

Composable Commerce Trends Report 2025

The latest trends in ecommerce and
the main drivers behind enterprises'
digital transformation



Executive summary

The Composable Commerce Trends Report 2025 delivers data-driven insights for ecommerce enterprise leaders looking to strategically leverage composable architecture in the years to come.

While composable commerce has become widely recognized for its flexibility, this report digs deeper, providing clear, actionable data on how and where composable benefits occur in the industry and how to wield composable technology for the best results.

This report goes beyond theory, offering a data-backed roadmap for enterprises that want to maximize the benefits of composable commerce. It provides clear evidence of how composable architecture can be a foundational strategy for sustainable growth, customer satisfaction, and market leadership in 2025 and beyond.

Key takeaways

01. **Adoption is surging:** With 80% of enterprises adopting or planning to adopt composable commerce, this approach has become mainstream. For those considering the transition, composable architecture is now a strategic necessity, not just an option for tech-forward companies.
02. **Operational gains in key areas:** Early adopters report significant improvements in time-to-market for new features (27%) and customer experience (25%), validating composable commerce's ability to drive real, measurable impact. Enterprises looking to accelerate innovation cycles or improve customer satisfaction can expect concrete benefits by adopting a modular approach.
03. **Customer-centric and innovation-driven:** The modularity of composable systems allows enterprises to prioritize customer-centric innovations, like AI-driven personalization and flexible checkout solutions. 58% of adopters highlighted enhanced customer experiences upon going composable.
04. **Addressing common barriers:** Data reveals that concerns around budget (32%) and existing system investments (28%) are common, but a gradual, modular migration can mitigate these challenges, enabling a smoother transition without full replatforming.
05. **Preparedness for future trends:** As emerging technologies such as AI and social commerce gain momentum, composable architecture's adaptability positions enterprises to integrate these innovations seamlessly. With composable, companies can stay agile, future-proofing their tech stack for the next wave of digital trends without disrupting core operations.

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01.

Ecommerce market overview

In 2025, ecommerce growth will be about more than numbers; it will be about choices.

The decisions you are making now will impact not only next year's revenue but the very foundation for your enterprise's long-term digital growth.

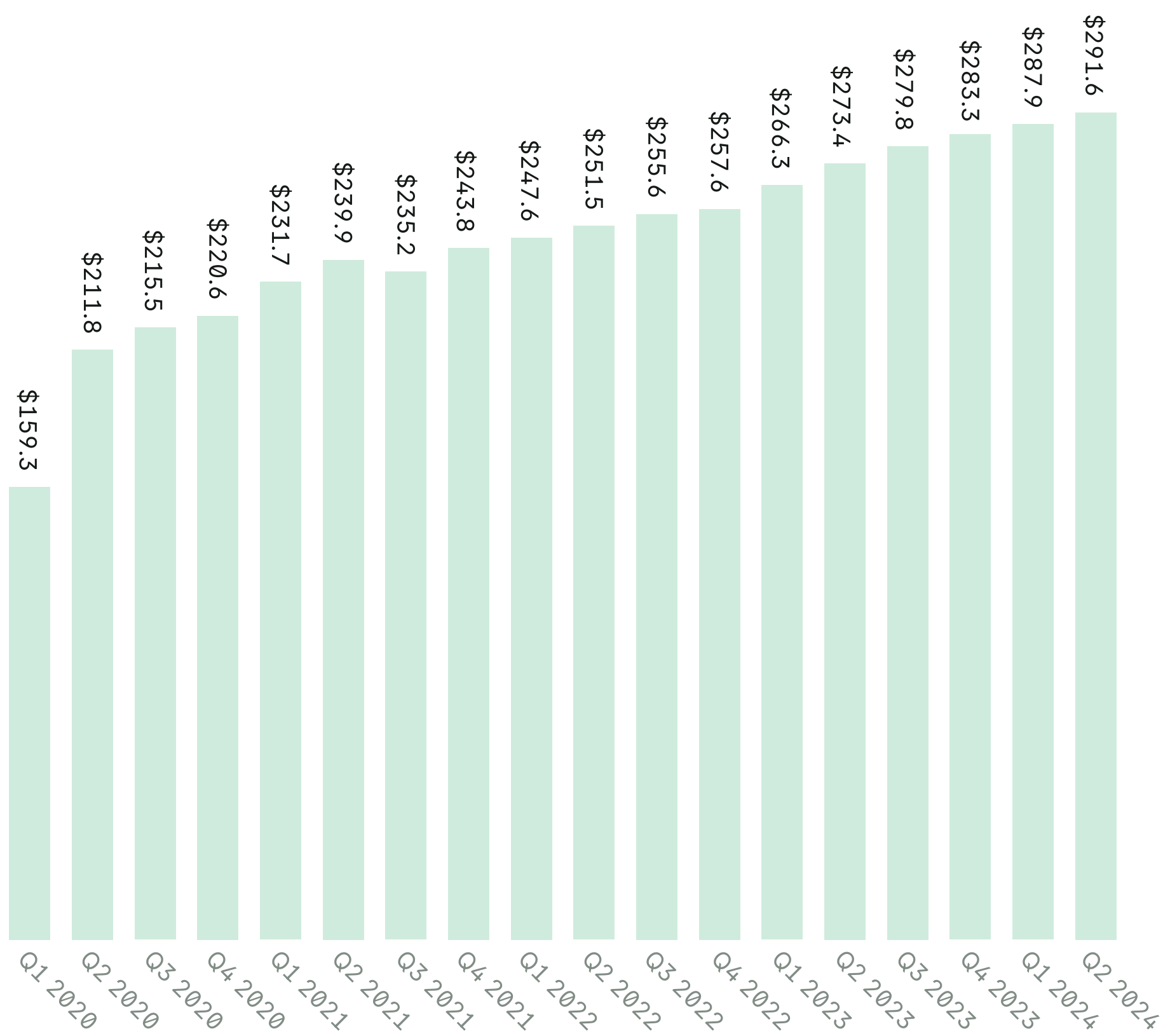
With projections pointing to continued expansion, it is time to search for solutions focusing on flexibility, efficiency, and speed—qualities that will drive your competitive advantage.

From market expansion to shifts in customer expectations, 2025's outlook reveals opportunities for leaders to invest in adaptable solutions that support rapid scaling and innovation.

Throughout a steady and continuous growth during the year, ecommerce in the U.S. peaked at a new high of \$291.6 billion¹ in the second quarter of 2024, going from 12% of total quarterly retail sales in 2020 to 16%².

U.S. ecommerce sales quarterly report (2020-2024)

billions USD / source: [U.S. Census Bureau](#)



¹ Oberlo, 2024
² [U.S. Census Bureau](#), 2024

Key observations:

01. Sustained growth

The data indicates an apparent increase in ecommerce sales. This upward trajectory suggests that ecommerce demand continues to rise, emphasizing the sector's resilience and potential for growth.

02. Post-pandemic stabilization

While early 2020 saw a noticeable jump (likely due to the pandemic shift to online shopping), the trend has since stabilized. This indicates that the increased reliance on ecommerce has persisted beyond the initial pandemic-driven spike, firmly embedding digital channels into consumer behavior.

It means that ecommerce growth is a long-term trend, not a crisis-driven reaction. This, in turn, reinforces the need for adaptable, scalable solutions to stay competitive in an increasingly digital marketplace.

