

# How generative AI is transforming e-commerce

Artificial intelligence (AI) is changing what's possible in online retail with exciting capabilities, innovative companies and promising investment opportunities in e-commerce.

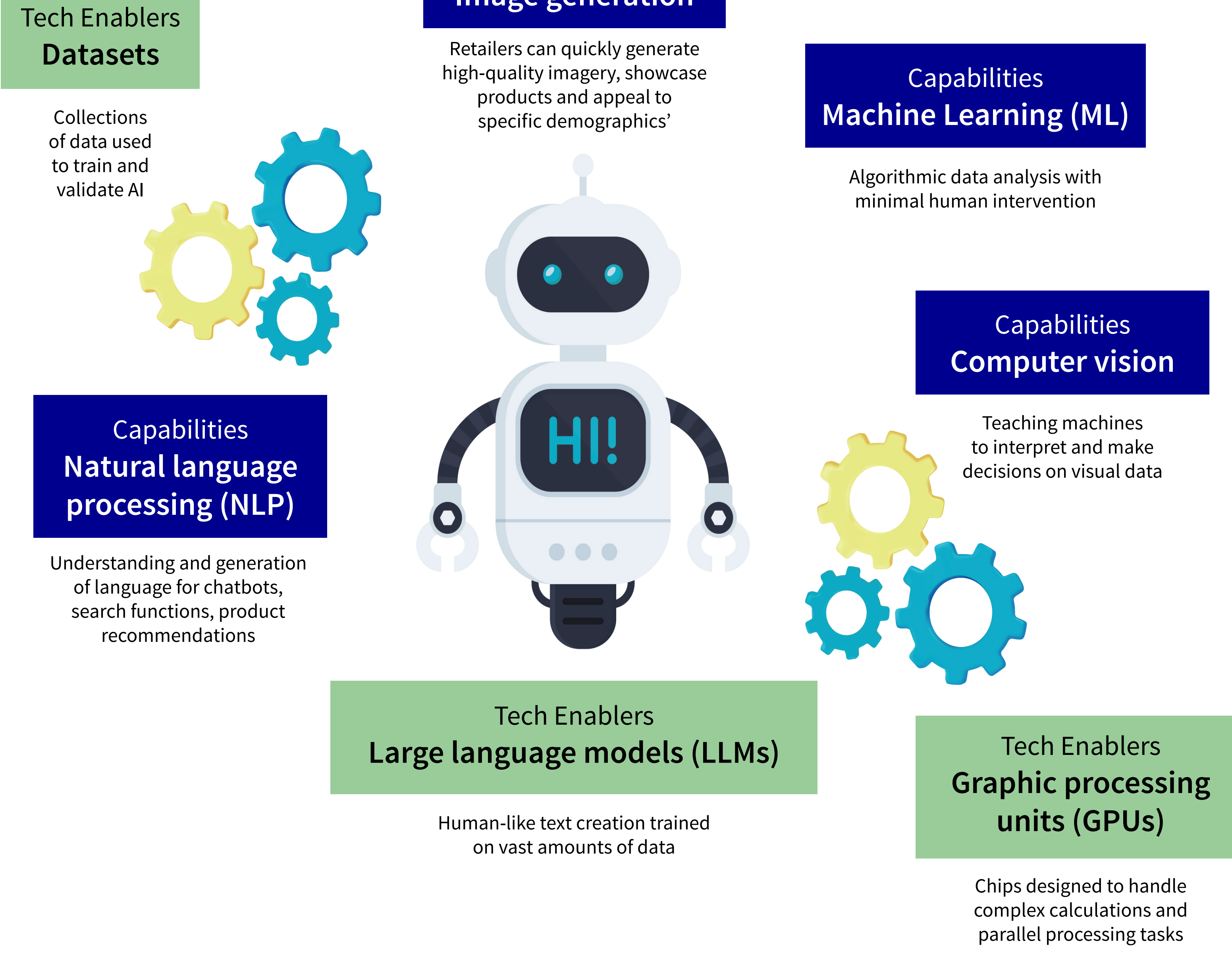
Online retailers, top brands, and specialised vendors are quickly evolving to embrace AI, opening the door to investment opportunities. Today's leaders will be best positioned for tomorrow.

The future of e-commerce is here.



