[Where form meets feedback: How MillerKnoll turns reviews into revenue](#)

⁶[How Online Reviews Influence Sales](#), Northwestern University Spiegel Research Center

⁷[Syndigo rich ecommerce media benchmark research](#)

⁸[Taggstar real-time conversion messaging case study research](#)

“ Insider Insights

As consumers become more value-conscious, brands need to think beyond discounting and invest in product experiences that build confidence. A strong PDP, rich content, and authentic reviews can drive conversion without giving away margin. Your product page does more than close the sale now. It's where your brand promise gets proven.”

Amie Owen
CHIEF CLIENT OFFICER, FLYWHEEL



Your PDP = your brand, and 80% of shoppers already know it

A product experience doesn't end when a shopper leaves the page. It can follow the brand into future trust, decisions, and purchases.

Brands are historically built through pillars like marketing, visual identity, competitive positioning, storytelling, customer experience, and company values.

Today, that identity is increasingly defined through product experiences. For the fourth year in a row, a growing proportion **(80%) of consumers are saying that poor product depictions online make them think less of a brand** (Fig E).

Q: Does it negatively impact your perception of a brand if their products are not accurately and completely represented online?

A: Yes, it does:

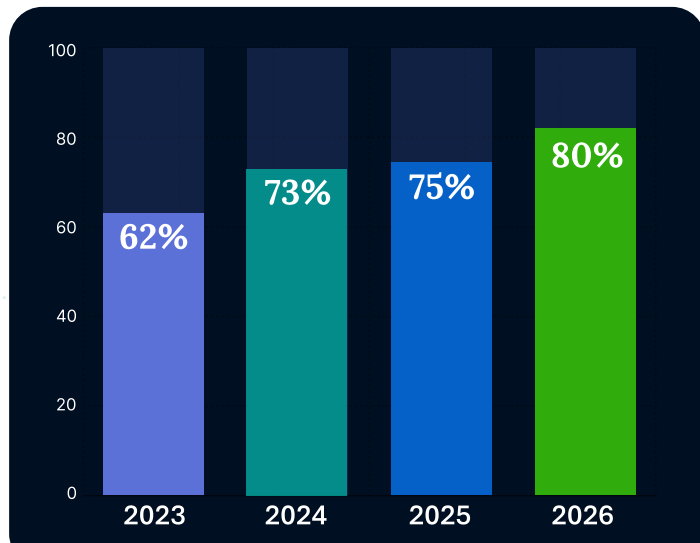


Fig E

At the same time, brand recognition and cachet are losing ground to user- and brand-supplied product content as key decision-making factors. A product's brand trails both reviews and information as a primary purchase consideration (Fig F).

Q: Which 3, if any, of the following factors do you consider the most when purchasing a product online? Please select up to three options only.



53%

Ratings and reviews from others who have purchased the product



52%

Detailed descriptions of product features and capabilities



49%

A discount or other deal



35%

The brand reputation of the product's manufacturer

Fig F

The financial stakes are significant. **Brand reputation is estimated to account for \$14 trillion** in value across the Fortune 500.⁹ In that context, the four in five consumers who say poor online product representation damages their perception of a brand are a commercial warning to any firm reliant on ecommerce.

Your PDP = your brand, and 80% of shoppers already know it

“ Insider Insights

AI is fundamentally reshaping the digital shelf, acting as a highly analytical intermediary between brands and the end consumer. To protect brand trust in this new landscape, especially during critical seasonal events and limited-time offerings, brands must prioritize feeding the machine more perfectly accurate, structured, and consistent data, more often. Preparing for this shift requires a strategic, holistic approach, ensuring that every product touchpoint is optimized for both machine precision and human connection.

Rohan Ganeson,
CHIEF GROWTH OFFICER,
ACOSTA GROUP CONNECTED COMMERCE

acosta group

The product page is rapidly becoming one of commerce’s most influential brand and loyalty touch points. A low-quality PDP can cost the immediate sale, weaken a brand’s standing in the shopper’s mind, and reduce repeat purchases. On the other hand, stronger alignment between brand promise and customer experience has been linked by Forrester to up to 3.5x greater revenue growth through brand differentiation, stronger loyalty, and higher lifetime value.¹⁰



★★★★★
4.6 out of 5
stars



Popular 86 people are
looking at this right now

Earning brand loyalty from demanding shoppers

Brands continuing to treat product experience as just a transactional formality are getting abandoned by shoppers, and a recognizable logo or iconic tagline won't save them.