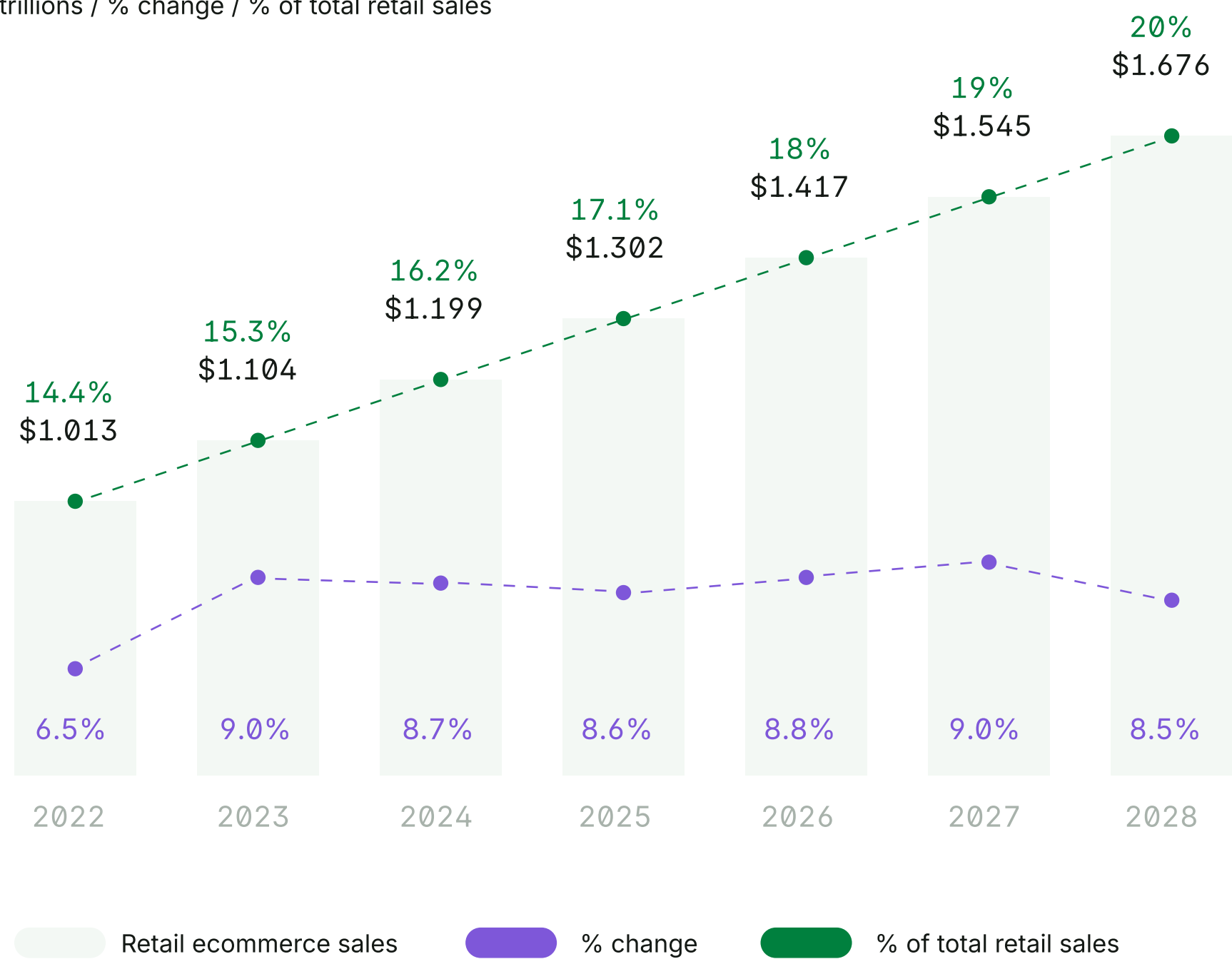
However, the question remains: Will the industry be able to maintain a similar rate throughout 2025?

Estimated market growth in 2025

The outlook for U.S. retail and ecommerce sales over the next 5 years looks promising. The sector is expected to grow by 8.6% in 2025 and surpass a whopping \$1.6 trillion USD by 2028³:

U.S. retail ecommerce sales, 2022-2028

trillions / % change / % of total retail sales



This forecast supports a strategic shift toward flexible and scalable ecommerce solutions to maximize opportunities in a market that is still growing but gradually slowing in its growth rate. Businesses that adapt to these shifts will be better positioned for long-term success.

³ eMarketer, 2024

Key observations:

01. Increasing share of total retail sales

The share of ecommerce within total retail sales is rising from 14.4% in 2022 to 20.0% in 2028. This gradual increase indicates a shift in consumer buying behavior toward online shopping. As such, focusing on digital channels will be paramount for businesses striving to capture a larger share of retail spending.

02. Declining yearly growth rate

The annual percentage growth in ecommerce sales is expected to gradually decrease from 9.0% to 8.5% over the next few years. Although ecommerce sales continue to grow in absolute terms, the growth rate is slowing. This signals that while ecommerce is still expanding, it's reaching a maturation phase, meaning that businesses need to find ways to differentiate and enhance customer experiences to sustain growth.

03. Focus on customer-centric solutions

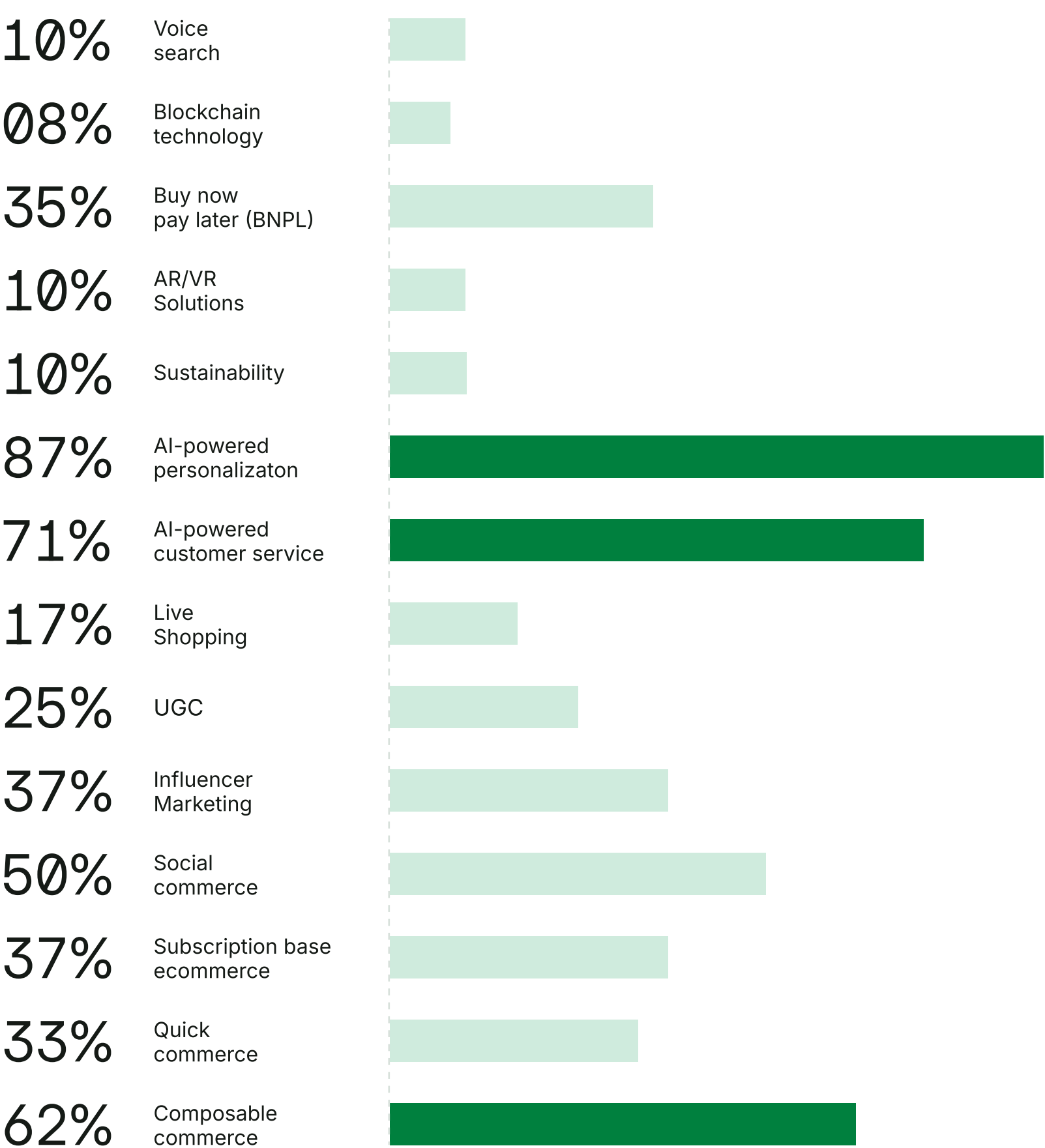
With a slower growth rate but an increasing share of total retail sales, enterprises might benefit from focusing on solutions that enhance customer experience, personalization, and loyalty. This aligns with the principles of composable commerce, which allows for tailored solutions to meet specific customer needs and differentiate brands in a crowded market.