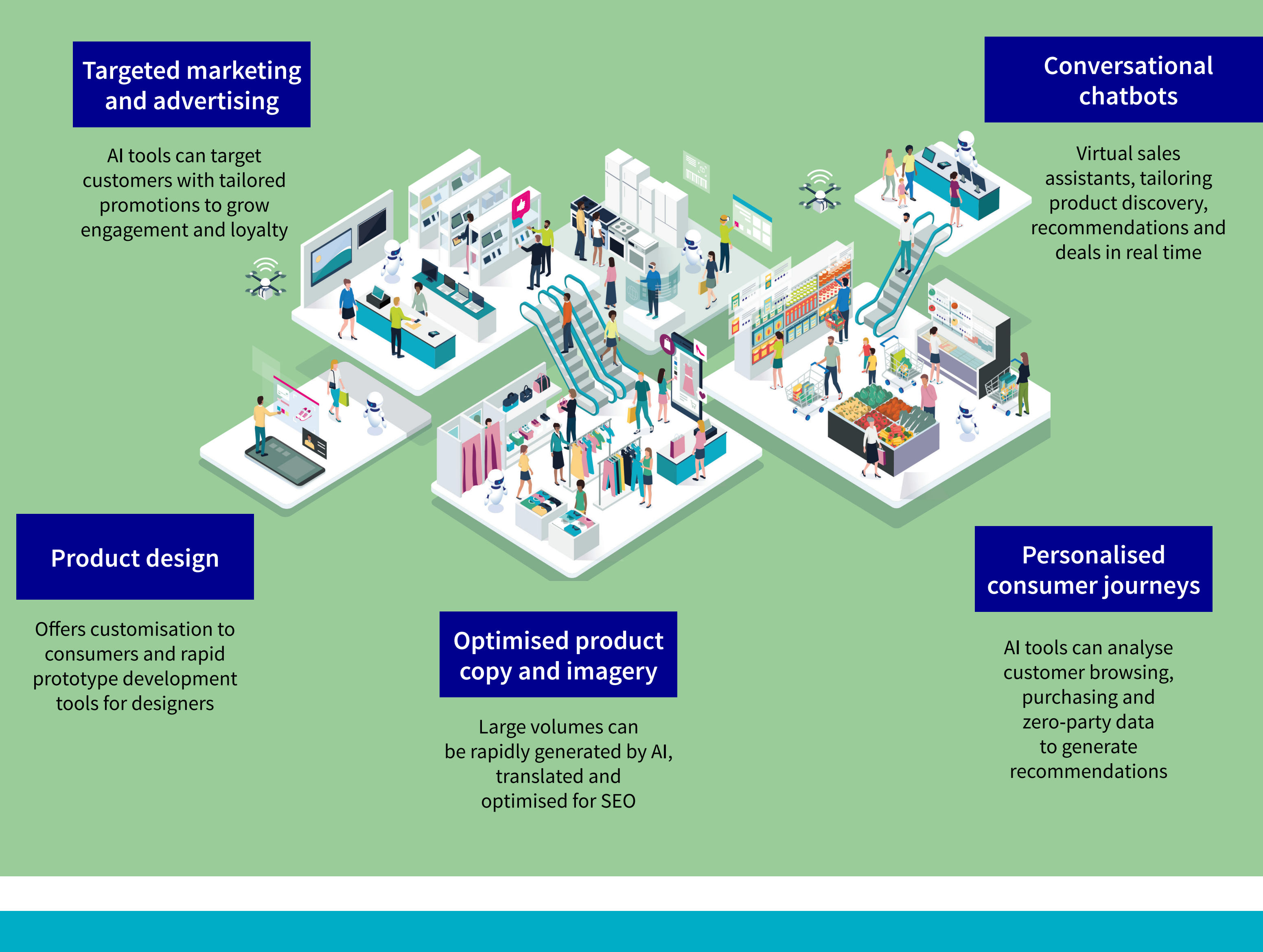
## What is generative AI for e-commerce?

Generative AI is a specific type of AI, used to create something new based on a given set of training data.



