# Shopify launches AI-powered store builder and immersive checkout in Roblox with Summer ‘25 updates



Shopify has unveiled a significant suite of over 150 updates to its platform as part of its Summer ‘25 Edition, positioning itself as a leader in the e-commerce landscape. Central to these enhancements is a focus on leveraging artificial intelligence to streamline operations and enhance user experiences, which the company claims will empower merchants to build more personalised and efficient online stores.

The updates are anchored in the introduction of "Horizons," Shopify's new design foundation, which elevates the importance of themes within the platform. Alongside this, Shopify is rolling out a highly anticipated AI Store Builder. This groundbreaking feature allows users to create fully functional online stores by simply inputting descriptive keywords. According to Vanessa Lee, Shopify's Vice President of Product, this tool generates three complete store layouts—including text and images—mitigating the need for extensive manual input. The aim, she noted, is to simplify the process and attract more merchants by reducing the daunting nature of setting up an online business.

In addition to the AI Store Builder, the updates see enhancements to Shopify's assistant, Sidekick, which has undergone significant upgrades designed to improve its reasoning abilities. Now, users can ask questions such as, “Why did sales decline last month?” to receive thorough analyses that draw from various data points, including inventory levels and marketing efforts. This feature now supports 20 languages and incorporates voice control, creating a more accessible and interactive experience. Sidekick’s role is further expanded through its ability to assist with product recommendations and guide users through the shopping process, making it an indispensable tool for many merchants.

With innovations like AI-powered shopping agents that connect products to conversational platforms, Shopify is also breaking new ground in digital commerce. The company has integrated its checkout experience in Roblox, providing a novel way for customers to purchase real-world products within a virtual gaming environment. This creative approach not only broadens the sales channels for merchants but also taps into the growing intersection between gaming and retail.

The methodological enhancements of Shopify are rooted in a commitment to making e-commerce management more intuitive. Features like AI-generated product descriptions and media editing tools aim to streamline the content creation process, while AI-driven segmentation will refine marketing campaigns to target the right consumers effectively. These innovations reflect a strategic aim to boost productivity and innovation across various facets of merchant operations, ensuring that users can remain competitive within an increasingly crowded marketplace.

Shopify has differentiated itself with its narrative that emphasises AI as a 'multiplier of human ambition.' The company articulates a vision where AI not only automates tasks but also inspires entrepreneurs to dream bigger and push the boundaries of what’s possible. As businesses face a rapidly evolving landscape, these updated tools and features are designed to empower merchants to adapt and thrive in the digital economy, reflecting broader trends in technology-driven entrepreneurship.

For existing Shopify users, diving into the comprehensive details of these updates is essential, as the company encourages exploration of how these features can enhance their e-commerce strategies. With ongoing developments in AI and digital commerce, Shopify’s latest offerings illustrate the potential for innovation in creating more engaging and streamlined shopping experiences.

## Reference Map:

* Paragraph 1 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[2]](https://www.reuters.com/business/shopify-launches-ai-tool-that-builds-complete-online-stores-keywords-2025-05-21/)
* Paragraph 2 – [[2]](https://www.reuters.com/business/shopify-launches-ai-tool-that-builds-complete-online-stores-keywords-2025-05-21/), [[7]](https://www.rootsyntax.com/blogs/resources/what-s-new-in-shopify-2025-major-updates-you-should-know)
* Paragraph 3 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[6]](https://fitsmallbusiness.com/shopify-new-features/)
* Paragraph 4 – [[3]](https://www.shopify.com/editions/summer2024), [[5]](https://www.datasolution.fr/en/back-to-the-shopify-summer-edition-2024-boost-your-e-commerce/)
* Paragraph 5 – [[4]](https://www.lucentinnovation.com/blogs/it-insights/10-top-features-of-the-shopify-summer-update), [[6]](https://fitsmallbusiness.com/shopify-new-features/)
* Paragraph 6 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[5]](https://www.datasolution.fr/en/back-to-the-shopify-summer-edition-2024-boost-your-e-commerce/)