So, what dictates the reshaping of the industry?

Technological trends in ecommerce

AI-driven solutions (80%), composable architecture (62.5%), and social commerce (50%) are expected to drive digital retail in the next year.

What technological trends do you expect to be the most influential in the ecommerce sector next year?



"I would be ignorant to name any other technological ecommerce trend than "AI". It will have a profound impact on both the technical capabilities and how we build ecommerce applications and the customer experience.

My advice is not to get fooled by the hype.

We're still very early in the adoption of AI technology and it has proven to be effective only in a few real-world cases, like chatbots. Many companies put AI into their products just to check the box, but these improvements rarely bring real value.

It's definitely a future, it's definitely a thing to watch, but it's also a very immature space that is full of hype. So you need to approach AI integrations mindfully, putting your customer needs and expectations first."



Filip Rakowski
CTO at Alokai



What does it mean?

Focus on AI-driven customer experiences

The dominance of AI-powered personalization and customer service underlines the industry shift toward tailored, data-driven experiences.

Retailers: Investing in AI capabilities will be crucial to meet consumer demand for seamless, relevant interactions.

Solution Integrators: Support this shift by offering expertise in AI integration and data management, ensuring these tools enhance rather than complicate the customer journey.

Composable commerce as a strategic imperative

The high ranking of composable commerce highlights a need for flexibility and modularity in tech stacks.

Retailers: Benefit from adopting a composable approach to more easily integrate the latest technologies and adapt to evolving market demands.

Solution Integrators: SIs will play a key role in helping companies transition to composable architectures, as these projects often require specialized knowledge in modular integration.

The increasing popularity of BNPL and social commerce

The strong interest in buy-now-pay-later solutions and social commerce shows customers value flexible payment options and engagement-rich shopping experiences.

Retailers: Leverage these trends by adopting payment solutions and social shopping features that align with consumer preferences.

Solution Integrators: Assist in implementing these elements smoothly within existing platforms.

Shift toward customer-centric and sustainable solutions

Sustainability, UGC (user-generated content), and subscription-based models will also be shaping next year's ecommerce scene, reflecting an ongoing trend toward values-driven and loyalty-enhancing strategies.

Retailers: Consider incorporating sustainable practices and UGC to attract conscious consumers.

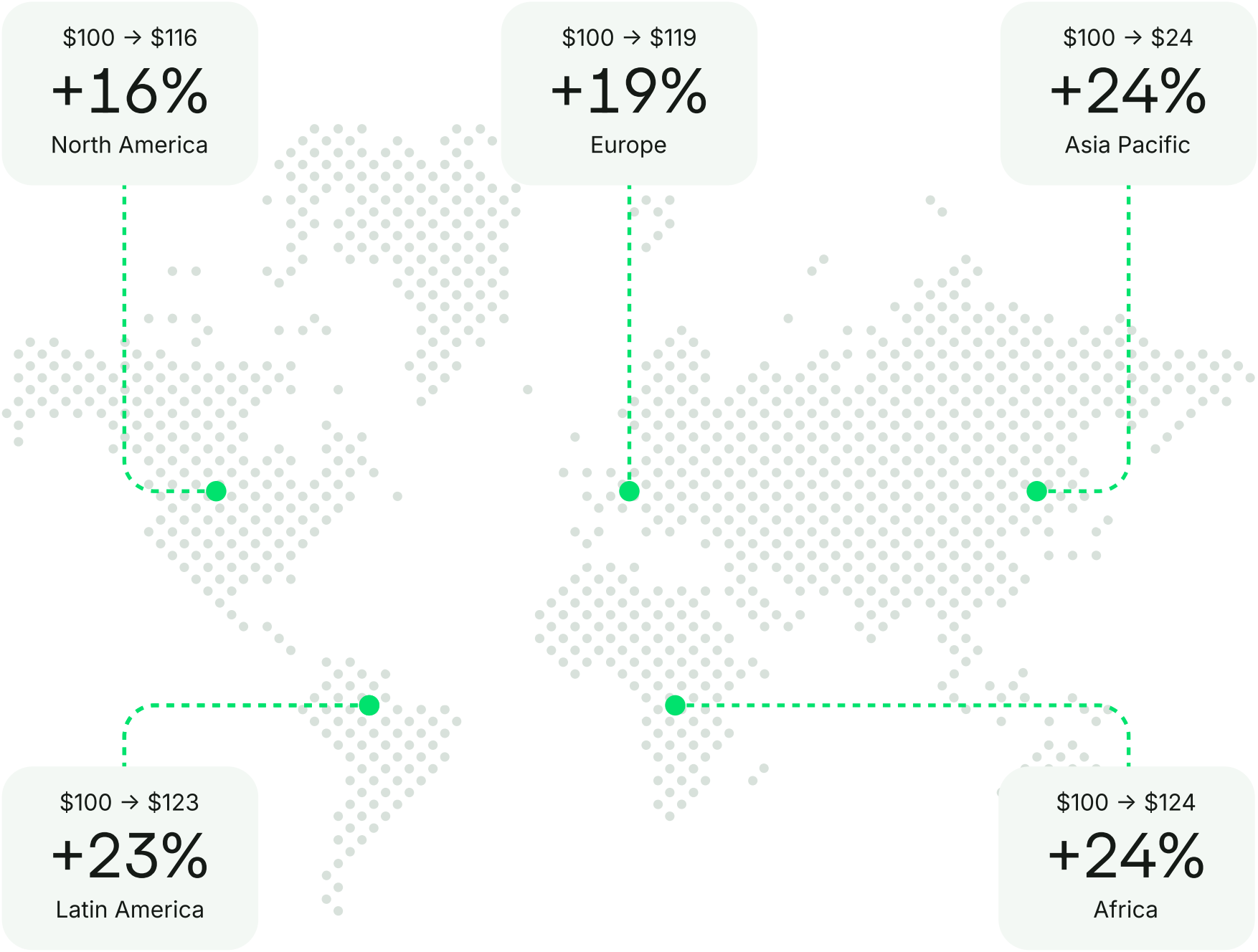
Solution Integrators: Help enterprises build infrastructures that support these initiatives effectively.

Key challenges for ecommerce merchants

In ecommerce, customers should always come first. So, let's start by looking at the current state of consumer spending power.

