

The 2026 seller report

Winning in the agentic commerce era



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Executive summary

What brands and sellers need to know in 2026

Marketplaces have become a major growth driver in the new era of commerce, expanding at 4.5x the rate of traditional eCommerce. This widening gap reflects a structural shift in customer behavior: as acquisition costs rise and shopper journeys become more fragmented, marketplaces offer brands built-in discovery, trusted buying environments and access to high-intent traffic at scale. This momentum is reinforced by rapid ecosystem expansion. The number of sellers joining marketplaces grew 26% year over year, yet only one-third currently sell on more than one channel.

Within the Mirakl Connect ecosystem, average GMV per seller sits at around \$7.3M. But this headline figure masks a dramatic disparity. Single-channel sellers average just \$575,093 in GMV, while those operating on two or more marketplaces reach an average of \$10,073,917 — a 17.5x multiplier. This confirms that marketplace GMV is overwhelmingly driven by sellers who diversify across multiple channels, and underscores the untapped potential as the remaining two-thirds of sellers still operate on a single platform.

Operational excellence is now a critical differentiator, with AI emerging as a key performance multiplier.

Sellers are increasingly leveraging AI-powered tools to automate catalog mapping, enrich product data and standardize listings across marketplaces, reducing time-to-market and improving data quality at scale. This enables them to activate new channels faster, operate more efficiently and adapt in real time as demand shifts.



Agentic commerce will make these capabilities even more critical.

Large language models (LLMs) are already shaping how products are discovered, compared and recommended. Adobe research reports that 72% of consumers who use AI for shopping now rely on it as their primary search tool, and AI-driven traffic converted 38% better than traditional sources during Black Friday 2025. In this environment, visibility will increasingly depend on broad channel presence and high-quality, machine-readable product data.^{1,2}

Success in 2026 will be driven by multichannel expansion, robust product data and AI-ready infrastructure. Businesses that invest early in these capabilities will be best positioned to capture demand, protect brand value and outperform in the era of agentic commerce.

¹ Adobe, The explosive rise of generative AI referral traffic, 2025, <https://business.adobe.com/blog/the-explosive-rise-of-generative-ai-referral-traffic>

² Adobe, AI-driven traffic surges across industries, 2025, <https://business.adobe.com/blog/ai-driven-traffic-surges-across-industries>

“We’re entering a new era of commerce where growth isn’t just defined by the number of channels, but by the agility to meet customers wherever they choose to shop. The sellers pulling ahead are the ones combining multichannel reach with strong operational discipline, especially around product data, speed to market and automation. With AI already transforming how products are discovered and evaluated, those fundamentals are becoming more important than ever.”

Sophie Marchessou
Chief Customer Officer, Mirakl





In this report, we analyze the performance of our Mirakl seller ecosystem and our Mirakl Connect customers. Both represent over 100,000 active sellers and suppliers on Mirakl's marketplace and dropship platforms.



The findings

\$7,545,465

average GMV per seller*

\$10,073,917

average GMV of sellers operating on two or more marketplaces*



* within the Mirakl Connect ecosystem



Introduction

The rules of commerce are evolving at unprecedented speed. Shifts in buyer behavior, the growing predominance of marketplaces and the rise of AI-driven shopping are redefining how customers discover and purchase products.

Brands and merchants thriving in this environment are those that have made marketplaces a core driver of their growth strategy. As customer behavior becomes more fragmented, marketplaces offer something increasingly valuable: the ability to meet buyers wherever they choose to shop.

This opportunity is accelerating as marketplaces grew 4.5 times the global rate of traditional eCommerce in 2025. Success now depends not only on presence but on how efficiently sellers can launch, scale and manage operations across channels while maintaining strong product data, pricing consistency and operational control.

In this report, we analyze the performance of over 100,000 global sellers and suppliers on Mirakl's marketplace and dropship platforms, accounting for 150 million SKUs and nearly \$15 billion in annual gross merchandise value (GMV). The report takes also a closer look at the Mirakl Connect Ecosystem representing nearly 1,000 sellers, 7.5M SKUs and \$754M in GMV.

Our findings reveal the trends, benchmarks and strategies that will define marketplace success in 2026, helping brands and sellers prepare for the era of agentic commerce.

