

Global Generative AI Landscape for Retailers and Brands 2023

Since 2015:

\$1.5B+
total capital raised (CAD)

187+
global investors

135+
deals

49+
cities

Created by

WITTINGTON VENTURES

Venture capital fund investing in the future of commerce, healthcare, and food.

wittingtonventures.com

Fire Ant

Publication about the future of commerce.

fireant.co

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Product and Merchandising

PRODUCT IDEATION: DESIGN & VISUALIZATION

RESLEEVE^{AI} The New Black VisualHound visualise.ai

Marketing

CONTENT CREATION & ADVERTISING

AI FOUNDATION anyword Bertha.ai BRIA Clickable Colossyan

ContentBot.a contents.com Contlo FLAMEL.AI frase HeyGen

Jasper letterdrop memorable p-e-n-c-il Re:cast AI Rephrase.ai

Synthesia Textmetrics tome topic Typeface YEPIC.AI Zocket

PRODUCT & MARKETING COPY

AdZis Copy Shark copy.ai CopyMonkey copysmith Hypotenuse AI

M A R K ParagraphAI phrasee Simplified WriterZen Writersonic

TREND ANALYTICS & CONSUMER INSIGHTS

anecdote deeploop staircase VERINT

Digital Commerce and Consumer Experience

SYNTHETIC MODELS & PRODUCT PHOTOGRAPHY

BlendAI Booth.ai FlixStudio LALALAND MODELME VEESUAL

VIRTUAL TRY-ON TECHNOLOGY

3DLOOK BBOTIKA FITMATCH REACTIVE REALITY REVERY AI WEARFITS

PERSONALIZATION & CONSUMER EXPERIENCE OPTIMIZATION

adeptmind AIUTA Friday GAN.ai Maverick [PERSADO]

Skeep tavus

CUSTOMER SUPPORT & SALES

ada Algomo Certainly. glean intento M A R A

nlx Parabolic Sapling Style

Subcategory Breakdown

PRODUCT AND MERCHANDISING

Product Ideation: Design Visualization & Prototyping

Conceptualize and prototype fashion designs to accelerate product ideation

MARKETING

Content Creation & Advertising

Expedite campaign development with content writing, video and image generation tools

Product & Marketing Copy

Autogenerate copy with copywriting software and tools

Trend Analytics & Consumer Insights

Improve trend forecasting and marketing analytics with customer relationship intelligence technology

DIGITAL COMMERCE AND CONSUMER EXPERIENCE

Synthetic Models & Product Photography

Streamline content creation for product listings using synthetic fashion models

Virtual Try-On Technology

Enable customized virtual apparel try-on experiences

Personalization & Consumer Experience Optimization

Pioneer personalized consumer journeys at scale

Customer Support & Sales

Enhance customer support capabilities with chatbots and sales assistants

Statistics reflect data from private company databases and primary research.

1. Map as of June 2023 and is meant to be representative, not exhaustive.

2. Companies can belong to multiple categories concurrently.

3. Logos marked with an asterisk represent acquired / merged.

4. All logos are property of respective owners.