The effects of global inflation on customer spending power

annual % increase in USD prices / billions



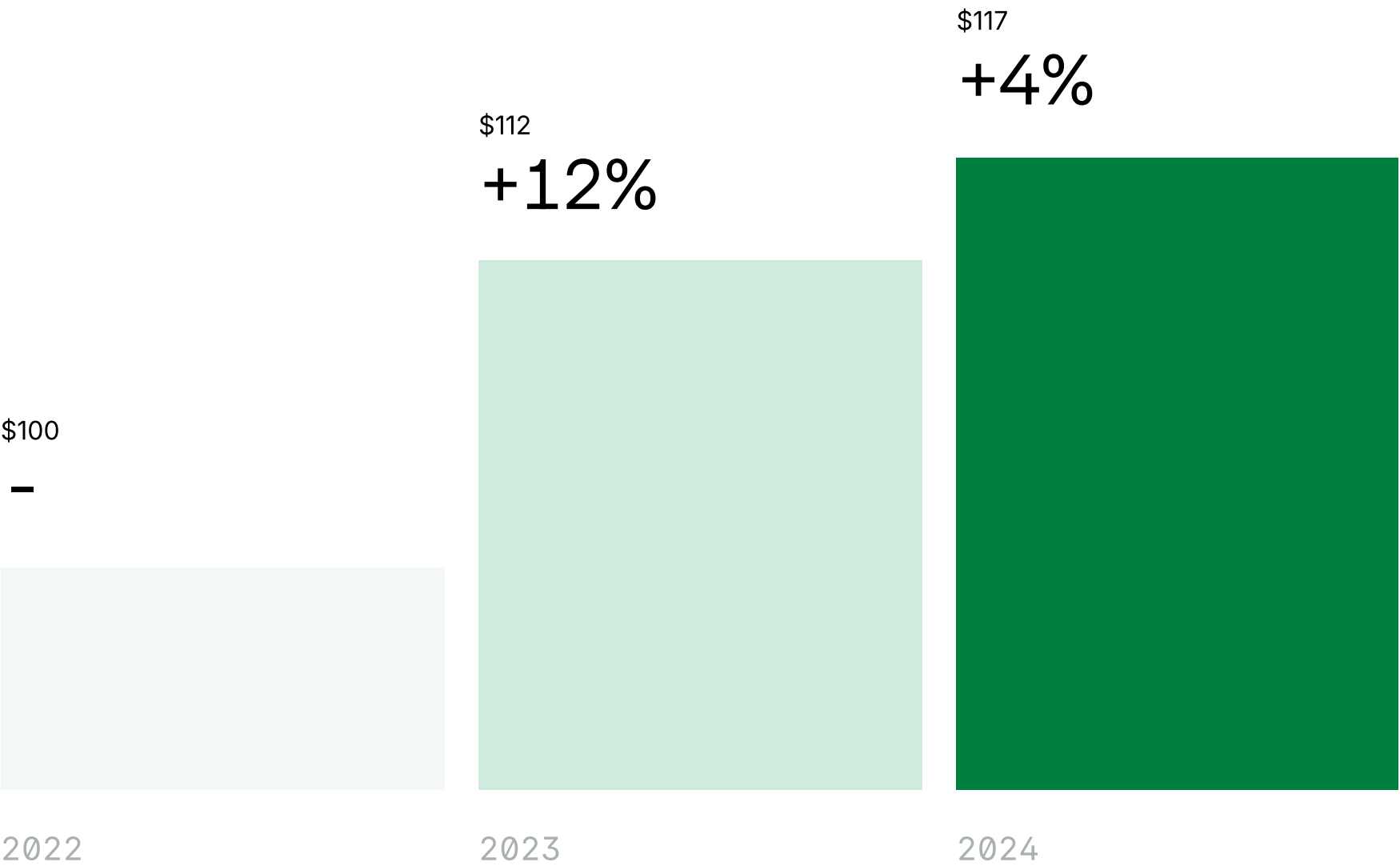
⁴ NIQ, 2024

With a cumulative price increase of 17%, consumers must spend more to maintain the same standard of living, effectively reducing their purchasing power. This situation could lead to more selective spending, with consumers prioritizing essentials or value-based purchases. While the ecommerce industry is blooming, it is about time for online retailers to think a few steps ahead.

The impact of inflation varies by region, with Africa seeing the largest increase at 24%, followed by Latin America (23%) and Europe (19%). Such regional variation means that consumer behavior and spending capabilities will differ globally, requiring tailored strategies from businesses operating across multiple regions.

The compounding effect of inflation

trillions / % change / % of total retail sales



⁴ NIQ, 2024

How to address this issue

01.

Offer value-based options

In times of reduced purchasing power, consumers look for perceived value. Flexible pricing options, discounts, or value-based product tiers enable customers to make affordable choices without sacrificing quality.

02.

Enhance customer loyalty programs

Loyalty programs can provide incentives for repeat purchases and foster brand loyalty. Offering rewards, exclusive discounts, or cash-back options helps retain customers who may otherwise cut back on spending.

03.

Invest in digital experiences

As consumers seek value, offering a personalized digital experience can enhance perceived value and increase customer satisfaction. Companies can use data to create personalized offers, streamline the customer journey, and improve the online shopping experience, making it easier for consumers to see the value of their purchases.

04.

Localized marketing and pricing

Given the regional differences in inflation impact, localized strategies should reflect local spending capabilities. This might include region-specific discounts, promotions, or localized product bundles to make products more affordable in highly impacted regions like Latin America and Africa.



Alokai is a multistore-first storefront, which means you can unify your tech stack while differentiating customer experience across all your global brands, regions, and channels

Global reach out of the box

While inflation has tightened consumer budgets globally, companies can still retaliate by focusing on value, loyalty, differentiation, and localized strategies.

The most common ecommerce struggles

On the other hand, there is the retailers’ side of the coin. Here, the most common challenges usually fall into 3 broad categories:



Ecommerce stores globally (13.6k+ in the U.S. alone)⁵

Competition and market saturation

With more brands entering the market, standing out is harder than ever. Increased competition drives up customer acquisition costs, making it essential for companies to differentiate through unique offerings and strong brand identity.

Increased customer expectations

Customers expect fast, seamless, and personalized experiences. Ensuring that requires continuous investment in user experience and customer service, challenging businesses to keep up with ever-evolving consumer needs.



of customers prioritize experience as much as product⁶



Is the average time it takes tech teams to implement a single new solution

Adoption of new technologies

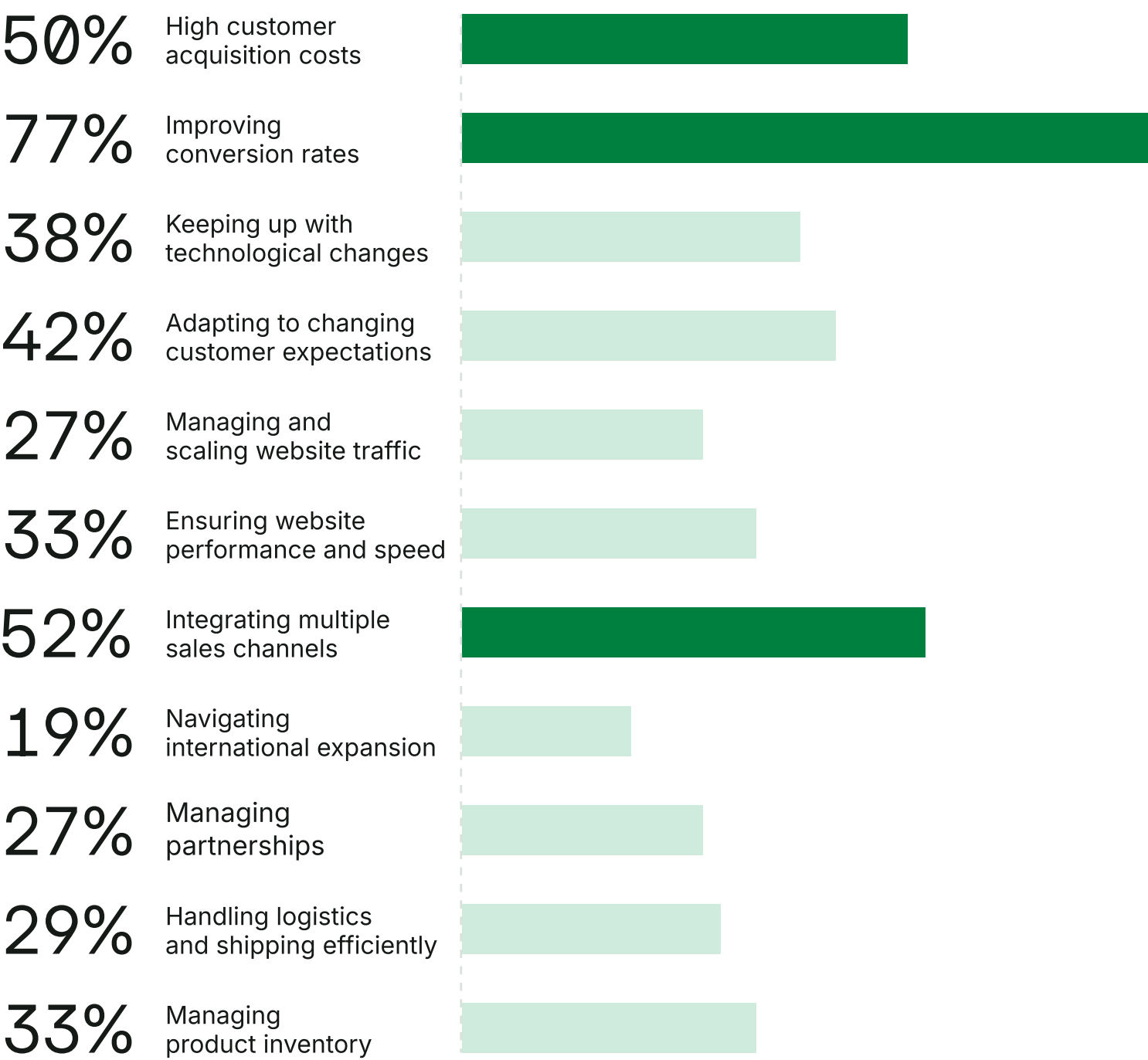
To stay competitive, companies need to adopt cutting-edge tech, like AI and personalization tools. However, integrating these technologies can be complex, costly, and requires skilled resources, posing a hurdle for many businesses.