100,000

global sellers and suppliers on Mirakl's platforms

150 million

SKUs

\$15 billion

in annual gross merchandise value (GMV)

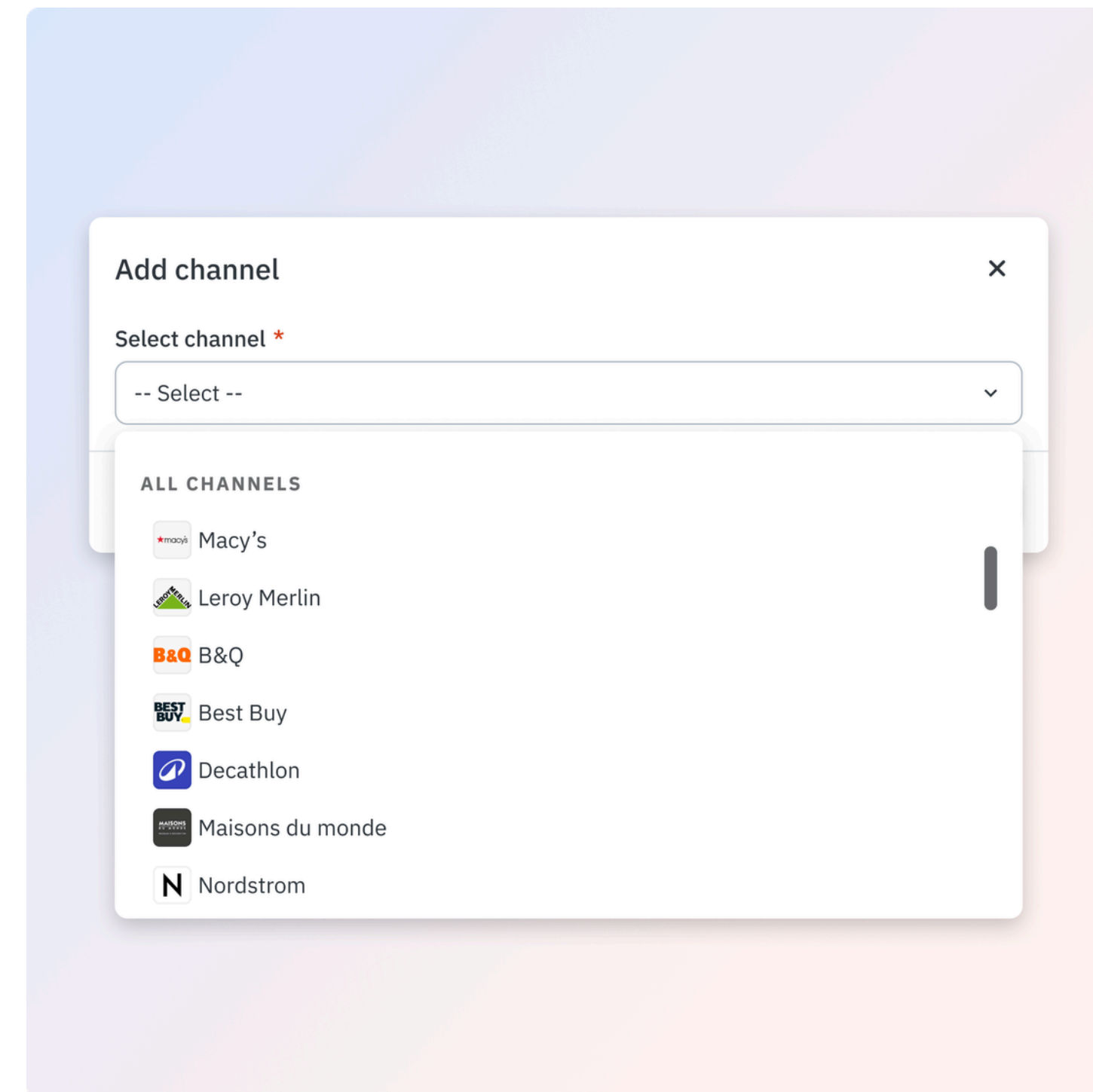


Marketplaces:

The growth driver for your 2026 strategy

The strategic shift in eCommerce has transformed marketplaces into powerful growth engines, enabling brands to scale efficiently, expand reach and optimize operations across multiple channels.

Beyond customer acquisition, marketplaces provide built-in discovery, trusted buying environments and conversion-ready traffic. They also deliver the data, insights and operational infrastructure that allow brands to refine pricing, assortments and fulfillment at scale.



