



Why you're not ready for 2026 (yet)

We're heading into the new year, and alarm bells are ringing. Growth is harder, costs are higher, and the speed of technology is overwhelming.

We surveyed 200 retail and brand executives to learn what they're focusing on, worrying about, and letting go of as they prepare for 2026.



WHAT YOU'LL LEARN

- The 5 forces execs say are threatening growth in 2026
- Where manual work is killing speed and margin
- Why most teams feel behind on AI (and what they're missing)
- What "readiness" actually looks like in today's volatile markets
- How your peers are resetting priorities to move faster

81% of retail execs say poor data quality is dragging down performance decisions

79% of brand execs say AI is advancing faster than they can keep up

50% of workflows still rely primarily on manual processes

50% of commerce leaders say economic instability is the top hurdle to expansion

91% of retail execs changed their marketing mix in the last year

This is just a snapshot—download the full report to see where your peers are doubling down, where they're falling short, and how you can stay ahead.

[READ THE REPORT](#)



The 2026 commerce readiness index