The silver lining: PDPs that shoppers love are rewarded not only with immediate conversions but repeat customers. About 3 in 4 people (76%) report being more likely to return to a brand or retailer's offerings first if they previously had positive product experiences at the digital shelf (Fig G).

Q: How much more likely are you to turn to a brand and/or store first for similar purchases in the future if you are able to quickly find all the information you want about a product when shopping?

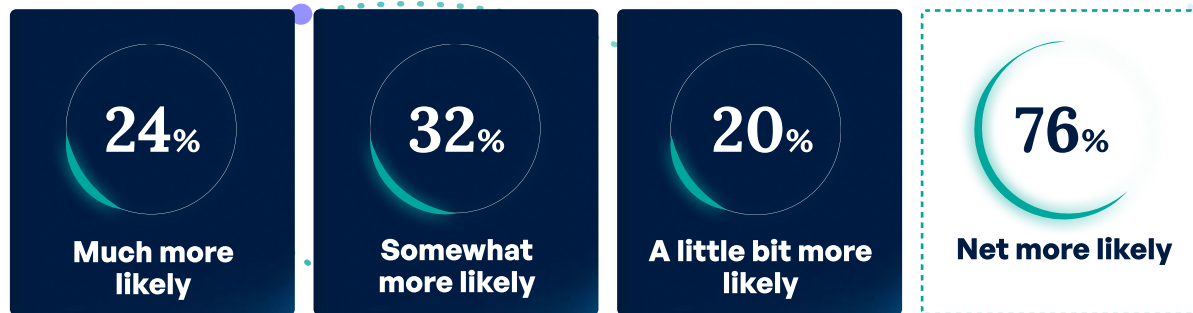
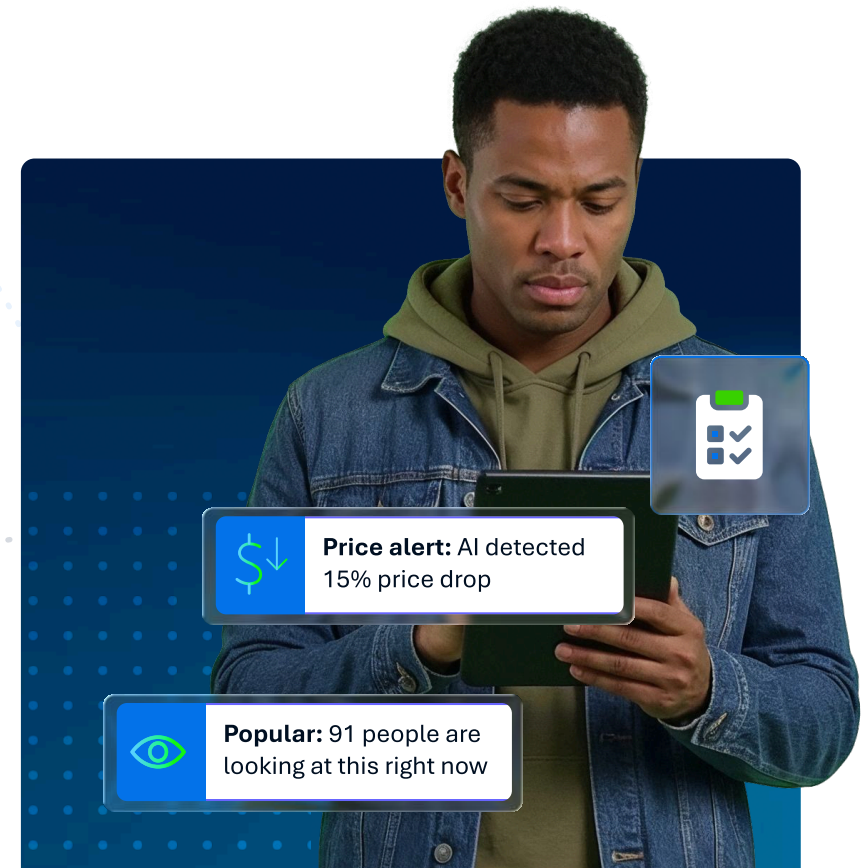


Fig G

Consumers aren't the only ones using PDPs and product experiences to evaluate options and establish trustworthiness. These factors are also critical to another emerging participant in the commerce journey: AI.