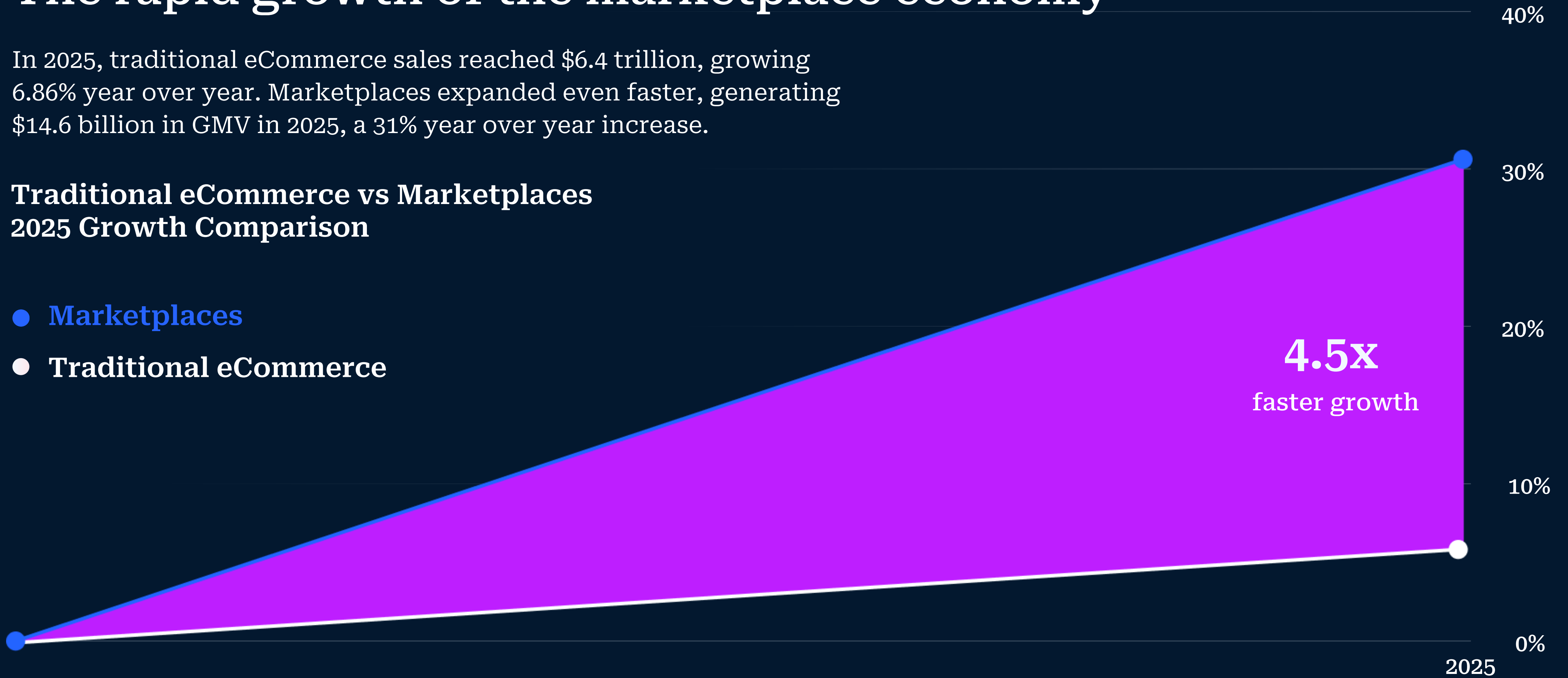


The rapid growth of the marketplace economy

In 2025, traditional eCommerce sales reached \$6.4 trillion, growing 6.86% year over year. Marketplaces expanded even faster, generating \$14.6 billion in GMV in 2025, a 31% year over year increase.

Traditional eCommerce vs Marketplaces 2025 Growth Comparison

- Marketplaces
- Traditional eCommerce





This rapid growth is driven by three key trends:

1. More sellers joining marketplaces

The number of merchants entering marketplaces grew 26% year over year. Expanding product assortments increases shopper choice and makes marketplaces increasingly attractive.



26%

2. Adoption of multichannel strategies

Sellers are increasingly diversifying their presence. Today, a third of sellers operate on two or more marketplaces, reflecting a strategic shift toward broader reach and reduced reliance on any single platform.





3. Strengthening seller performance

Marketplace sellers are not only growing in number but also expanding their reach and scale. The average GMV per seller within the Mirakl Connect customer ecosystem has reached over \$7 million, showing the revenue potential available to brands and sellers that successfully leverage marketplaces. Even more for sellers operating on two or more marketplaces, as they achieve an average GMV of \$10 million; a 17.5× multiplier compared to single-channel sellers.



Connect

Mirakl Connect is the platform for brands and sellers to start selling on multiple channels effortlessly. Easily onboard your catalog, connect with marketplaces that fit your brand identity and use AI-powered tools to reduce costs and accelerate growth — all managed from one central platform.



Why brands are embracing channel neutrality

For years, many brands approached eCommerce with a channel-first mindset — prioritizing their own website, a flagship marketplace or a specific retail partner. That model is evolving. Leading brands now focus on meeting customers wherever they choose to shop.