⁵ Built with, Nov 1, 2024

⁶ Salesforce, State of the connected customer report

When asked what challenges they faced most often in digital retail, respondents identified 3 core struggles: **improving conversion rates** (77%), **integrating multiple sales channels** (52%), and **high customer acquisition costs** (50%).

What are the main challenges you face working in the ecommerce sector?



There's a growing need for flexible, scalable solutions that can help ecommerce businesses address these core challenges effectively.

And that's where composable commerce comes into play.

02.

Composable commerce: The future of ecommerce

Composable commerce allows ecommerce enterprises to build their platforms piece by piece. Unlike all-in-one systems, this modular architecture allows you to choose specific components—like checkout, search, or inventory management—from different providers and combine them.

With such a setup, you can adapt quickly, replace or upgrade parts as you grow, and avoid being locked into a single vendor's technology.

The result is a flexible, scalable platform that can evolve to meet new demands, support unique customer experiences, and integrate emerging technologies more efficiently. This is a key driver for your enterprise's long-term digital growth.

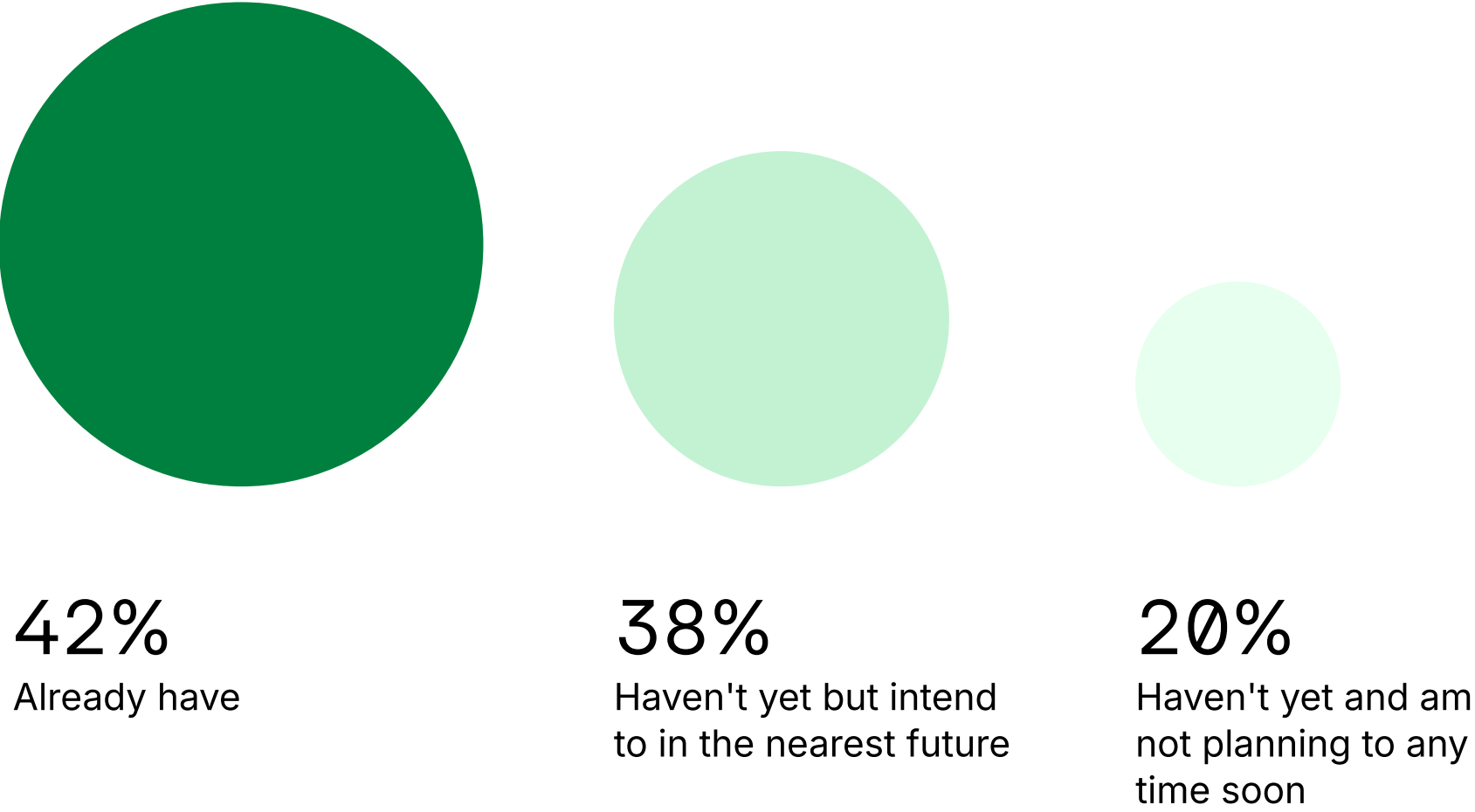
With projections pointing to continued expansion, it is time to search for solutions focusing on flexibility, efficiency, and speed—qualities that will drive your competitive advantage.

From market expansion to shifts in customer expectations, 2025's outlook reveals opportunities for leaders to invest in adaptable solutions that support rapid scaling and innovation.

Composable architecture adoption (by enterprises)

80% of ecommerce enterprise companies have considered or have already moved towards composable architecture by 2024.

Have you already, or are you planning, to implement a composable stack for your ecommerce operations?



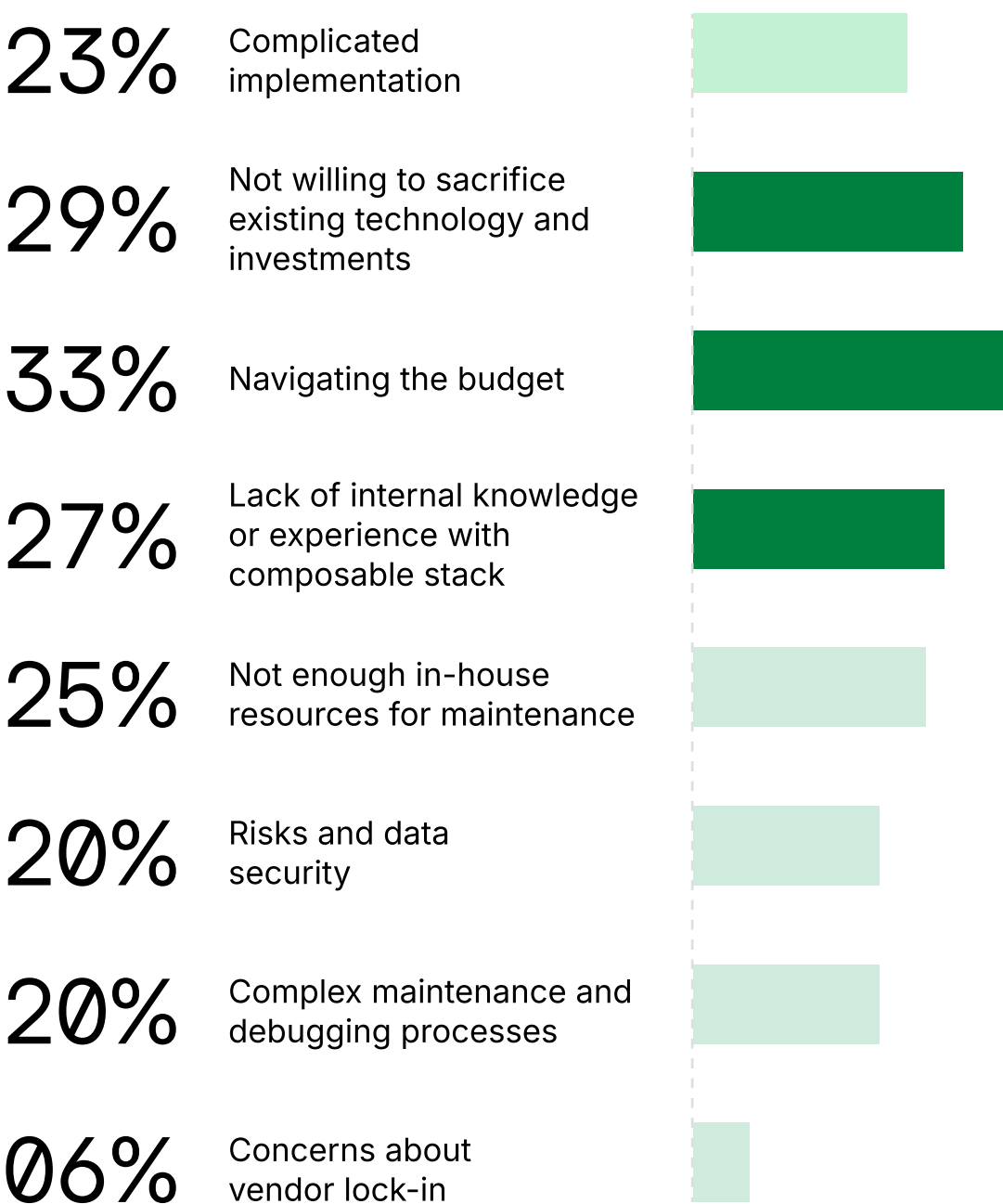
The high **current adoption rate** (41.67%) indicates that composable commerce is no longer an experimental trend but a viable strategy that peers are adopting. If competitors are using composable, it may be worth exploring to maintain the edge, especially for companies seeking agility and scalability.

