

The Online Retail Radar

A monthly, fully anonymized read on what the online-retail market actually did: assortment, promotions, and readiness for AI shopping agents. Aggregated from continuous monitoring of hundreds of brands. This edition skews toward fashion and apparel; other verticals are represented and growing.

667

BRANDS MONITORED

2026-06

REPORTING PERIOD

169

NEW STORES SAMPLED

100%

ANONYMIZED

Nobody is ready for the agents

As AI shopping assistants start buying on shoppers’ behalf, brands’ storefronts are the interface. We scored every brand with enough public signal on how machine-readable and agent-ready its site is.



zero brands earned an A-grade for AI-agent readiness. The average score was **23.2/100**; the best brand reached just **55.1/100**.

READINESS GRADE DISTRIBUTION



Publish an llms.txt

35.3%

Expose schema.org data

21.1%

Recognized as a known entity

29.6%

Block AI crawlers

5.4%

Grades band the 0-100 readiness score: A 70 and up · B 55-69 · C 40-54 · D 20-39 · F under 20. A deliberately high bar - the strongest storefront this month sits in the B band.

Cart and checkout rails are increasingly platform-provided - most Shopify stores already expose an agent commerce endpoint out of the box. What stays in the brand's hands is being found, read and trusted: barely **35.3%** publish an llms.txt and only **21.1%** expose schema.org data. That upstream gap is the opportunity.

Nearly 8 in 10 ran a sale

2026-06 was heavily promotional across the monitored market; sale activity peaked the week of 06/22.

Announced a sale on their homepage

79.3%

367 of 463 brands ran a Sale, Flash Sale or Clearance; 345 flew a "Sale" or "Clearance" banner specifically.

Typical discount depth

20% median

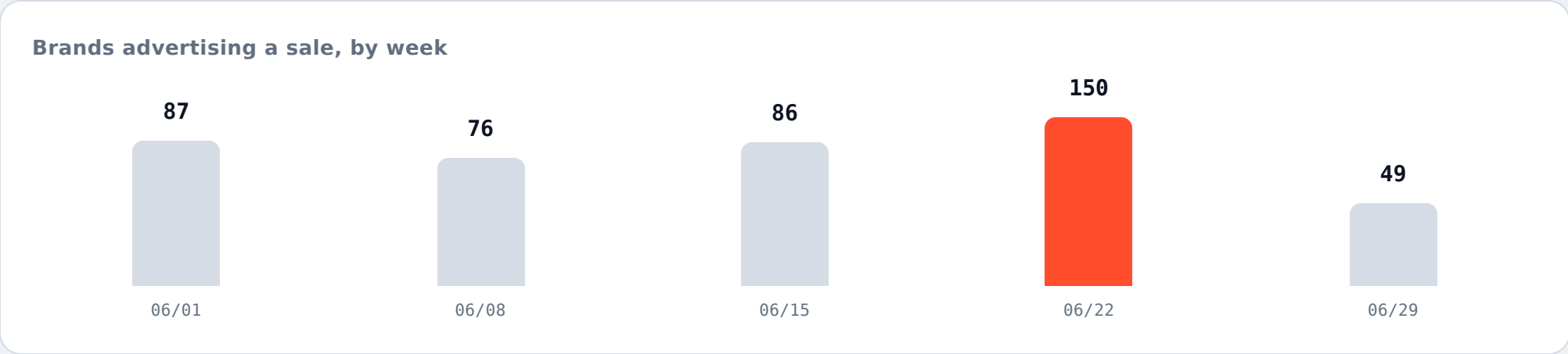
median 20%

Ranged from 5% to a deepest 80% off. n = 144.

Free-shipping threshold

\$99 median

order value to unlock free shipping (avg \$109, up to \$450), across 52 brands that set one. 72 promote free shipping overall.



Catalogs never sit still

What a brand added this month - products and categories - measured only over brands that actually changed each area.