Customer journeys are no longer linear. Shoppers navigate between search engines, social platforms, direct-to-consumer (D2C) websites, marketplaces and large language models (LLMs) before making a purchase. A customer might discover a product on social media, compare options on a marketplace and ultimately buy through a retailer's online store. Limiting distribution to a single or preferred channel creates unnecessary friction and lost sales opportunities.

Marketplaces play a critical role by providing built-in discovery, trusted purchasing environments and high-intent traffic. Rather than competing with brand-owned channels, marketplaces expand reach and attract new customers into the brand ecosystem.

Presence drives discovery, and discovery drives growth. Brands that adopt a channel-agnostic strategy increase their chances of being discovered, considered and ultimately chosen.

“We’ve always had an omnichannel mindset; we don’t want to be prescriptive about how our customers discover us. We are channel agnostic. Marketplace was a natural extension.”

Stephan Jacob
Founder, Chief Global Officer, Cotopaxi





The flywheel effect

In 2026, success in multichannel commerce depends not just on being present, but on how efficiently and quickly businesses scale across channels.





When executed strategically, marketplaces create a powerful growth flywheel:

- Expanding distribution increases product visibility and discoverability, placing brands closer to where customer intent already exists.
- Greater visibility drives more sales, generating richer customer and market data.
- This data enables brands to refine pricing strategies, optimize product assortments and improve operational efficiency, reinforcing performance across every channel.
- Strong marketplace performance strengthens credibility with retail partners and increases negotiating power, while opening opportunities to expand into additional marketplaces and regions. Each new channel adds incremental reach, further accelerating discovery.

Scaling across marketplaces is also about control. Without clear governance, rapid growth can lead to inconsistent product information, price fragmentation, margin erosion and damage to brand perception.

The most successful businesses treat marketplaces as a managed ecosystem rather than a collection of sales channels. By maintaining centralized control over product data, enforcing pricing strategies, and ensuring strict marketplace compliance, they protect margins, preserve brand positioning, and build trust with customers.

In this approach, marketplaces become strategic growth infrastructure, enabling brands to scale globally while protecting brand value.



Operational excellence: The AI-powered performance multiplier

In today's AI-driven landscape, success depends on how effectively brands operate, from product data and pricing to fulfillment and customer experience. Operational speed, accuracy and scalability are now as critical as market presence in capturing demand and driving growth.

The 2025 performance benchmarks

Speed to market is a key differentiator. Sellers within the Mirakl ecosystem complete onboarding in a median of 28 days, with fastest onboarding taking less than two weeks.

Agility also plays a critical role in capturing that opportunity: sellers processed over 46 million orders in 2025.

Winning in marketplaces requires both scale and the speed to activate new channels and capture demand.

\$7,545,465

average GMV per seller within Mirakl Connect ecosystem

46,493,485

orders processed on Mirakl Connect





Scaling marketplace operations with AI automation

As product assortments expand, catalog management has become a major operational bottleneck. Each channel requires its own product attributes, taxonomy, formatting rules and data structures. For sellers managing hundreds or thousands of SKUs, onboarding a new channel has historically meant weeks of manual mapping, data cleansing and formatting — slowing down expansion and increasing the risk of errors.

Forward-thinking sellers are leveraging AI-powered tools to map attributes, enrich product data, and standardize listings. This reduces time-to-market

while improving data accuracy and consistency across marketplaces. What once required lengthy, manual updates can now be synchronized in near real time, enabling faster launches and scalable expansion without adding operational burden.

Automation also enables centralized execution. Managing catalogs, orders and customer operations through a single platform gives teams a unified view of performance and the agility to respond to shifting demand. This supports faster marketplace activation, continuous listing optimization and data-driven strategy adjustments.

