



Webshops in 2030

7 gamechangers that will turn e-commerce upside down

Themes you need to act on today to still be relevant in 2030.



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In this paper, we guide you through the key e-commerce themes that will define the success of your webshop in 2030. No abstract visions of the future or overly technical stories, but a sharp look at what is actually changing. In consumer behavior. In customer experience. In technology.

The trends in this paper were shaped by a group of 13 professionals in e-commerce, user experience, and marketing. Seven gamechangers that will redefine your webshop frontend. They challenge you to think differently. About user experience. About customer journeys. About the role of systems. And most of all: about your customer.

Use the concrete takeaways in this paper as input for your roadmap and bring them to the boardroom. The horizon is 2030, but preparation starts today.

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01

Next-level personalization with concept shopping

Where we are now

Today, personalization is essential. Think of showing related products, reordering product listing pages, or personalized content blocks and microcopy. But these personalizations are still locked into fixed frameworks. Both in the frontend and in customer group segmentation. Bottom line: customers are still looking at the same set of pages.

Where we are heading

In the years ahead, personalization will rapidly evolve into concept shopping. The webshop of tomorrow is no longer a static collection of pages, but a fluid storefront made up of dynamic content blocks. Fully adaptive to your customer's context. An intelligent digital showcase that shifts instantly, based on behavior, style preferences, the weather, and even mood. Relevant products still appear on the product listing page, but now hyper-personalized. Not for an entire segment, but for a single individual.

What you need to do now

Concept shopping calls for a new frontend approach. Machine guessing, segmentation, and probability models will be a thing of the past. Start taking customer data, purchase history, product context, and individual preferences seriously. This is the foundation for delivering on-point concept shopping.

Vision

The webshop of tomorrow is not a collection of static pages, but a dynamic mix of content blocks. A living, adaptive storefront built entirely around the customer.

02

Post-checkout experience as the new conversion phase

Where we are now

The checkout has changed significantly in recent years. Instant payment methods like Apple Pay, iDEAL 2.0, Klarna, and PayPal already know all the customer details. As a result, the slow, manual payment process has transformed into a smooth and fast experience.



Where we are heading

But it can go further. More and more customers want to check out quickly and easily, straight from the shopping cart or even directly from the product detail page. Digital wallets play a crucial role here: customer data is filled in automatically, while the customer stays in control. One click is enough to place an order.

The downside? An ultra-fast checkout leaves little room for cross- and upsell opportunities. That's why, by 2030, checkout will no longer be the endpoint of the shopping journey, but the start of a new phase: the post-checkout experience. A dynamic environment where customers can adjust their order until the moment it is shipped. Want to add another product? Change the delivery time? Or apply a voucher after all? As long as the order has not been picked, the options remain open. Just like grocery apps such as Picnic or Albert Heijn. This gives customers control and convenience while creating new opportunities to increase order value. Win-win.

What you need to do now

Keep optimizing your current checkout. For example, add the option to check out directly from the PDP. And think ahead: start developing a post-checkout environment that is just as fast and user-friendly as the checkout itself.

Vision

Checkout is no longer the endpoint, but the beginning of a new conversion phase

03

**Search, chat & guide
become one**

Where we are now

Search, chatbots, and guided selling are familiar elements of the webshop experience. Many shops offer both a standard search bar and a chatbot, but these tools operate separately. Search is usually no more than a simple filter on the typed word. And the chatbot often remains limited to basic questions or static answers. With the rise of AI, customer behavior is changing. They search differently. They think differently. And they expect more.

Where we are heading

This calls for a new approach. The classic keyword search is making way for an intelligent conversation. Search, conversational shopping, and guided selling are merging into a single smart interaction. Tomorrow's customer asks questions like: "Which business coat is best for rainy weather?" instead of simply typing "raincoat." The frontend recognizes intent and guides the customer further, just like a skilled sales assistant: listening, probing, advising. Even the search bar itself will transform visually to facilitate this dialogue. It is no longer a feature, but the default interaction method.

What you need to do now



73%

of online shoppers believe AI
improves the shopping
experience

Start experimenting with AI-driven interactions today. Do not wait for the perfect solution, begin with a defined domain. Test, learn, improve. By smartly integrating search, chatbot, and guided selling flows, you lay the groundwork for tomorrow's interface. Be ready for the changing behavior of new generations. They do not "search," they type or speak and they expect instant guidance.

Vision

The classic keyword search is giving way to an intelligent conversation

04

**Say goodbye to
one-size-fits-all
shopping flows**

Where we are now

Users enter your webshop through different channels, with very different intentions. Yet many e-commerce platforms still offer every visitor the same experience. But why distract someone with a clear buying intention by showing inspirational content?





Where we are heading

The focus is shifting toward intent-based shopping flows: tailoring the shop experience to the customer's intent. If someone has a clear purchase intent, every extra click in the checkout process is one too many. If someone is still in the orientation phase, you provide inspiring content that builds trust. To make this work, both frontend and design need to be modular. Conversion starts with knowing your customer's intent and where it fits within the journey: See, Think, Do, or Care.

