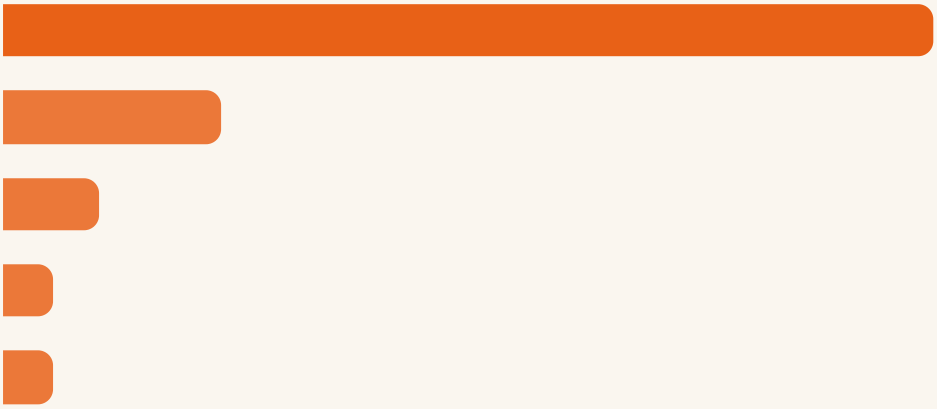


The State of Ecommerce Chat 2027

What 4,842 online stores in the US, the UK, Canada, Australia, and New Zealand offer a shopper with a question, plus real shopper chats with Matey's AI shop assistants.

75.1%

of online stores have no chat tool on their homepage

7.6%

of online stores have AI answering shoppers

13.2%

of online stores run Shopify Inbox, the most used chat tool

Free to use with credit and a link (CC BY 4.0)

Key findings

75.1% of online stores have no chat on their homepage

We loaded the homepages of 4,842 online stores in the US, the UK, Canada, Australia, and New Zealand in November 2026 and recorded every chat tool that loaded.

75.1%

of online stores have no chat tool on their homepage

7.6%

of online stores have AI answering shoppers

13.2%

of online stores run Shopify Inbox, the most used chat tool

58.6%

of shopper chats with Matey's AI shop assistants came in outside business hours

65.6%

of shopper chats came from phones

2.8%

of online stores already run ChatGPT's ad pixel

27.7%

of Shopify Inbox stores have its AI agent switched on

40%

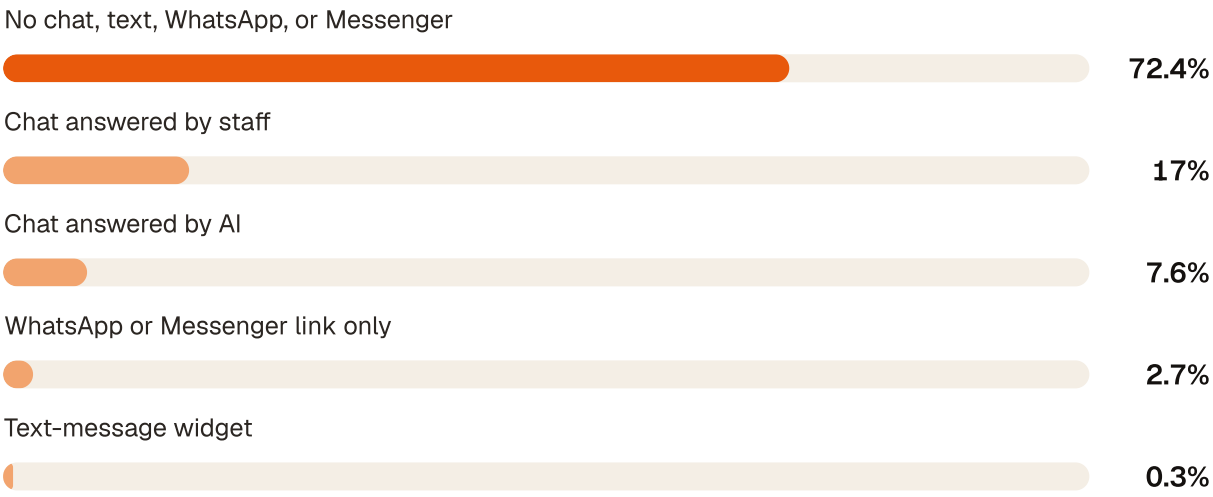
of Gorgias stores have its AI Agent switched on

Chat on online stores

Only 24.9% of online stores offer chat, and only 7.6% have AI answering

75.1% of the stores had no chat tool on their homepage, and 72.4% offered no chat, text, WhatsApp, or Messenger option at all.