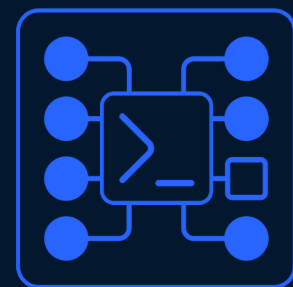


The catalog management challenge

Traditional catalog management



**Manual mapping
and data entry**



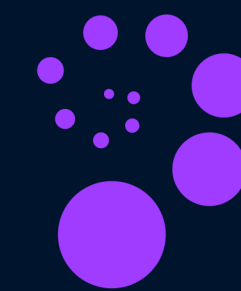
**Inconsistent
data quality**



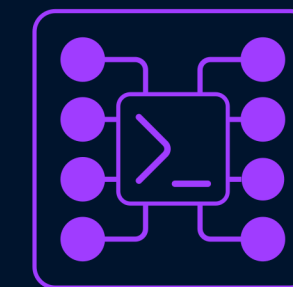
**Weeks for
updates**

**High error rate &
slow-time-to market**

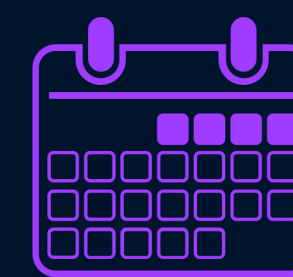
AI-powered catalog management



**Automated mapping
and enrichment**



**Consistent
data quality &
standardization**



**Days for
updates**

**Low error rate &
fast-time-to market**



Turning product data quality into a competitive advantage

Sellers using AI-powered catalog tools can automate catalog management across marketplaces, standardize product data and accelerate time-to-market.

Sellers within the Mirakl ecosystem complete their onboarding in a median of 28 days. Beyond fast activation, the performance benefits extend to GMV growth: sellers leveraging Catalog Transformer generate 88% higher GMV compared with those who don't.



Catalog Transformer is an AI-powered tool within Mirakl Connect that automates product classification, attribute transformation and content extraction to accelerate catalog onboarding and optimize product discoverability across all marketplaces.



AI-powered transformation

Sellers leveraging Catalog
Transformer generate
88% higher GMV

28 days

median onboarding time
in the Mirakl ecosystem

880%
88%





By removing operational friction, sellers can test new channels quickly, expand distribution confidently and focus resources on the most profitable marketplaces.

The advantage of AI-powered operations goes beyond efficiency. In the era of agentic commerce, product data is now the foundation of discoverability: AI-driven shopping assistants rely on complete, structured and accurate information to evaluate, recommend and rank products.

Sellers who invest in data quality and automation gain a decisive edge, while those with incomplete or inconsistent data risk becoming invisible in AI-driven discovery environments.

Rich, complete and accurate product data are the backbone of agentic commerce. Sellers who invest in data quality will dominate AI-driven discovery. Those with incomplete or inconsistent data will become invisible.

“It’s never been easier to connect with new marketplaces! In a few days, we integrated Mirakl Connect’s APIs and the AI-powered Catalog Transformer enabled a record time-to-market on six new channels in just a few days. Relying on AI to automate a very manual task such as catalog creation is invaluable for us, as we improve data quality while saving time and money.”

Matthieu Denime

VP Sales & New Business, Rakuten France





Agentic commerce: Preparing for what's next

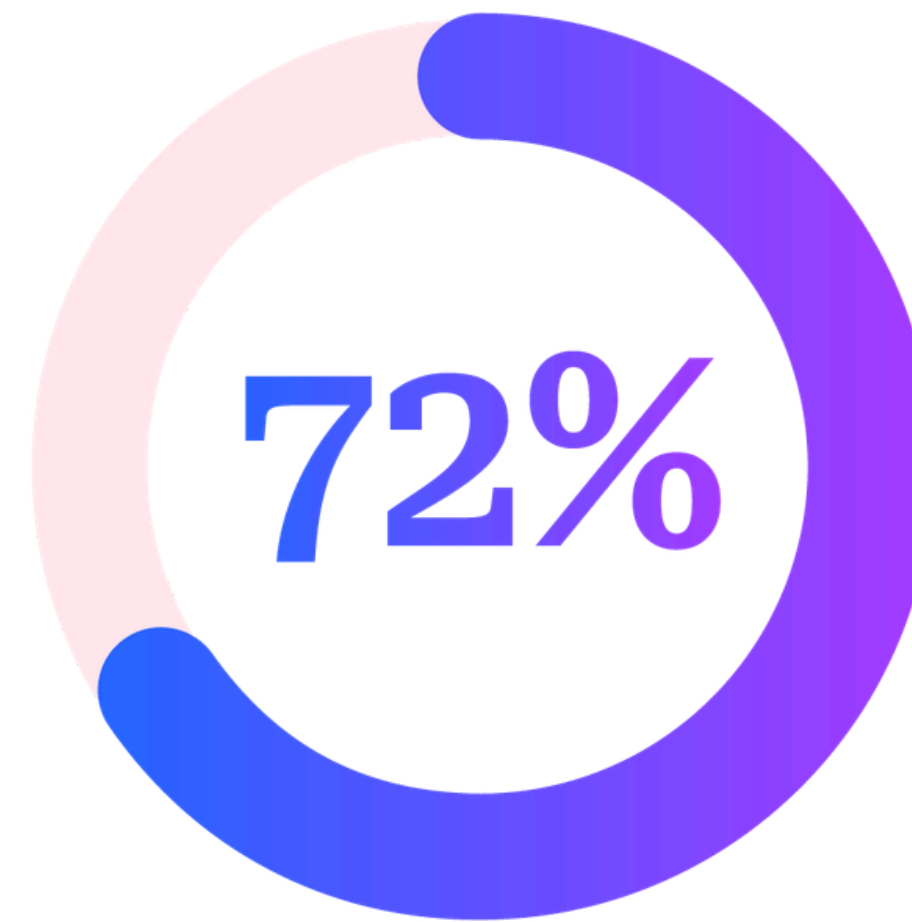
The rise of agentic commerce is redefining how products are discovered, evaluated and purchased. Large language models (LLMs) are moving from information tools to active purchasing agents, guiding shoppers through research, comparison and recommendations.