⁹ \$13.8 Trillion In Plain Sight: The Reputation Driving Market Value in 2025, Echo Research

¹⁰ Brand And Customer Experience Together Power Growth, Forrester, 2025



AI: Your newest, pickiest customer.

AI is growing into a more important audience for product content, but it evaluates products in ways human shoppers never will. It cannot pick up an item, see it on a shelf, watch it in use, hear about it from a friend, or respond to the emotional cues that influence a person's decision. It can only interpret the information available to it: product data, attributes, descriptions, imagery, reviews, and other structured signals.

For brands and retailers, that changes the standard for product experience. **The content built to persuade shoppers must also be complete, consistent, and machine-readable enough for AI to understand, compare, and recommend.**

Though 53% of consumers have now adopted generative AI¹¹, most are not yet ready to hand purchasing decisions over to AI agents. Half of the online shoppers in our survey would distrust information about a product that is provided by an AI.

Only 8% of shoppers rank AI recommendations as a top factor when weighing purchase decisions, trailing ratings and reviews, product details, price, discounts, recommendations from personal connections, and brand reputation by considerable margins (Fig D).

“ Insider Insights

This is required reading for every CPG and retail leader: only 8% of consumers currently trust an AI recommendation over their own research, yet the brands winning agentic recommendations are the ones with the cleanest, most structured data, not the biggest budgets. That's the next battleground, and this report lays out exactly why.

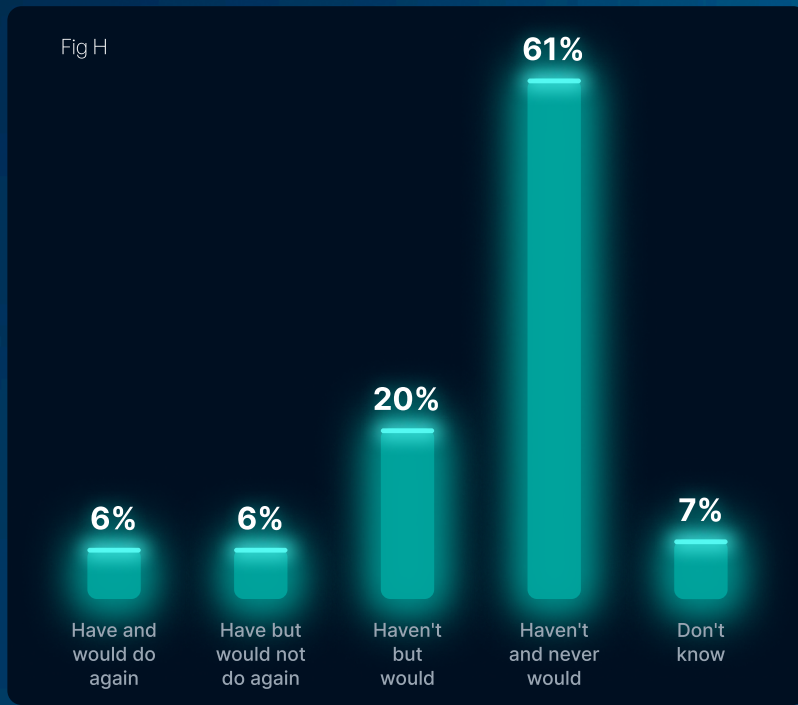
Peter V.S. Bond,
CO-FOUNDER AND CO-HOST



AI: Your newest, pickiest customer.

At the same time, measurable numbers of shoppers are already using AI to research, discover, compare, and purchase products. 32% either have used AI to make an autonomous purchase on their behalf or would be open to doing so (Fig H). **One in four said they are more likely to purchase a product recommended to them by AI** (Fig I), and about one in ten (12%) recently made a purchase after using AI to research, compare or evaluate products.