Generations Gen Z and Gen Alpha play a crucial role here. They don't aimlessly scroll through product listing pages. Their journey begins on social media. By the time they land on your webshop, their orientation phase is over. At that point, they expect to complete their purchase instantly.

What you need to do now

Build a mature data landscape, with a CDP that recognizes intent, and a modular frontend that adapts to different buying intentions across various customer phases. A first concrete step: create tailored landing pages with direct purchase options for visitors coming from social media channels and campaigns.

Vision

Conversion starts with knowing your customer's intent

05

AI agents: your new e-commerce customer

Where we are now

Today, consumers still manage their own orientation process. They search via Google Shopping, compare products on marketplaces, or consult comparison sites. AI agents like Copilot, ChatGPT, and Perplexity already support them in this. But the actual purchase still happens on your webshop by the customer themselves.

Where we are heading

That support is only the beginning. In the years ahead, AI agents will take over more and more of the process. They will identify needs, find the best deals, and ultimately place orders entirely on their own via APIs, without any human intervention.

This means the customer is no longer directly involved in the order process. Not literally, but functionally. Webshops will no longer sell only to people, but also to machines. And those machines will only engage with platforms that are technically accessible: open, modular architectures, discoverable APIs, and standardized endpoints. A headless architecture becomes essential to stay in the game.

What you need to do now

Prepare for this new form of e-commerce. If you do not yet have a headless architecture, make it a priority. Publish and document your APIs properly. Start testing with AI agents. Because if your e-commerce platform isn't recognizable and addressable by AI agents, you risk losing a major share of conversions by 2030.

Vision

A headless architecture is a must to thrive in the era of AI-driven commerce

06

Customer profiling outweighs privacy concerns

Where we are now

Most webshops mainly collect basic customer data: name, address, email, date of birth. Further preferences, behaviors, or contextual information often remain invisible. Customers usually share information only when required, for example, during checkout.

Where we are heading

Many consumers, however, are willing to share much more than just their basic details. Not out of obligation, but because it benefits them: convenience, relevance, and a personalized shopping experience. Think of valuable preferences such as fit, favorite colors, family situation, hobbies, sports habits, or even lifestyle and social status.

Especially brands with a loyal fanbase hold a true goldmine here. Trust is the foundation: customers share more easily when you respect that trust with transparency and privacy. Clear boundaries are essential, for example by guaranteeing that data has an expiration date and is automatically deleted.

What you need to do now



71%

of consumers are more willing to share personal information if it is clear how that data will be used

Start collecting profile data at natural touchpoints. With micro-interactions, short questions or smart choice teasers, you enrich profiles without it feeling like a questionnaire. Explore the hidden value of chat logs and search data as well. Always respect privacy: give control back to the customer and be transparent about how you use their data.

Vision

Brands with a loyal fanbase hold a goldmine

07

**Promotions? Only
100% personalized**

Where we are now

E-commerce runs on margins. Yet many brands still rely on generic or segmented promotions: 10% off for signing up to the newsletter, 15% off everything during the weekend. But not every customer needs a discount to make a purchase. What looks easy often harms both your margin and your brand positioning.

Where we are heading

By 2030, promotions will be 100% personalized. They will take behavior, context, and price sensitivity into account. This shift comes from smarter analytics: A-, B-, and C-product classifications, margin-aware pricing strategies, and recognition of customer behavior. Discounts will no longer serve as a last resort at checkout, but will be integrated seamlessly throughout the customer journey. Think subtle promotions on product listing pages, or contextual incentives while scrolling. Relevance at the right moment makes the difference between margin erosion and margin growth.

Of course, this development is especially valuable for promotion-driven business models. Not every e-commerce platform needs to become a discount machine.

What you need to do now

Analyze customer behavior and identify where price sensitivity affects conversion. Build dynamic pricing models that balance margin, product role, and buying behavior. And stop handing out generic discount codes. Instead, use promotions as a strategic, profitable tool that fits both your customer and your brand.

Vision

Relevance at the right moment is the difference between margin loss and margin growth

Progress requires vision and courage

The themes in this paper clearly show where the movement is happening: in consumer behavior, in technology, and in the ability of organizations to respond effectively.

Want to stay relevant in 2030? That requires making choices today. Control over data is the key. Without a solid data foundation, you will not build valuable customer profiles, you will not deliver personalized customer journeys, and AI will remain just another buzzword. Stay aligned with the rapid developments in AI, because it is one of the decisive factors behind all seven of these trends.

"The question is not if you will move, but when and with what focus. Choose consciously which themes to embrace, create internal support, and do not wait for the early majority to set the standards."

XSARUS, FACTICX, and OneRetail are ready to think along with you. Whether it is about your data foundation, the right AI approach, or translating the insights from this paper into concrete actions.



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