72.4% of online stores give shoppers no way to chat or message them



Source: Matey Store Chat Audit, November 2026

Only 28.2% of US online stores offer chat, and UK stores the fewest, at 19.8%



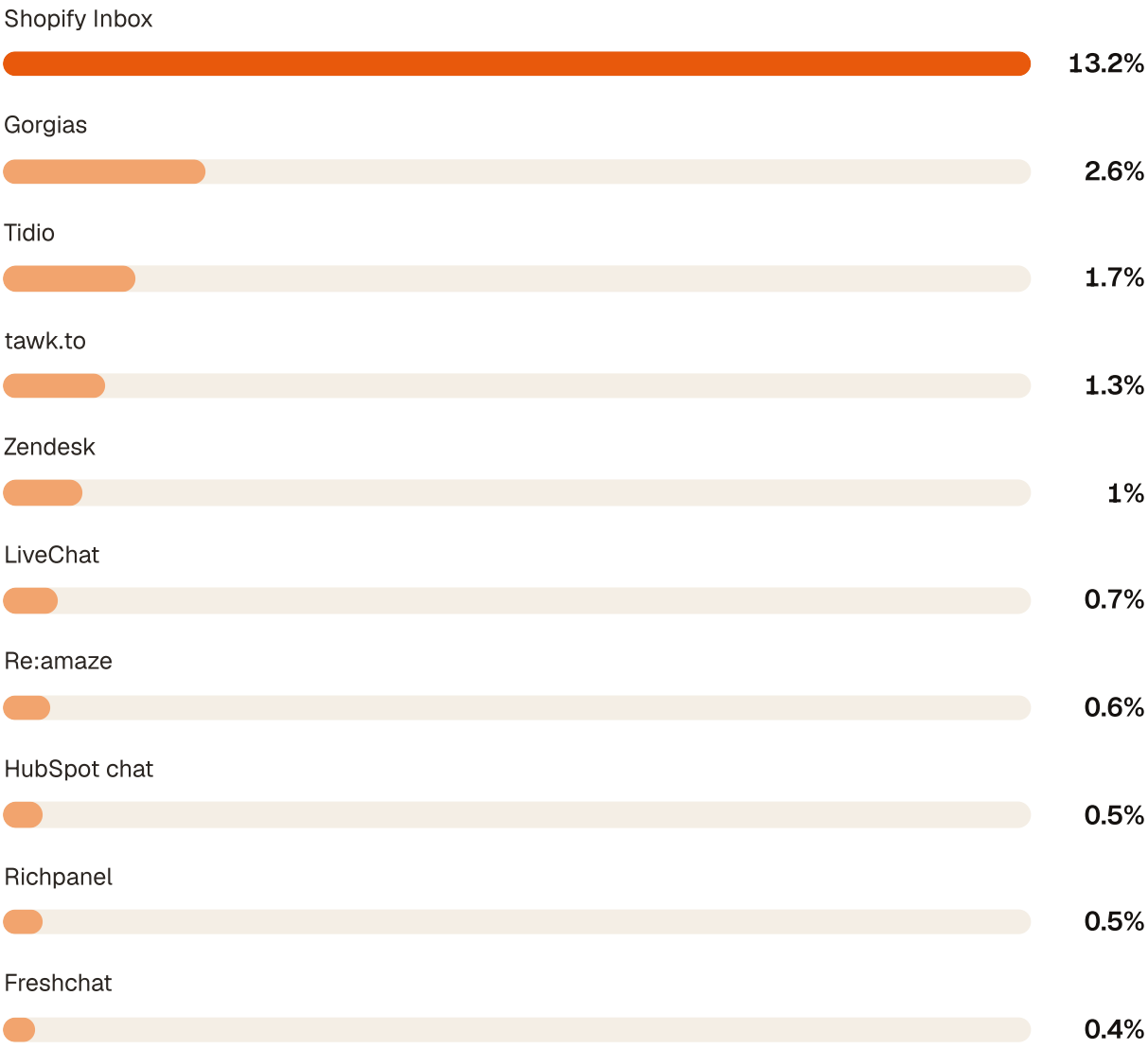
Source: Matey Store Chat Audit, November 2026