And it shouldn't come as a surprise, considering all the benefits the composable approach unlocks.

Entry barriers and concerns about composable stack

When it comes to the reasons that keep vendors from investing in composable architecture, two stand out the most: budget concerns (32.6%) and reservations about existing investments going to waste (28.5%).

What stops you from going composable so far?



"The reasons given for not going composable seem more like hesitation than real barriers.

Concerns about budget, for example, miss the point that while the initial costs may be high, a composable approach allows for more flexibility and growth over time, which often leads to lower costs in the future.

Worrying about losing existing systems shows a fear of change, even though these older systems can actually hold a business back.

The lack of internal knowledge or resources could be solved by working with Solution Integrators.

As for security and risk concerns, these are challenges with any system, but composable frameworks give you more options to address them in a modern way. In the end, these reasons seem to be more about being uncomfortable with change than real roadblocks."



Patrick Friday
CEO at Alokai



5 common misconceptions about going composable debunked

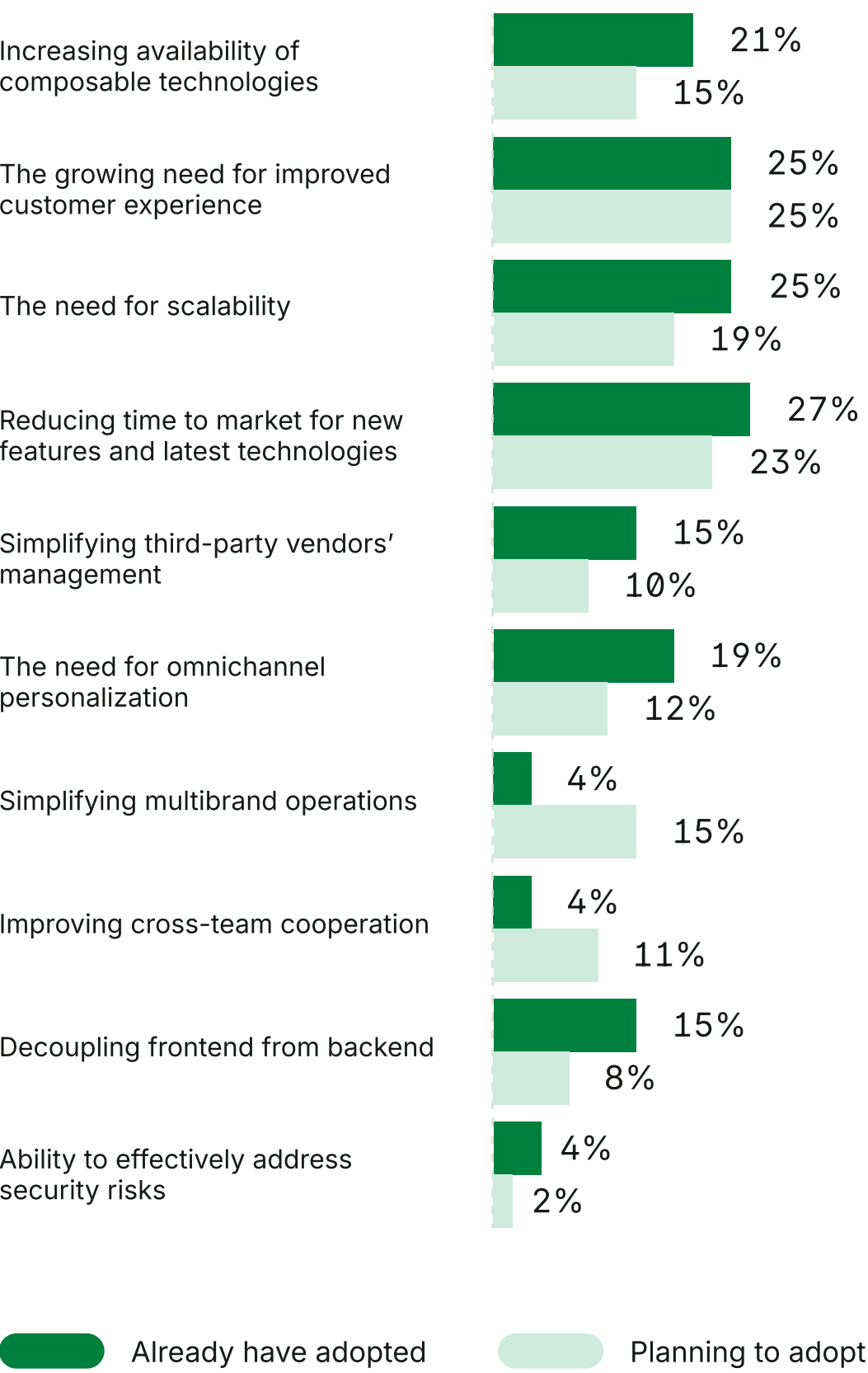
01.	<p>Myth</p> <p>You need to fully replatform from your existing stack to benefit from composable architecture</p>	<p>Reality</p> <p>Composable commerce allows you to switch over gradually, starting with one part (e.g., your frontend) and expanding over time. Its modular design means you can add or replace components without disrupting your entire system, avoiding a complete overhaul.</p>
02.	<p>Myth</p> <p>You have to abandon all legacy systems completely</p>	<p>Reality</p> <p>Composability allows you to choose the tech stack you want, including your preferred legacy tools. With a headless approach, you can immediately improve the frontend customer experience without significant backend changes, maintaining your legacy tools.</p>
03.	<p>Myth</p> <p>Composable architecture is more expensive than legacy solutions</p>	<p>Reality</p> <p>Cost efficiency is one of the main drivers for companies to go composable. Instead of overpaying for a suite of features you only use half of, composable commerce lets you decide where to invest in advanced capabilities, when to go with the cost-effective option, and which functionality you don't need at all.</p>
04.	<p>Myth</p> <p>You need an advanced engineering team to go composable</p>	<p>Reality</p> <p>Composable solutions are much more accessible, coming in the shape of out-of-the-box capabilities, integrations, and user-friendly interfaces. Plenty of system integrators have experience bringing these technologies together and integrating them with your current setup.</p>
05.	<p>Myth</p> <p>You can only have a custom composable frontend</p>	<p>Reality</p> <p>With Frontend as a Service solutions, you don't have to DIY your frontend, struggling with connecting all the modules together. Instead, you can leverage the data orchestration layer that puts it all together for you.</p>

[Read the full article for more insights →](#)

Main drivers for composable adoption


When it comes to reasons behind adopting composable architecture by companies, there is an interesting disparity between respondents who have already implemented composability into their ecommerce tech stack and those who plan to do so in the future.