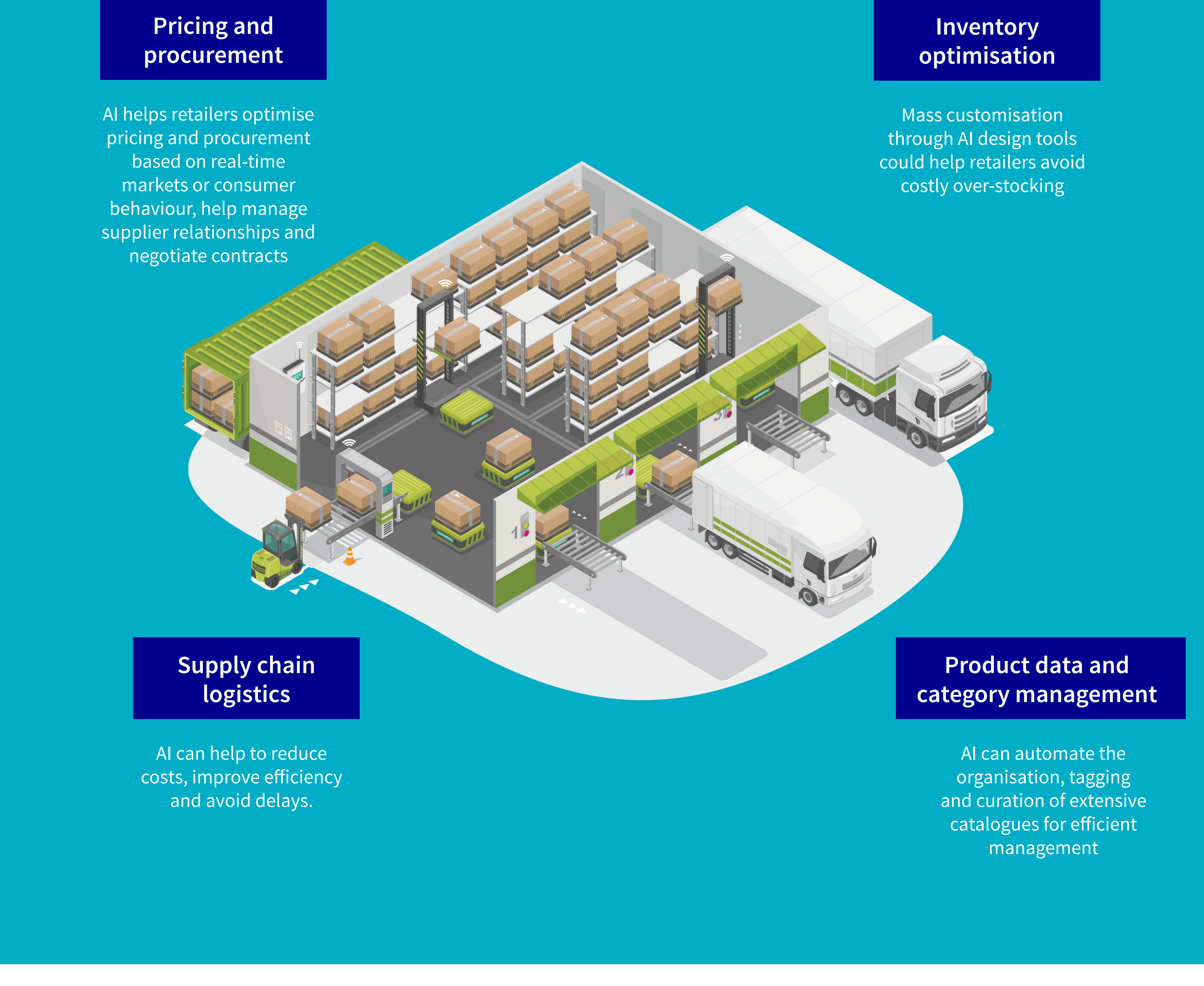
## The consumer journey, personalised

Generative AI analyses customer data and behaviour patterns to enhance and personalise the consumer experience, driving online sales and retention.