Chat tools

Shopify Inbox runs on 13.2% of online stores

Shopify Inbox is the most used chat tool, on 52.9% of stores with any chat tool, ahead of Gorgias (2.6%) and Tidio (1.7%).

Shopify Inbox runs on 13.2% of stores, more than the next nine tools combined

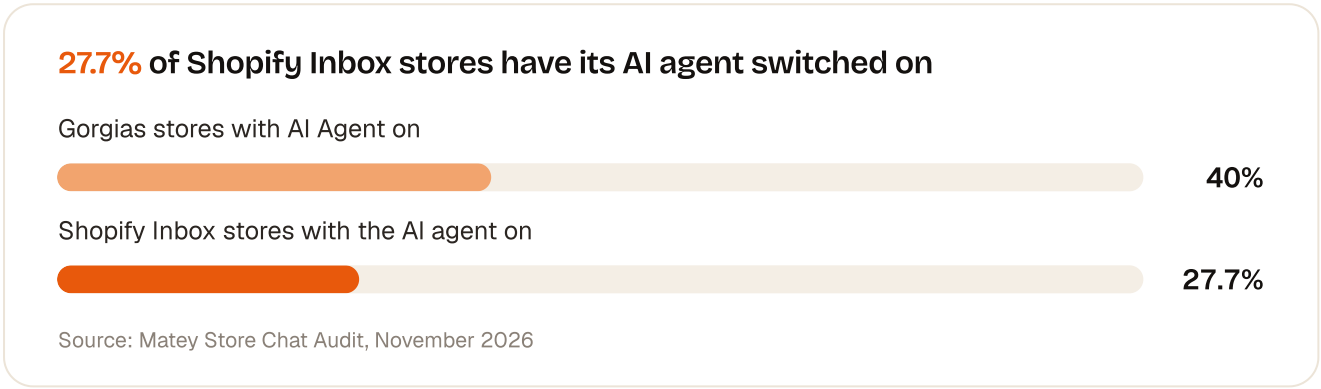


Source: Matey Store Chat Audit, November 2026

AI in chat

27.7% of Shopify Inbox stores have its AI agent switched on

27.7% of Shopify Inbox stores had its AI agent answering shoppers, and 40% of Gorgias stores had its AI Agent switched on. Across all stores, 7.6% had AI answering shoppers.