What drives your interest in composable commerce adoption?



These findings indicate that speed, flexibility, and customer-centric features are primary motivations for composable adoption, with a balanced interest across operational simplification and scalability.

Risk mitigation does not raise major concerns, unlike last year. Whether that is because monolithic systems have improved their security standards or because the industry is shifting towards a generally more secure cloud environment remains to be seen.



Top driver: Speed to market for new technologies

Reducing time to market for trending ecommerce features like AI recommendations, voice search, or new payment solutions is the leading driver, with 27.08% of adopters and 22.92% of planners highlighting this benefit. Businesses value composable commerce’s ability to integrate cutting-edge tech quickly, helping them stay competitive and responsive to consumer trends.



Customer experience and scalability

Both current adopters and planners place a high value on improved customer experience (25% each) and scalability (25% and 18.75%, respectively). Composable commerce is recognized for its flexibility in creating personalized, scalable solutions that can grow alongside the business and adapt to customer needs.



Omnichannel and third-party integration

The need for omnichannel personalization (18.75%) and simplifying third-party vendor management (14.58% of adopters and 10.42% of planners) underscores the complexity of digital ecosystems. The composable approach allows businesses to integrate various sales and marketing channels more seamlessly and manage third-party solutions more efficiently.



Decoupling frontend from backend

14.58% of adopters recognize the ability to embrace headless architecture as their main driver for going composable. It suggests an even higher emphasis should be put on flexibility when building digital systems, while maintaining organizational factors (such as cross-team collaboration or security management).

From your experience, what is the merchants' biggest mistake when moving to a composable stack?

"The biggest mistake is that most of them are running behind.

They move to composable if forced to, but don't implement in a thought-leader way.

If you move to composable today, you're live in a year or two. Your competitors might be already 2 years on, so the gap is 4 years.

My recommendation is to plan ahead. What will be the buyer's habit in 3 or 4 years? Where will technology expand during that period? Be creative and define a new customer experience using today's prototypes as a base."



Michael Riha
Contentful

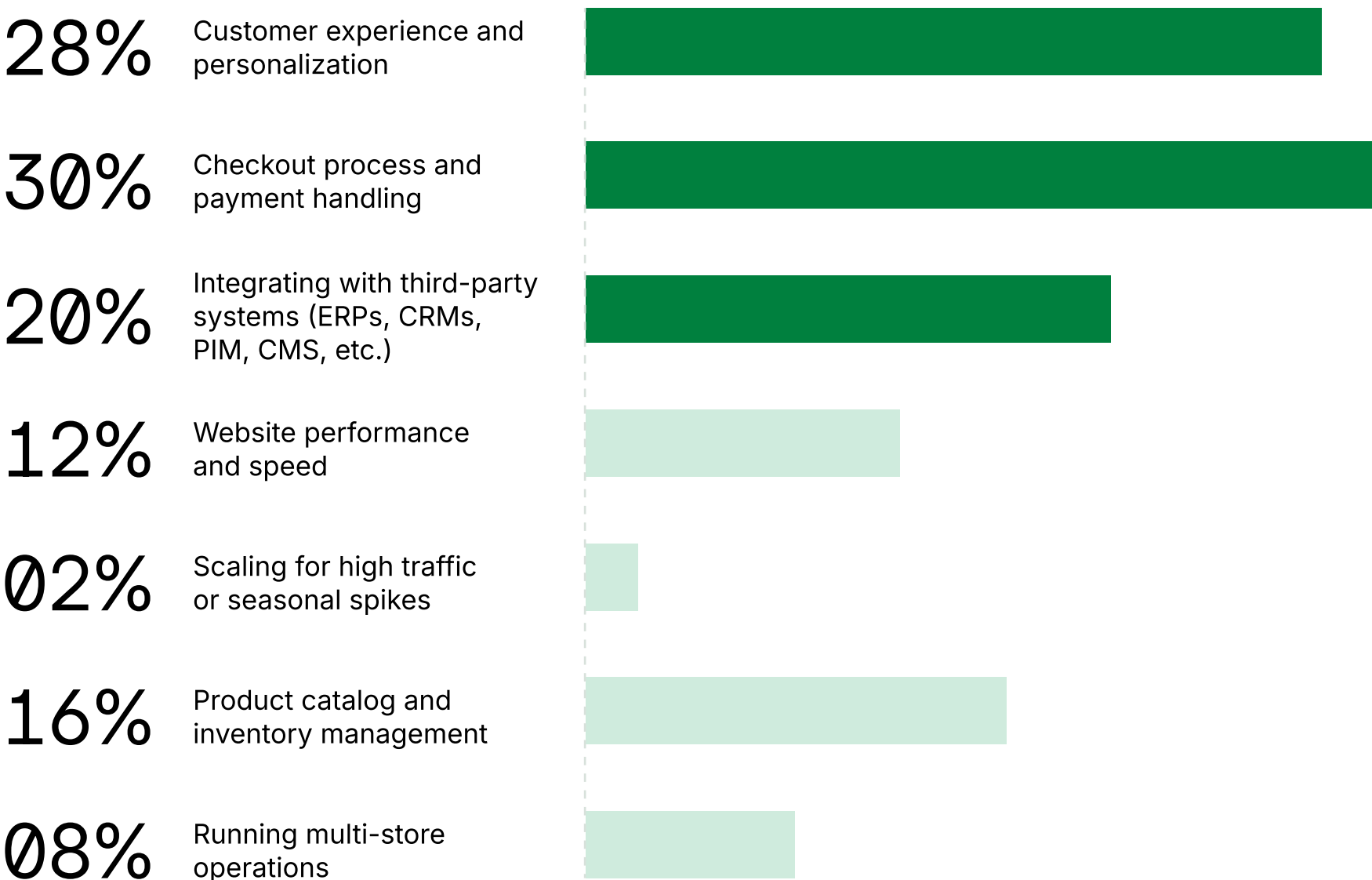


The effect of adopting composable stack on core ecommerce operations

Composability is generally associated with improved flexibility and scalability for business operations. This, in turn, translates into improved customer experience, more conversions, and higher ROI.

Our research identified customer experience (58%) and third-party integration management (20%) as the ecommerce operations improved the most since going composable:

What ecommerce operations have been influenced the most since you went composable?



These findings are generally in line with the pre-adoption expectations of enterprise decision-makers, proving that composable architecture is a powerful tool in growing your ecommerce influence.

03.

Composable commerce outlook for 2025 and beyond

We've asked **50 ecommerce experts** what emerging technologies or innovations they expect to be the most influential in shaping the composable commerce landscape over the next year.

And there seems to be a clear consensus among the ecommerce enterprise leaders: AI and personalization tools will drive the change aiming to enhance customer experience further. Another common trend is social commerce.

AI to drive the sector



"AI combined with composable commerce and a customer data platform could provide real-time modifications to the customer experience."

Susan, Senior Digital Product Manager



"Mainly [technological advancements] in the AI space as it relates to search/product discovery. Improved checkout experiences as well as payment options continue to evolve and customer dollars continue to get tight."

Bryan, Senior Director, ecommerce



"Artificial intelligence and machine learning will be the most influential technologies shaping the composable commerce landscape in the coming year. In my opinion, these technologies will revolutionize personalization and predictive analytics, enabling businesses to deliver hyper-tailored shopping experiences and optimize operations with unprecedented efficiency. I expect to see AI-driven recommendation engines and chatbots become more sophisticated while machine learning algorithms significantly improve demand forecasting and inventory management."

Jennifer, Executive Director



"AI will be a big influencer and integrating it with machine learning to glean more information about data and come toner behavior would help in attracting and retaining customers."

Harpreet, Director



"AI-powered personalization and automation to drive the customer experience on-site as well as customer service experience."