Instead of browsing multiple websites and marketplaces themselves, consumers increasingly rely on AI assistants. By 2028, Gartner predicts brands' organic search traffic will decrease by 50% or more as consumers embrace generative AI-powered search.³

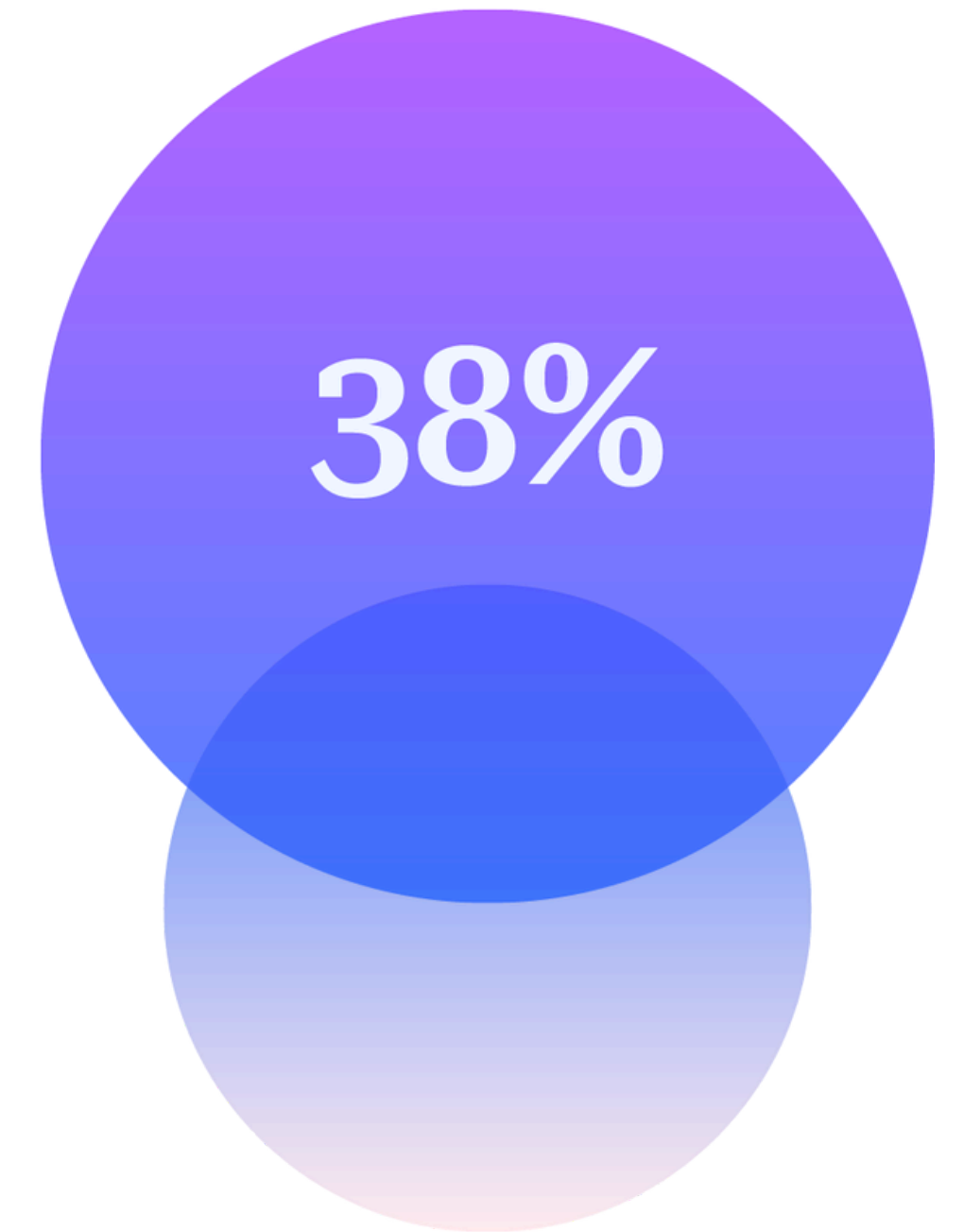
Traffic originating from LLM-powered discovery is growing at an unprecedented pace. In just seven months, AI referral traffic to eCommerce sites increased twelvefold.¹ Sellers that prepare now will gain a critical advantage as AI agents play a larger role in discovery and purchasing.

