

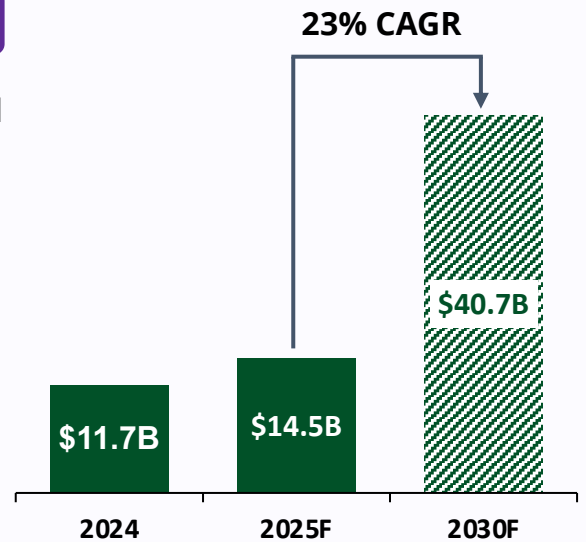
Retail Reimagined in AI Era

Retailers worldwide are using AI to boost efficiency, improve customer experiences, and gain a competitive edge across both online and physical stores.

The next wave of AI-powered retail is rising from Asia

The global Retail AI market is estimated at **\$14B in 2025** and is forecast to reach between **\$41B (by 2030, CAGR 23%)** according to industry analysts. As the sector grows, North America leads with around **33-37%** of global market share, but Asia-Pacific is expanding fastest, propelled by digital-first consumers and rising investments.

AI investment is motivated by the urgent need to automate supply chains, reduce costs, and deliver hyper-personalized digital experiences. Omnichannel projects dominate, tying together in-store and online interactions for seamless customer journeys.



Three forces shaping the Retail AI boom

Omnichannel Personalization

Retailers use AI to unify customer data, tailoring offers across web, store, and mobile channels.

Cost & Speed

Cloud-based AI has lowered entry barriers. Retailers rapidly deploy advanced analytics, with top players investing billions (e.g., Amazon's \$100B+ AI investments).

Edge-Hybrid Architectures

Vision-based self-checkout and in-store analytics require real-time AI at the edge, combining privacy compliance and sub-second latency for frictionless retail.

Retail AI is the new battleground for venture capital

Leading VC firms and specialized funds are actively targeting retail-focused AI startups, driving scalable omnichannel strategies and operational intelligence, reinforcing Retail AI as a prime frontier in enterprise AI investment.

Package.ai, the AI-driven platform redefining customer engagement and last-mile logistics for big-box retailers, has raised \$14M in Series A funding round led by Susquehanna Growth Equity (SGE)

Veesion, a trailblazer in making AI accessible and effective for retail and beyond, has recently announced an impressive funding milestone, raising \$43M Series B (led by White Star Capital) to further accelerate its mission.