Amy, Senior Director



"AI personalization and conversational AI are the two I'm most excited about. We've implemented some form of AI personalization in the past, but being that we offer a product with many variations and somewhat personal, I would love to have a conversational AI aspect to answer customer questions and guide them to better product decisions."

Christopher, Ecommerce Manager & Marketing Specialist

Social commerce is on the rise

The social commerce industry will be worth \$1.69 trillion in 2024 and is expected to grow continuously for the next 5 years. It would be ill-advised to overlook its potential.



"Social Commerce, AR/VR. Innovations in payment gateways and checkout experiences, including buy-now-pay-later options, will become increasingly modular, enabling more tailored experiences."

KI, Director of Digital Product

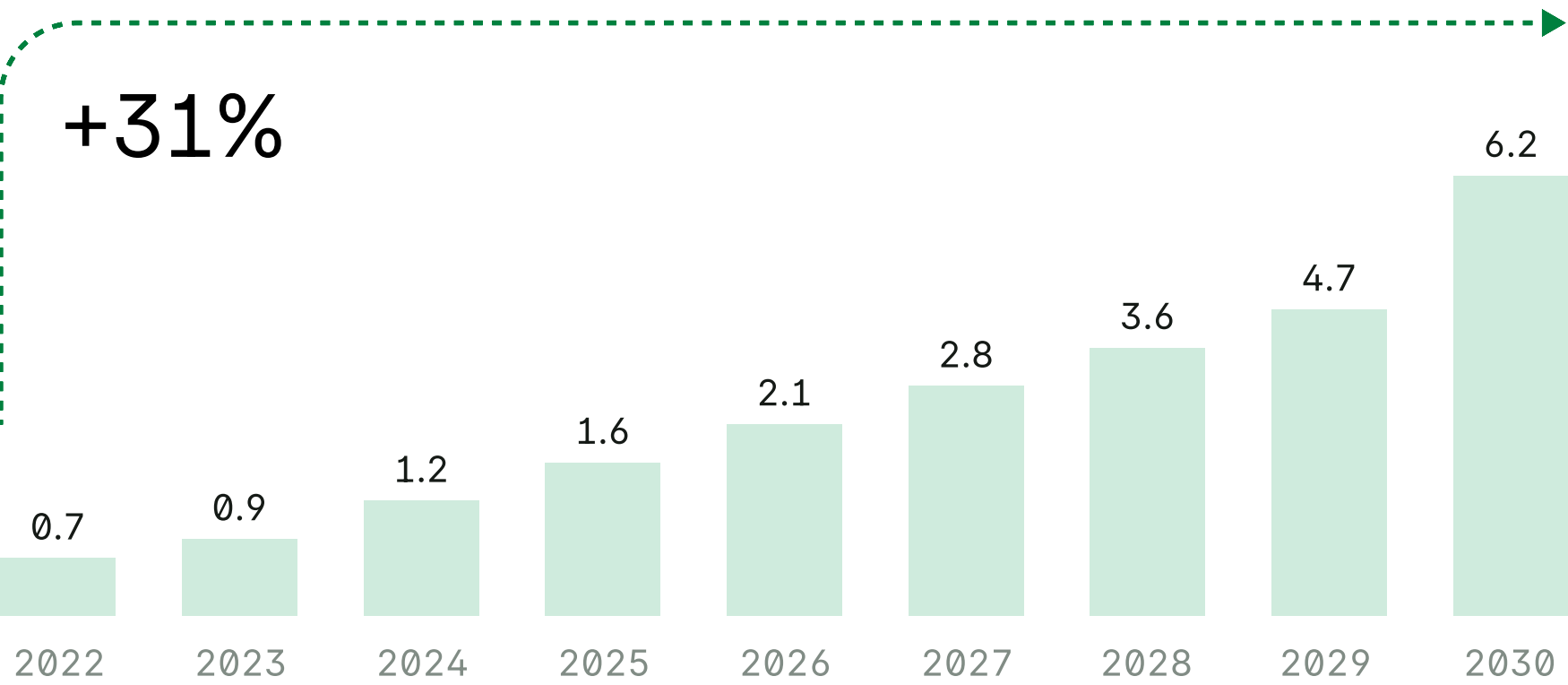


"Social marketplaces combine the power of branding, influencing, and social media with an instant storefront to sell the products viewed. TikTok, Facebook, and other social media marketplaces will continue to grow and increase market share."

Adam, VP of Operations

Social commerce revenue worldwide, 2022-2030

trillions USD / sources: Grand View Research, Statista, [ECDB](#)



Freedom of integrations

Last but not least, third-party integrations have always been one of the major drivers for composable commerce adoption.

26%

aim at reducing time
to market for new features
via going composable

28%

struggle with managing
partnerships with outside
vendors

Could 2025 be the year it all changes for the better?



"The ability to integrate into existing platforms or seeing the platforms change to a composable mindset."

Rod, Director of Marketing



"Customization, scalability, and integrations with CMS will be huge in helping to break the ice on composable commerce."

Nora, Ecommerce Leader



"Using AI to plug in ready-made solutions to an ecommerce ecosystem without extensive dev time."

Fred, Director of Ecommerce



"I think the continued emphasis on API-first integrations will play a crucial role, allowing for seamless adoption of these AI and ML innovations within existing composable architectures. This combination of AI capabilities and integration flexibility will, in my view, empower businesses to rapidly adapt to changing market demands and stay ahead of the competition."

Jennifer, Executive Director

"Merchants and vendors need to focus on much higher commercial flexibility from ecommerce platforms.

In 2023 and 2024, we've seen tech innovations lowering the barrier to entry for composable architectures, with a broader ecosystem of pre-integrations, templated storefronts, and ready-to-go architecture blueprints.

Composable commerce has gone mainstream, and this will lead to a shift in power, giving retailers more leverage in negotiations. With systems becoming less dependent on single platforms, retailers can walk away from standard revenue-tier packages, showing they can switch to competitors with ease.

But before switching to composable, merchants should carefully consider the relationship that they have with their ecommerce platform and which footprint it is meant to take in their overall ecommerce ecosystem.

Some merchants that have 90% of their requirements answered perfectly by the ecommerce platform may never see a need to embark on a composable journey; those would more wisely redirect their energy in their marketing and trading activities.

But as soon as a merchant starts putting significant development investment in a closed technology that isn't platform agnostic, it becomes strategically key to assess the financial risk of this approach and evaluate the alternative of dissociating their investment from the dependency with a single partner."



Brave Bison

Carole Breerzke
Senior solution consultant
at Brave Bison



Research methodology

This report is based on **a targeted survey and in-depth interviews** designed to capture the most current trends and insights in composable commerce. Conducted in October 2024, the research involved 50+ ecommerce leaders from global enterprises with over 500 employees. Participants held senior roles—ranging from CEOs and CTOs to VPs and Directors—ensuring perspectives from high-level decision-makers who drive strategic initiatives in their organizations.

The survey employed **a mix of open-ended and multiple-choice questions**, allowing respondents to share both quantitative data and qualitative insights on their experiences with composable commerce. This approach provided a balanced view, capturing not only the key challenges and benefits they encounter but also their forward-looking expectations for ecommerce innovation.

To complement these findings, we conducted interviews with our solution integrator and technology partners, including ecommerce agencies, composable technology providers, and CMS experts. These interviews provided **expert commentary, giving additional context and professional insights** on emerging trends, operational challenges, and best practices for implementing a composable architecture.

By gathering data from a diverse yet focused group of industry leaders and subject matter experts, this report delivers **insights that are both relevant and actionable** for today's ecommerce enterprises. The combination of direct input from enterprise leaders and expert commentary ensures that the results reflect real-world experiences, making this report a valuable resource for any organization exploring or advancing its journey in composable commerce.

Simplify your transformation to composable with Alokai



Modernize without replatforming and embrace innovation step by step



Storefront UI

Build your ecommerce frontend faster with ready-made UI components

Unified Data Layer

Set your frontend free from the ecommerce backend

Alokai Connect

Increase your productivity and glue all the systems together for personalized CX

Alokai Console & Cloud

Simplify your workflow with Cloud hosting & never miss an update with a monitoring dashboard

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