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## Bibliography

1. <https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder> - Please view link - unable to able to access data
2. <https://www.reuters.com/business/shopify-launches-ai-tool-that-builds-complete-online-stores-keywords-2025-05-21/> - On May 21, 2025, Shopify introduced the 'AI Store Builder,' a generative AI feature that enables merchants to create fully functional online stores by entering descriptive keywords. This tool generates three complete store layouts, including images and text, significantly streamlining the setup process and minimizing the time and resources needed. Unlike previous AI tools and third-party applications offered by Shopify, this is the first integrated tool that fully automates website creation. Vanessa Lee, Shopify's Vice President of Product, stated that the aim is to make the process less daunting by replacing manual design steps with open-ended prompts processed by AI. This launch is part of Shopify’s broader strategy to attract more merchants through an expanded suite of AI-driven tools, which also includes features like image generation and inventory management.
3. <https://www.shopify.com/editions/summer2024> - Shopify's Summer 2024 Edition introduced 'Shopify Magic,' a suite of AI-powered solutions designed to enhance business operations. Key features include Sidekick, an AI assistant that helps with daily tasks and provides personalized guidance, and AI-powered media editing tools that allow merchants to enhance product images directly within the platform. Additionally, Shopify Magic offers AI-suggested replies in Inbox to improve customer communication, AI-driven segmentation for marketing campaigns, and AI-generated product descriptions to streamline content creation. These tools aim to empower merchants by boosting innovation and productivity across various aspects of their business.
4. <https://www.lucentinnovation.com/blogs/it-insights/10-top-features-of-the-shopify-summer-update> - The Shopify Summer Update 2024 introduced 'Shopify Magic,' a set of AI-powered solutions aimed at enhancing business operations. Notable components include Sidekick, an AI assistant integrated into Shopify, designed to help manage daily tasks and improve customer engagement. Sidekick offers personalized guidance and advice, assisting with marketing, sales, and operations. Additionally, AI-enabled image editing tools allow merchants to instantly enhance product images, making them more appealing and professional. These advancements aim to streamline various business processes and improve efficiency for Shopify users.
5. <https://www.datasolution.fr/en/back-to-the-shopify-summer-edition-2024-boost-your-e-commerce/> - Shopify's Summer Edition 2024 introduced 'Shopify Magic,' leveraging AI to simplify business management. Features include Sidekick, an AI-driven assistant that offers personalized sales advice and automates tasks, and AI-powered media editing tools that enable merchants to modify product images directly within the platform. Additionally, Shopify Magic provides automatic generation of product descriptions, customization of FAQs, and AI-suggested categories and attributes to enhance product discoverability. These tools aim to improve operational efficiency and customer engagement for Shopify merchants.
6. <https://fitsmallbusiness.com/shopify-new-features/> - The Shopify Editions Summer 2023 rollout highlighted 'Shopify Magic,' a suite of AI-enabled features integrated across Shopify’s products and workflows. Central to this suite is Sidekick, an AI-enabled virtual assistant designed to assist with various tasks, from setting up new products to providing insights into store performance. Shopify Magic also includes AI-powered media editing tools, semantic search capabilities, and AI-driven analytics, all aimed at enhancing efficiency and user-friendliness for merchants. These tools are available to all Shopify subscribers, with features varying depending on the subscription plan.
7. <https://www.rootsyntax.com/blogs/resources/what-s-new-in-shopify-2025-major-updates-you-should-know> - Shopify's 2025 updates introduced several impactful features, including the official launch of Sidekick, an AI assistant fully integrated into the Shopify admin panel. Sidekick assists with tasks such as answering setup and optimization questions, writing product descriptions and emails, and suggesting store improvements based on data. Additionally, Shopify rolled out One-Page Checkout, streamlining the traditional multi-step checkout into a single, fast-loading page, and enhanced Checkout Extensibility, allowing developers to customize the checkout process more effectively. These updates aim to empower merchants with innovative tools to scale their businesses.