



The 2026 seller report

Winning in the agentic commerce era



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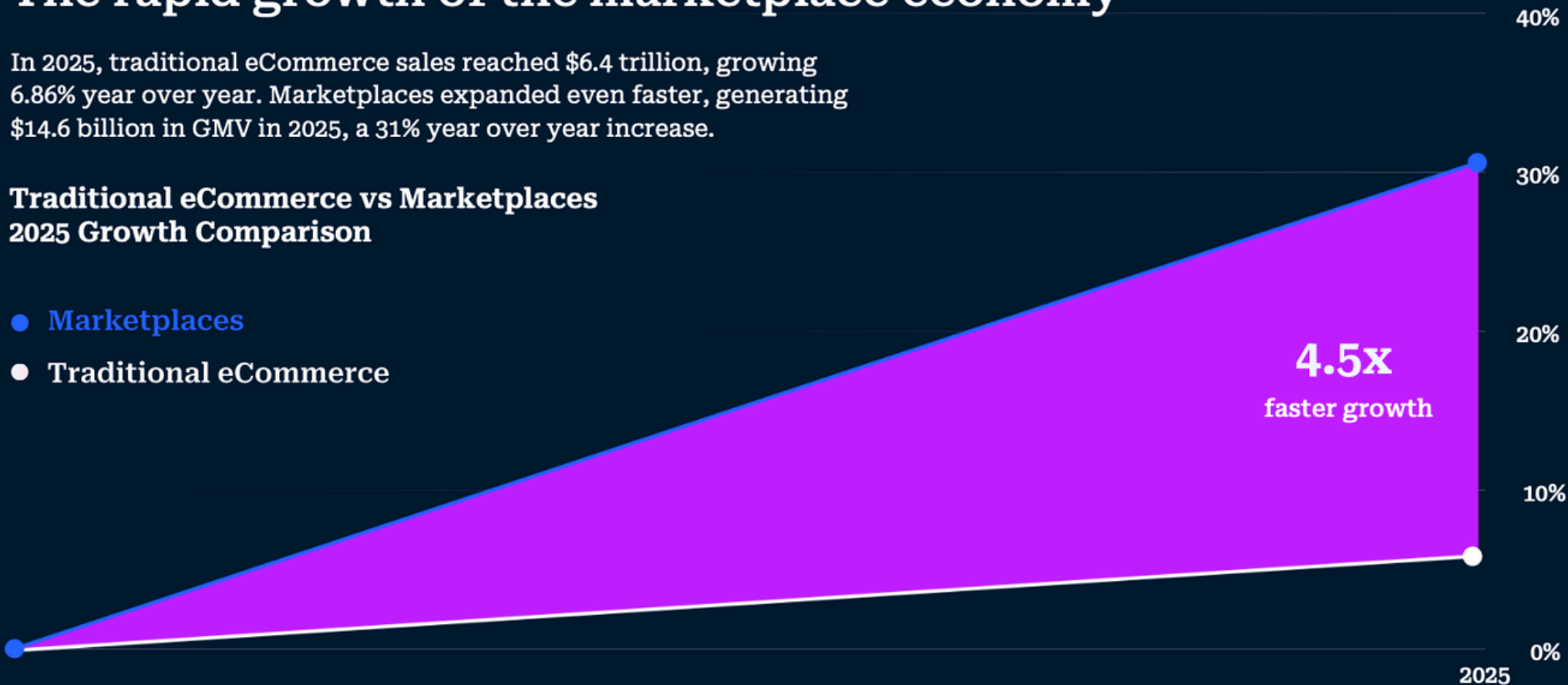


The rapid growth of the marketplace economy

In 2025, traditional eCommerce sales reached \$6.4 trillion, growing 6.86% year over year. Marketplaces expanded even faster, generating \$14.6 billion in GMV in 2025, a 31% year over year increase.

Traditional eCommerce vs Marketplaces 2025 Growth Comparison

- Marketplaces
- Traditional eCommerce





In this report, we analyze the performance of our Mirakl seller ecosystem and our Mirakl Connect customers. Both represent over 100,000 active sellers and suppliers on Mirakl's marketplace and



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Download the full report to unlock all benchmark data and key insights.