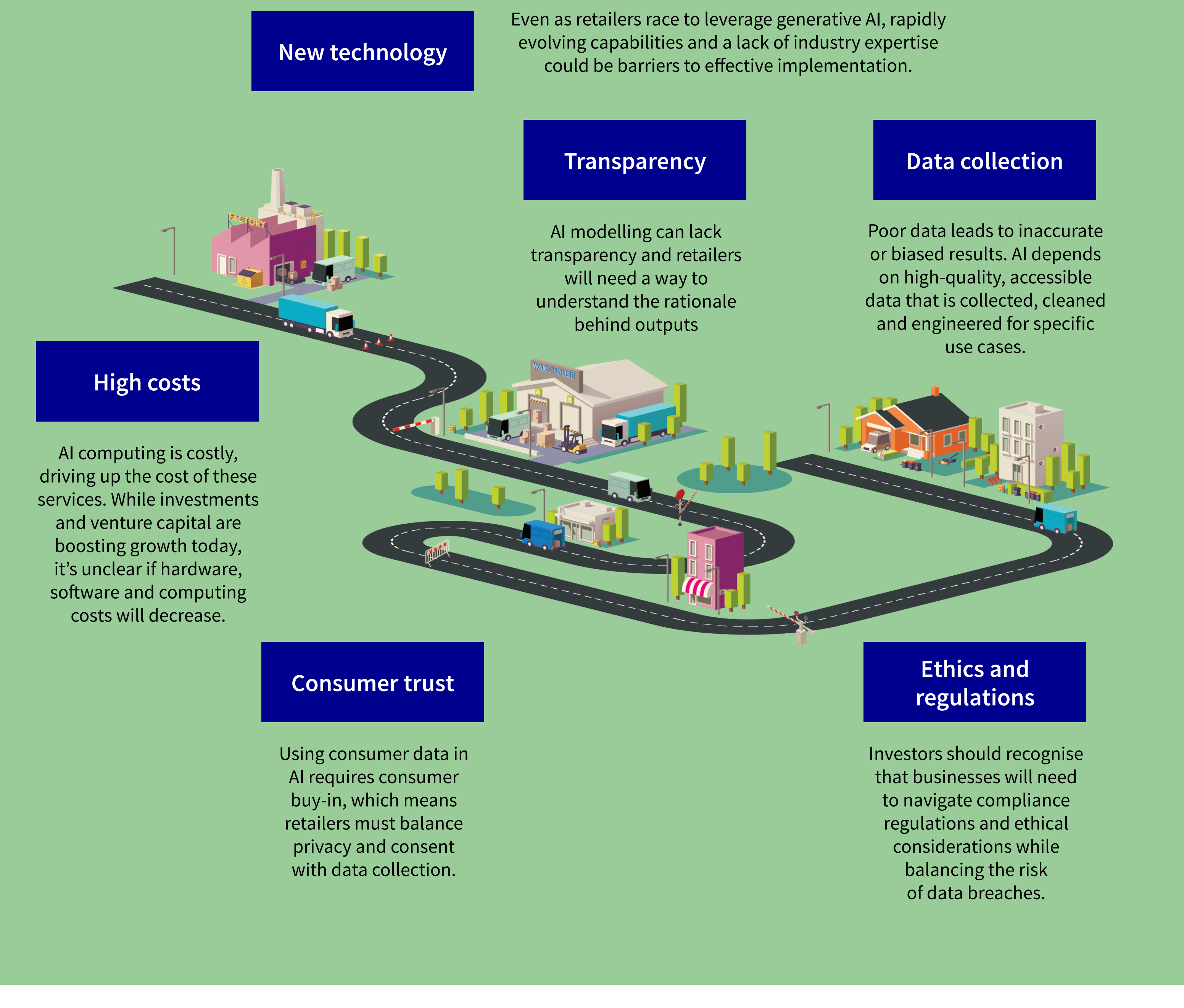


## Generative AI improves profit margins by optimising logistics

To cope with supply chain disruptions and shrinking profit margins, e-commerce leverages AI to streamline logistics across production, shipping, warehousing, inventory and pricing.



## Are there roadblocks to generative AI in e-commerce?



## The dynamic market ahead in online retail

To cope with supply chain disruptions and shrinking profit margins, e-commerce leverages AI to streamline logistics across production, shipping, warehousing, inventory and pricing.



“Businesses that embrace AI should in turn provide investors the opportunity to benefit from higher profits and growing market share. In an economy which might be growing more quickly, AI can be a potential driver of better investment returns.”

Chris Iggo  
Chair of the AXA IM Investment Institute  
CIO of AXA IM Core

Companies shown are for illustrative purposes only as of 22 April 2024. It does not constitute investment research or financial analysis relating to transactions in financial instruments, nor does it constitute an offer to buy or sell any investments, products or services, and should not be considered as solicitation or investment, legal or tax advice, a recommendation for an investment strategy or a personalised recommendation to buy or sell securities.

### Risk warning

No assurance can be given that our investment strategies will be successful. Investors can lose none or all of their capital invested. Our strategies are subject to specific risks including, but not limited to: equity; emerging markets; global investments; investments in small and micro capitalisation universe; investments in specific sectors or asset classes, volatility risk, liquidity risk, credit risk, counterparty risk, derivatives, legal risk, legal risk, operational risk, and risks related to the underlying assets. Some strategies may also involve leverage, which may increase the effect of market movements on the portfolio and may result in significant risk of losses.

[Click here to discover more about our Connected Consumer investment theme](#)