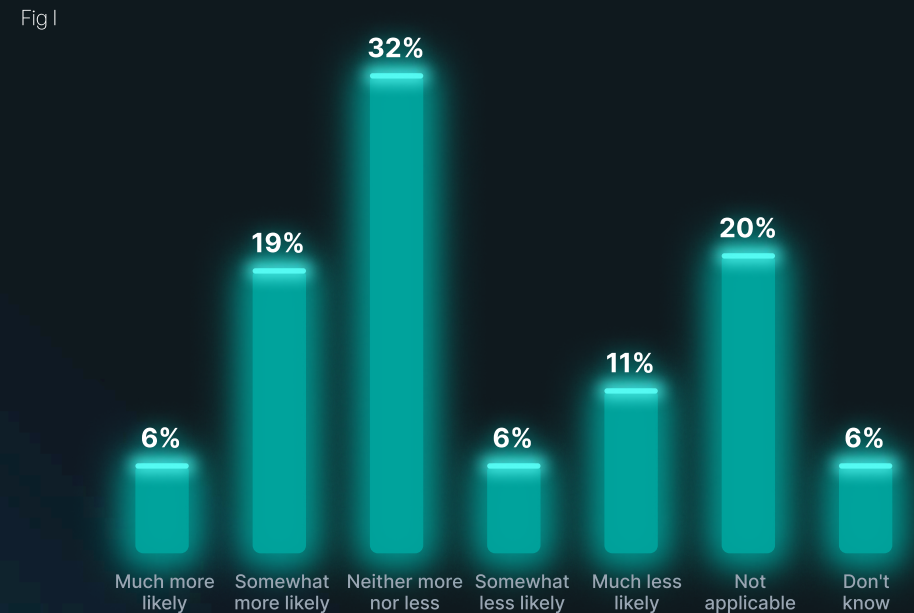
Q: Which ONE of the following best describes your usage of AI chat agent (e.g., ChatGPT, Gemini, Copilot, Claude, etc.) or an ecommerce site's built-in AI agent (e.g., Amazon's Rufus, Walmart's Sparky, etc.) to autonomously purchase a product on your behalf?



Q: How much more or less likely are you to purchase a brand or product that an AI chat agent (e.g., ChatGPT, Gemini, Copilot, Claude, etc.) recommends based on a question, search, or query you give it?

Net: More likely 25%

Net: Less likely 17%



How AI use varies across demographics

AI adoption and trust vary significantly across demographics.

Women are somewhat more skeptical about incorporating AI into their shopping than men:

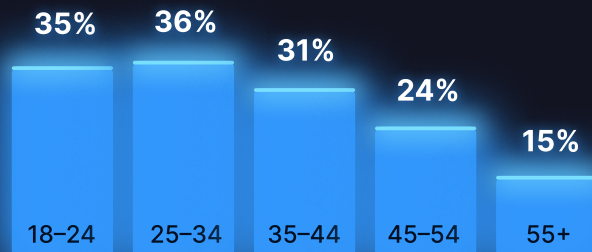
- 14% more likely to 'never' let AI make an autonomous purchase
- 16% less likely to trust AI-provided product information

Younger cohorts are considerably more trusting of AI responses and open to adding it into their shopping journeys (Fig J).

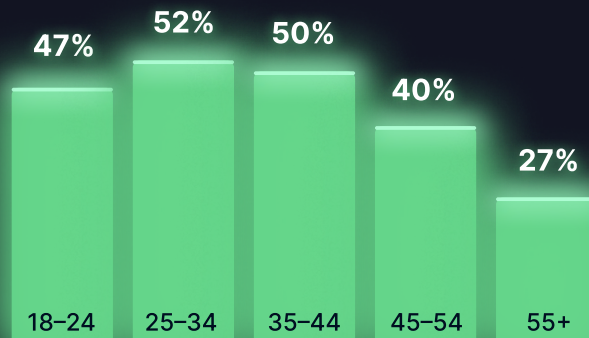
Trust in AI through shopping journey by age

Fig J

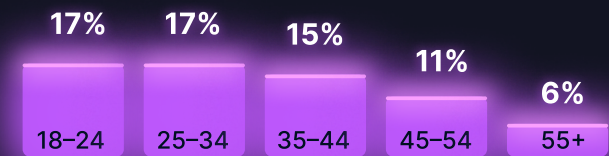
Net more likely to purchase a product based on AI recommendation



Net would trust information about a product provided by AI



Recently purchased a product after using AI to research, compare or evaluate



A picky new audience gains more influence

AI-assisted shopping is still in its early stages, but the survey data shows it has evolved from theoretical future state into a tangible reality. Brands and retailers should begin preparing for an environment where it becomes even further ingrained throughout the product experience.



