# Shopify revolutionises e-commerce with AI-powered Summer '25 update featuring fully automated store builder



Shopify has unveiled over 150 updates in its latest Summer ‘25 Edition, aimed at revolutionising the e-commerce landscape with advanced AI technologies. The platform, renowned for making web store creation accessible, is now on the cusp of a more transformative shift, steering its focus on enhanced operational efficiencies and enriched shopping experiences. These updates highlight Shopify’s commitment to empowering merchants with tools that not only save time but also maximise sales potential.

At the heart of these enhancements is the introduction of Shopify's Horizons, a new design foundation that significantly remodels the user experience. Among the notable features is the inclusion of 10 new store templates, complemented by an AI-powered block editor that allows for bespoke design modifications. Additionally, the recently launched AI Store Builder stands out as a game-changer, enabling merchants to generate complete online store layouts simply by inputting descriptive keywords. This feature marks a pivotal shift by fully automating the previously tedious setup process, thus aiming to alleviate the challenges many face in crafting an engaging online presence.

This generative AI tool, as highlighted by Vanessa Lee, Shopify's Vice President of Product, is designed to replace intricate manual design tasks with straightforward AI prompts, streamlining workflows. This direction is part of a broader strategy to broaden its appeal to merchants by integrating robust AI capabilities, which also include image generation and streamlined inventory management.

The updates extend further, introducing a more sophisticated version of Shopify’s assistant, Sidekick. This virtual commerce companion now boasts enhanced reasoning abilities, allowing users to pose complex inquiries such as sales performance analyses while leveraging data from multiple sources like inventory levels and marketing campaigns. In addition to being voice-controlled and capable of supporting 20 languages, Sidekick can also now generate images, further enriching the user interface for merchants and their customers alike.

Shopify is not only refining its user experience but also exploring new sales channels. The innovative integration of its checkout system into the digital realm of Roblox allows physical products to be purchased in a virtual environment, demonstrating Shopify's forward-thinking approach to commerce. Furthermore, the introduction of the Storefront MCP enables developers to build AI-driven agents that provide tailored product recommendations, support customer inquiries, and guide users through the purchasing process.

The narrative at Shopify is one of ambition, with the company asserting that AI serves as a “multiplier of human ambition.” As articulated in their blog, Shopify aims to weave intuitive AI tools into its platform, making the journey of building a business feel seamless—a crucial aspect as the e-commerce landscape intensifies.

Merchants using Shopify should take time to explore the ramifications of these updates in depth. By embracing these new tools, retailers can enhance their overall online performance, ensuring that their businesses remain competitive in an ever-evolving digital marketplace. The implications of such advancements are significant, promising a more accessible, sophisticated e-commerce system that aligns with the demands of modern consumers.

## Reference Map:

* Paragraph 1 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[3]](https://www.shopify.com/news/edition-summer-24), [[4]](https://www.shopify.com/news/edition-summer-24)
* Paragraph 2 – [[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 3 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[3]](https://www.shopify.com/news/edition-summer-24), [[6]](https://www.shopify.com/news/edition-summer-24)
* Paragraph 4 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[4]](https://www.shopify.com/news/edition-summer-24), [[5]](https://www.shopify.com/news/edition-summer-24)
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* Paragraph 6 – [[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 7 – [[1]](https://www.techradar.com/pro/shopify-just-dropped-150-updates-including-a-new-ai-store-theme-builder), [[6]](https://www.shopify.com/news/edition-summer-24)

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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/news/edition-summer-24> - In June 2024, Shopify announced over 150 updates in its Summer '24 Edition, aiming to create a faster, more resilient, and integrated platform for merchants. Key highlights include the reimagined Markets as a central command center, allowing merchants to customize buyer experiences for international selling, B2B expansion, and in-person sales with Shopify POS. The update also introduced AI-powered tools such as Media Editor for AI image generation, AI-powered product creation with Magic for personalized product recommendations, and Sidekick, an AI-enabled commerce assistant offering context and guidance for business decisions. These enhancements reflect Shopify's commitment to embedding AI across its platform to save time and boost sales for merchants.
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