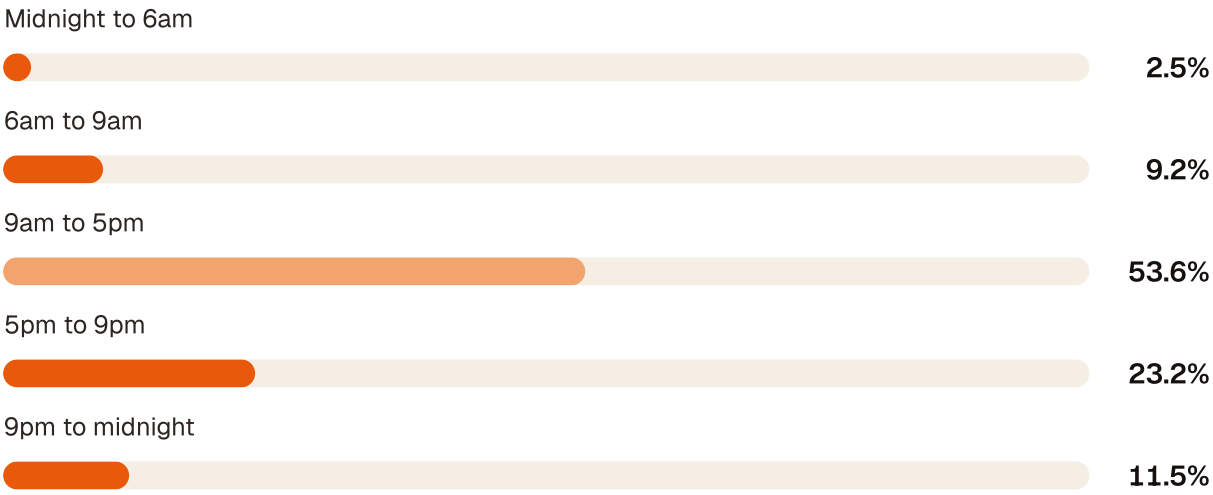


After hours

58.6% of shopper chats come in outside business hours

Business hours here mean 9am to 5pm on weekdays, in the store's own time. 32.2% of chats with Matey's AI shop assistants came between 6pm and 6am, 22.4% on weekends, and 65.6% from phones.

46.4% of shopper chats come in before 9am or after 5pm



Source: Matey chat data, 2026

Platforms and store size

Shopify stores are nearly 3 times as likely as WooCommerce stores to offer chat

Chat rates by the platform a store runs on, and by how busy the site is: its rank among the most visited websites in its country.

28.5% of Shopify stores offer chat, against 10.4% of WooCommerce stores



Source: Matey Store Chat Audit, November 2026

35.6% of the busiest online stores offer chat, against 22.5% of smaller ones



Source: Matey Store Chat Audit, November 2026

Inside real shopper chats

62.6% of shopper chats end with products on screen

Totals from shopper chats with Matey's AI shop assistants on Australian online stores in 2026, with test chats left out.