Net new products / brand

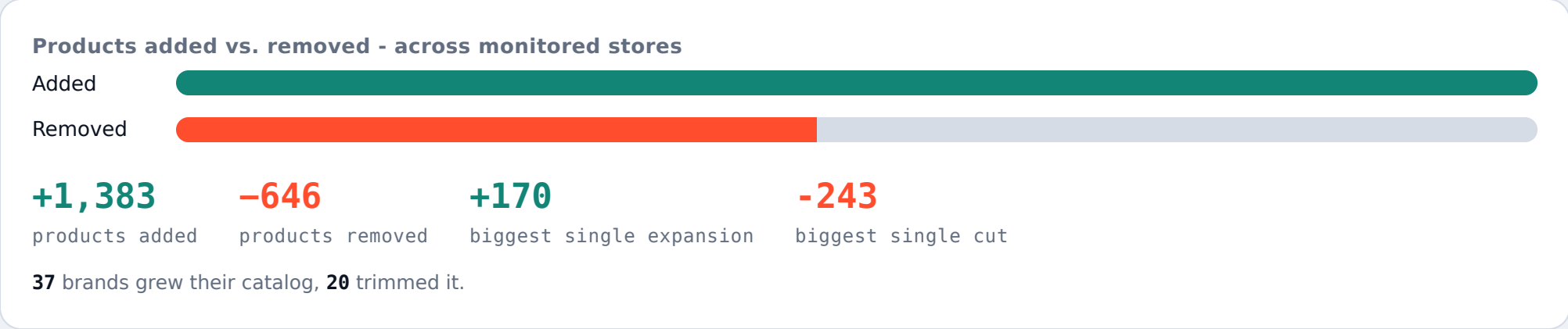
+12.9

median +2 · across 57 brands that changed catalog size (gross +24.3 added before removals)

Avg new categories / brand

+4.8

across 45 brands that added categories



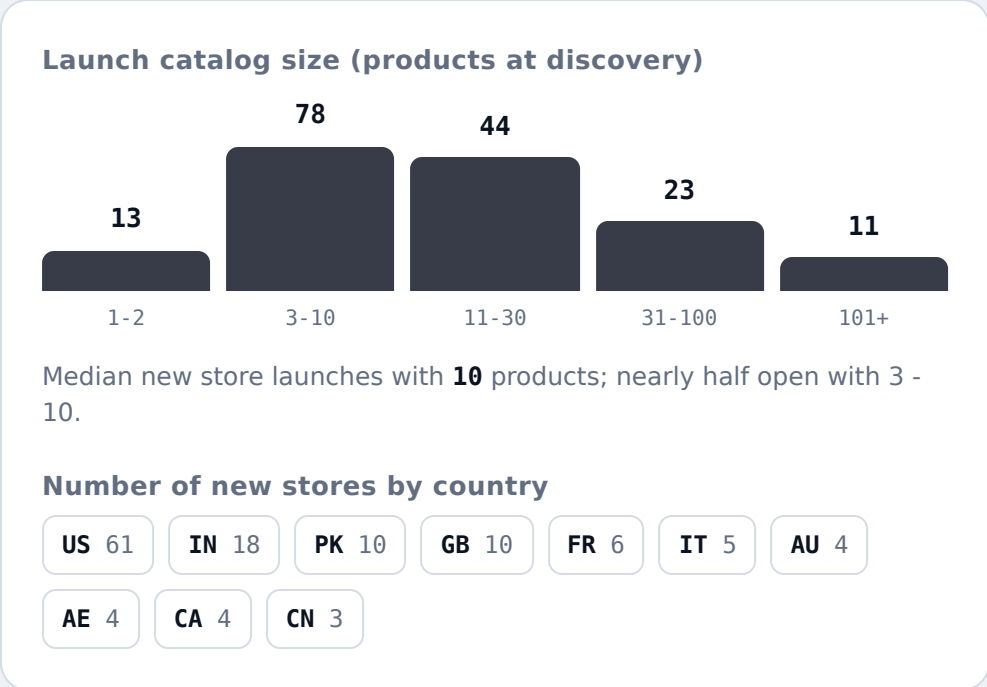
The shape of the racks

Share of tagged brands that sell each thing (a brand counts once no matter how many such products it lists). Buckets under 10 brands are suppressed for anonymity.



The next generation is skipping .com

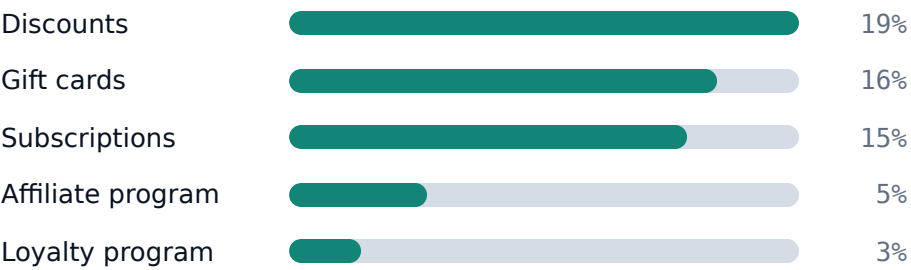
A curated sample of new storefronts we began monitoring this month - not the full universe of launches in 2026-06.