¹ Adobe, The explosive rise of generative AI referral traffic, 2025, <https://business.adobe.com/blog/the-explosive-rise-of-generative-ai-referral-traffic>
² Adobe, AI-driven traffic surges across industries, 2025, <https://business.adobe.com/blog/ai-driven-traffic-surges-across-industries>
³ Gartner, Gartner Predicts 50% of Consumers Will Significantly Limit Their Interactions with Social Media by 2025, 2023, <https://www.gartner.com/en/newsroom/press-releases/2023-12-14-gartner-predicts-fifty-percent-of-consumers-will-significantly-limit-their-interactions-with-social-media-by-2025>

Early data confirms the trend:



72% of consumers who use AI for shopping now rely on it as their primary search tool.¹



During Black Friday 2025, shoppers arriving from AI platforms were 38% more likely to purchase than those from traditional sources.²



Get a head start with these three key steps:

1. Increase discoverability through multichannel selling

AI systems prioritize products that appear across multiple trusted sources. Sellers that distribute products across marketplaces, retail partners and brand-owned channels create stronger visibility and trust signals. A multichannel presence increases the likelihood that AI assistants can discover and recommend products.



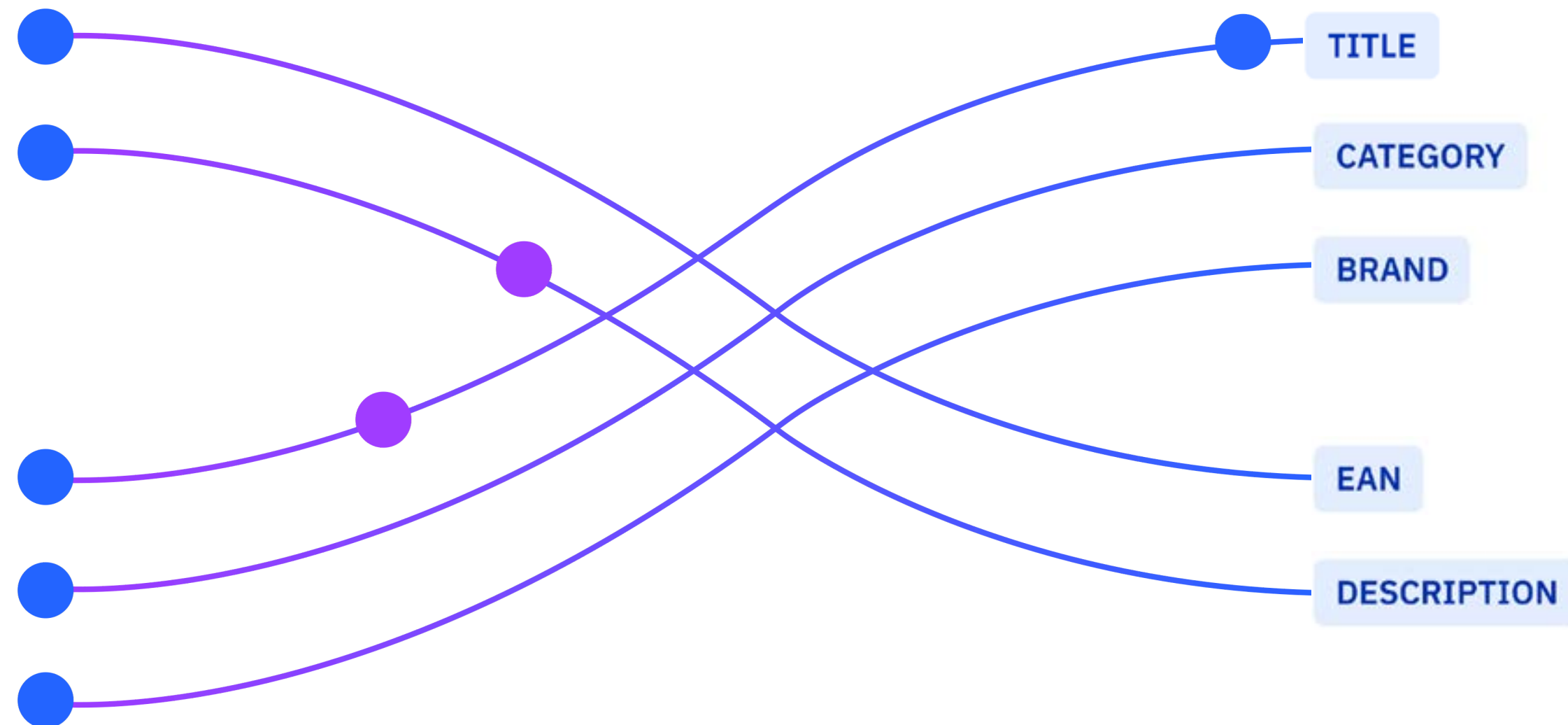
Action steps:

- Audit your current presence: Map where your target customers already shop.
- Identify strategic expansion opportunities: Prioritize marketplaces that align with your brand positioning and customer demographics.
- Start small, scale fast: Launch on one or two new platforms, gather performance data, then expand to your next tier.
- Think globally: Consider international marketplaces that offer access to new customer segments.



2. Invest in high-quality product data across every channel

AI agents rely on structured, complete and accurate product information. Whether selling through D2C, wholesale partners or marketplaces, businesses need consistent product attributes, descriptions and specifications across every channel. High-quality product data makes it easier for AI systems to interpret, evaluate and recommend products.



Action steps:

- Enrich your product data: AI agents favor products with comprehensive, structured information across all attributes.
- Standardize across platforms: Ensure consistent data quality across all sales channels (D2C, wholesale, marketplaces).
- Leverage AI automation: Implement AI-powered tools like Catalog Transformer to streamline data management at scale.
- Think machine-readable: Optimize for how AI understands and categorizes products, not just how humans browse.



3. Improve generative engine optimization (GEO)

Just as SEO guided traditional search, GEO ensures your product content is AI-ready. It focuses on making product data, descriptions and structured information easy for AI systems to understand, summarize and surface when responding to consumer queries.

Action steps:

- Test AI discovery: Experiment with how AI search tools (ChatGPT, Perplexity, etc.) surface your products today. **Take this free test to assess the GEO readiness of your product pages.**
- Optimize product descriptions: Write detailed, contextual descriptions that answer common buyer questions.
- Add structured FAQs: Include the types of information AI agents use to match products to shopper intent.
- Monitor AI performance: Track how your products appear in AI-generated shopping recommendations.

Brands and sellers that prioritize multichannel reach, high-quality product data and AI-ready infrastructure can capture more demand, maintain pricing and brand integrity and convert AI-driven traffic into measurable growth.

“As product discovery increasingly happens through AI assistants and LLMs, brands need structured, high-quality product data to stay visible across marketplaces and emerging discovery channels. In marketplace commerce, speed gets you live, but data quality keeps you found, making an AI-ready catalog foundation essential for scaling across channels with confidence.”

Charles Guimont
CEO and Founder, Datmos





The future of multichannel selling in the agentic era

Multichannel selling is becoming a central driver of modern commerce growth as marketplace GMV continues to outpace traditional eCommerce and more sellers expand across multiple platforms.

But scale alone is not enough. Leading businesses in 2026 will combine expansion with control, integrating marketplaces into a channel-agnostic strategy while maintaining strict governance over pricing, product data, fulfillment and brand consistency.

AI is the catalyst that makes this possible. Automation transforms catalog management, onboarding and multichannel execution from operational burdens into competitive advantages. Sellers that launch faster, maintain richer and more accurate product data, and adapt quickly to marketplace requirements can scale efficiently while preparing for AI-driven commerce.

Agentic commerce signals an even larger shift: as AI assistants take a growing role in product discovery, evaluation and purchase decisions, visibility will depend on multichannel presence and machine-readable product data.

Brands and sellers that invest now in marketplace expansion, centralized operations and AI-ready product data will thrive in the next era of commerce.



Founded in 2012, Mirakl has been at the forefront of marketplace innovation, empowering every business to compete in the platform economy.

Today, Mirakl's operating system combines an enterprise marketplace solution (Mirakl Platform) that enables retailers and B2B organizations to launch, scale, and operate marketplaces and dropship, AI-powered multichannel selling (Mirakl Connect), retail media (Mirakl Ads) and an agentic commerce infrastructure (Mirakl Nexus).

With dual headquarters in Boston and Paris, Mirakl helps a global ecosystem of 450+ marketplaces (B2C and B2B) and a network of over 100k third-party marketplace sellers. Brands like Macy's, Decathlon, Carrefour, Asos, and Airbus Helicopters use Mirakl to grow their businesses in new and remarkable ways.

[Contact us today](#)