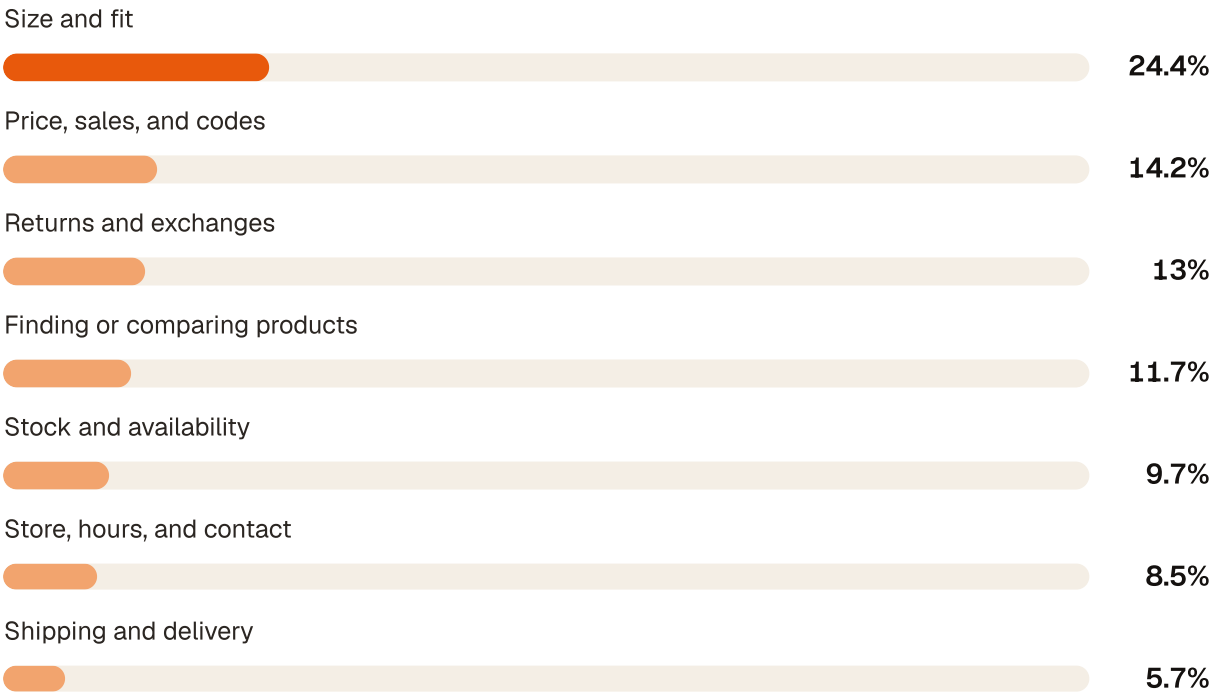
58.6%
came in outside business hours

65.6%
came from phones

62.6%
ended with products shown

2.11
questions per chat

24.4% of shopper chats ask about size and fit



Source: Matey chat data, 2026

The wider picture

Shoppers who arrive from AI chatbots spend 83% more per visit

83% more revenue per visit from shoppers who arrive at US retail sites from an AI chatbot or AI browser than from other sources (Adobe, September 2026)

130% forecast rise in AI traffic to US retail sites over the 2026 holidays, after 693.4% growth over the 2025 holidays (Adobe)

770.7M referral visits a month that AI platforms sent to websites, June 2025 to May 2026, up 117.4% (Similarweb)

1.2B weekly ChatGPT users, announced at OpenAI DevDay on 29 September 2026

$12B in incremental annualised sales that Amazon's Rufus shopping assistant helped deliver in 2025, with more than 300 million users (Amazon)

20% of global online orders in Cyber Week 2025 were influenced by AI and agents, worth $67 billion (Salesforce)

42% of US consumers used at least one AI tool to shop in the past month (NIQ, early 2026)

27% of customers would try a chatbot again after a bad experience (Gartner, survey of 3,566 customers, 2026)

87% of customers say access to a human is essential when a company uses AI in customer service (Gartner, 2026)

$1T in US retail revenue that AI agents could orchestrate by 2030, and $3 trillion to $5 trillion globally (McKinsey, October 2025)

Method

How we ran the Matey Store Chat Audit

- **The stores.** Online stores from Chrome's public lists of the most visited websites in the US, the UK, Canada, Australia, and New Zealand (Chrome UX Report, September 2026), taken in a fixed random order in each country. Each site counts in one country: its country domain if it has one, otherwise the country where it ranks highest.
- **What counts as a store.** Sites built on an ecommerce platform (Shopify, WooCommerce with products on the homepage, BigCommerce, Magento, Salesforce Commerce, and others) or custom sites with a cart, add-to-cart buttons, and prices. Website builders like Squarespace and Wix were left out, because from outside a shop on them looks the same as a café selling gift cards. So were venues and services, marketplaces, and stores that use Matey.
- **How we checked.** Each homepage was loaded in a real desktop browser in November 2026, moving the mouse and scrolling like a shopper, then waiting for chat tools that load late. We recorded every chat tool that loaded.
- **AI answering.** We opened each Shopify Inbox chat and read each Gorgias store's chat settings to see whether its AI agent answers shoppers, and counted dedicated AI chatbots as AI.
- **Real chats.** Totals only, from the chat databases of stores using Matey, with test chats left out.

Use this data

How to cite this report

Every number in this report is free to use, with credit and a link back (CC BY 4.0).

> Matey Store Chat Audit (November 2026), The State of Ecommerce Chat 2027, Matey. heymatey.com.au/blog/ecommerce-chatbot-statistics

Charts, stat cards, and the full numbers as a spreadsheet are at heymatey.com.au/blog/ecommerce-chatbot-statistics.

Matey

Matey designs and builds bespoke AI agents and tools for online stores, retailers, tradies, and service businesses, built around the way each business actually runs. Its AI shop assistants answer shoppers' questions on store websites at any hour, from the store's own products, stock, and policies.

heymatey.com.au