What the market switched on

Capabilities and programs that established brands (monitored before this month) newly switched on, the cashback shoppers earn, and where brands show up on social.

Switched on this month - % of 194 established brands



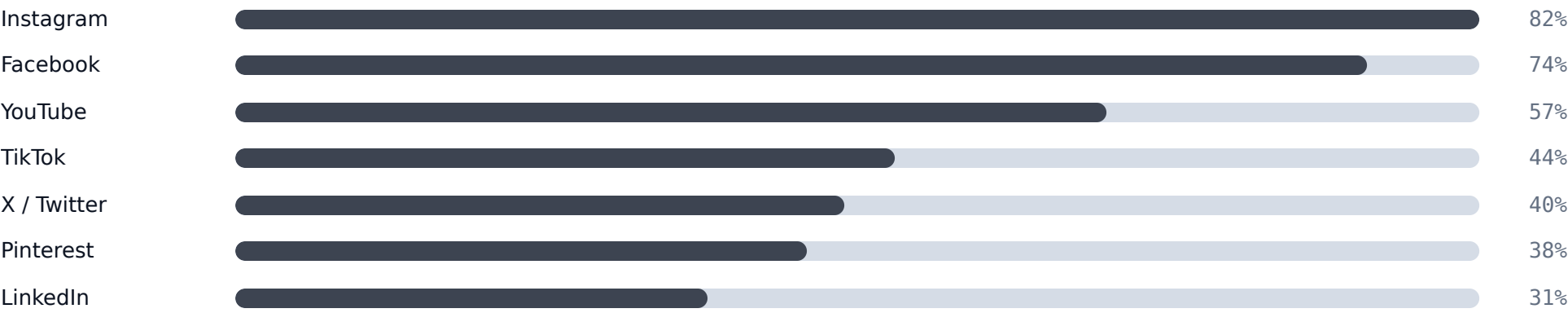
share of brands monitored before this month that newly enabled each; brands first captured this month are excluded so onboarding is not counted as adoption.

Cashback & programs



Across **53** brands listed on cashback portals, shoppers earn a median **8%** back (up to **20%**) - a proxy for the affiliate commission each brand funds. 81 brands run a loyalty program.

Social presence - % of 667 brands with a public profile

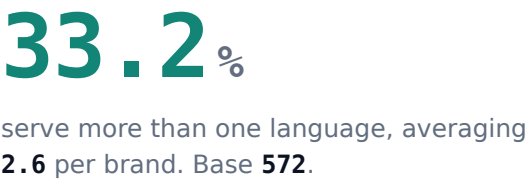


Share of monitored brands with a profile on each network, from on-site social links plus auto-discovered handles. Follower counts are omitted while that data is still filling in.

Speaking the customer’s language

How many languages and store currencies the monitored brands operate in.

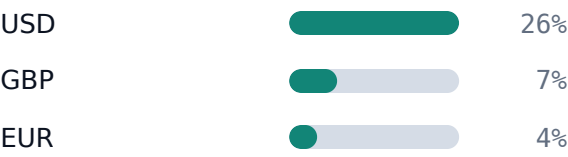
Multilingual storefronts



Most popular languages - % of 572



Primary store currency - % of 667 brands



A machine-readable primary currency is exposed by only **260** of **667** brands (39%). This is the store's base currency in structured data; sites that localise price by region (common across the EU) often expose only that base, so the euro is under-counted here - read this as an agent-readiness signal, not market share. Currencies under 10 brands are suppressed.

See where your brand sits against the whole market.

[Book a demo →](#)

ABOUT THIS REPORT

Based on Rival Sweeper's continuous monitoring of **hundreds of ecommerce brands** throughout **2026-06**. Figures are aggregated across the market - **no individual brand is named, shown, or identifiable**.

Every metric reports its own sample size (n). A brand is counted only for the subjects it had measurable data for **within the reporting period**; brands with no data for a given subject are excluded from that figure rather than counted as zero.

Compiled from **publicly available information** across dozens of data sources. Rival Sweeper does not access private, gated, personal, or account-restricted information.

Discount and promotion figures are point-in-time estimates that may be revised. All figures are estimates provided "as is", without warranty of accuracy or completeness, and are for informational purposes only - not financial, legal, or investment advice.

This report includes AI-assisted analysis.

Spotted something off? We're human, and so is our data. If a figure looks wrong, tell us at support@rivalsweeper.com and we'll review it. Thanks for helping us keep this accurate.

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