Research from Adobe found **traffic to U.S. retail sites from generative sources rose 4,700% last year**, and that 38% of shoppers had incorporated AI into their online shopping process.¹²



Salesforce similarly reported that **39% of consumers**, including more than half of Gen Z, **are already using AI for product discovery**.¹³

The impact on behavior is apparent: users are 2.5x more likely to visit the site of a brand recommended by AI within the next seven days than the site of a direct competitor.¹⁴

That makes product experience readiness for both AI and humans an imminent priority. As AI becomes more embedded in product discovery and evaluation, the bar for product content will continue to rise. Google's Universal Commerce Protocol and OpenAI's Agentic Commerce Protocol point to a future where new standards require product data to be more complete, structured, and machine-readable across the digital shelf. Visibility will depend on whether AI systems can verify, contextualize, and confidently suggest a product, and those that don't meet those standards will be functionally invisible.

“

Data is the fuel that powers AI technology, so planning for any successful AI implementation requires that you identify the right data sources and ensure that the data is complete, of high quality, in the right format, and representative of your target customers and business objectives.¹⁵

Susan Etlinger
SENIOR DIRECTOR, AZURE AI
THOUGHT LEADERSHIP



A picky new audience gains more influence

Brands and retailers have a practical starting point for success. The product signals that build shopper confidence (accurate information, authentic reviews, consistent data, clear attributes, and validation) also make products easier for AI-powered commerce systems to parse, compare, and present. Products already built to earn human trust and search-engine optimization are better positioned to compete for visibility as AI-assisted shopping becomes a more important channel.

For now, AI's influence on product experiences is less about autonomous agentic purchasing and more about influence. AI recommendations, comparisons, summaries and research habits have begun to shape shopping journeys even as trust and adoption remain uneven.

Brands and retailers should prepare for a future where adoption expands as AI tools become more capable, more familiar, and more embedded in everyday shopping journeys. The past year introduced more capable models, cross-channel integrations, and vast improvements in site-specific assistants.

AI in the shopping journey

Trend-setting innovations and developments in agentic commerce



Ulta built its own assistant on Gemini Enterprise. Shoppers get recommendations and buy directly inside Google's Gemini app and AI Mode.

SEPHORA

An app inside ChatGPT answers beauty questions and personalizes recommendations from a shopper's Beauty Insider profile.



Its assistant, Alexa for Shopping, handles research, comparison, and price tracking, and can buy automatically when a target price hits.

Expect more partnerships, integrations, and capability advancements as these pioneers pave the way for other adopters.

AI is the first audience that enforces every standard that has been neglected, automatically and at scale. Every data point, every detail matters. The brands that are already set up to win with human shoppers today with a strong foundation of accurate, consistent, validated product content will be well positioned to show up for AI tomorrow. Everyone else risks being ignored.

¹¹[The 2026 AI Index Report](#), Stanford University

¹²[Generative AI-powered shopping rises with traffic to U.S. retail sites up 4,700%](#), Adobe

¹³[With AI Adoption Surging, Shopping Behavior Is at an Inflection Point](#), Salesforce

¹⁴[The Downstream Impact of AI Visibility](#), Similarweb

¹⁵[Building a foundation for AI success: Technology and data strategy](#), Microsoft Cloud Blog

Survey Methodology

Analysis is based on responses to a representative general survey of 8,736 adults aged 18 or over (of whom 8,058 were online shoppers) from Australia, Brazil, France, Germany, The United Kingdom, and The United States. Data collection was carried out using an online survey platform and administered by YouGov for accuracy and objectivity. Responses were collected from June 5-17. The figures have been weighted and are representative of all adults (aged 18+) in their respective markets.

Country	Total Respondents	Online Shoppers
Australia	1093	1005
Brazil	1028	984
France	1013	875
Germany	2054	1914
United Kingdom	2388	2215
United States	1160	1065

Win the moment of choice **wherever commerce happens**

Complete data. Rich content. Trusted reviews. Real-time proof. Connected everywhere a decision gets made. That's how great products get chosen.

18K+

Enterprises

3,500+

Retail-Brand
Connections

1M+

Daily Data
Quality Checks

330M+

Assets Published

Explore the Product Experience Cloud

Syndigo 