Zalando Assistant and AI across the platform

IMPLEMENTED 2023–2026 · RETAIL AND HOSPITALITY · GERMANY · BAND C · CLAIMED ONLY

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Zalando, a European fashion platform, says it now uses AI across shopping, content, logistics and engineering. Its figures cover Assistant users, content output, delivery promises and size-related returns. The figures come from its own results releases and interview answers; no independent measurement was found, and one analyst note flagged agentic commerce as a risk.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

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AT A GLANCE

AI used: Generative AI shopping assistant plus AI-generated marketing content, size and fit models and logistics models.

Implemented: 2023–2026. Grade: band C, Process change, Claimed only.

Headline result, as reported: Zalando reports its AI Assistant grew to 6 million users in 2025 and close to 10 million in the first quarter of 2026, and that AI cut campaign content production from six weeks to days

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Zalando SE. Berlin-based European fashion and lifestyle platform with 62 million active B2C customers in 2025. Canvas block: 3. Customers and proposition. Also 4. Operations and process, 6. Data and technology.

Business challenge

The challenge. Zalando says its data and logistics give it an advantage that AI can strengthen. The stated aim is better matching of customers to products and sizes, faster content production and more efficient operations.

How it was addressed. Zalando evolved its Assistant into a shoppable conversational tool that connects to the customer's profile and can add items to the bag. It scaled AI-generated marketing content, added size and fit models and a discovery feed, used AI for delivery promises and partner article onboarding, and equipped about 3,000 tech specialists with AI coding tools. [1] [2] [3] [4] [5]

Who implemented it

In-house (In-house): Builds the Assistant and its own foundational models, per its releases..
Qutwo (Industry partner): AI lab named in the 2025 release as a partner to make lifestyle agents a reality..
Nomagic (Equipment or robot maker): Works with Zalando on AI-driven picking robots in its fulfilment network..
Google (Model or cloud provider): Zalando is a launch partner for its Universal Commerce Protocol, which allows purchases through chatbots such as Gemini..
FashionUnited, citing Emerce, reports a collaboration with Moonshot AI for Zalando's language model. Zalando's own releases opened do not mention it.

Technology (SEAM pillar E)

SEAM types: T5 Custom / fine-tuned models, T7 AI agents. Deployment: Mixture. Vendors and products: Qutwo, Nomagic, Zalando Assistant.

Where it was built in: The Assistant sits inside the Zalando app and is connected to the customer's profile and account history; shoppers can add items to the bag and check out from it. Zalando says it uses its own foundational models for matchmaking, and gen AI image processing for partner article onboarding.

What changed

Before: campaign content took about six weeks and customers searched and filtered themselves. After, by Zalando's account: AI produces most on-platform marketing content in days, and close to 10 million customers asked the Assistant for advice in Q1 2026. [1] [2] [3] [4] [5]

What it cost

Not reported

What it saved

By Zalando's account: campaign creation from six weeks to mere days; content output up 70%; delivery-promise precision up 22 percentage points; over 20% more code changes; up to 85% of partner articles ready to go online in under three days, a 10 percentage point improvement over two years. Cost saving: Not reported. [1] [2] [3] [4] [5]

Governance and control

Per a Zalando communications manager, AI-supported content follows brand, legal and content guidelines and is reviewed by creative and editorial teams before publication. Controls on Assistant answers, an accountable owner and monitoring: Not reported.

S2 · Accountable owner · Not reported
No accountable owner for the Assistant or the AI programme is named in the sources opened. [1] [2]

A1 · Safe use · Claimed
Per a Zalando communications manager, AI-supported content follows the same brand, legal and content guidelines as other Zalando material, and customer data is processed under applicable data-protection law. [3]

A2 · Human in the loop · Claimed
Per Zalando, creative and editorial teams review AI-supported content before publication and people remain responsible for product accuracy and the final visual result. [3]

A3 · Monitoring and assurance · Not reported
Monitoring of Assistant answers is not reported.

A4 · Vendor AI · Not reported
The release names Qutwo (lifestyle agents) and Nomagic (warehouse robots); FashionUnited, citing Emerce, reports a collaboration with Moonshot AI for its language model. Vendor controls are not reported. [1] [2] [5]

A5 · Agent controls · Not reported
Zalando describes lifestyle agents and agentic commerce as plans; agent controls are not reported. [1]

A6 · Standards and regulation · Claimed
Zalando states it supports AI-content transparency and says the EU AI Act Article 50 guidance left companies 10 working days to act; its own compliance status is not reported. [3]

What worked, what did not, what is unproven

WORKED

– Assistant users rose to 6 million in 2025, a fourfold increase, and close to 10 million customers used it in Q1 2026, per Zalando.

– AI-generated content reached about 90% of on-platform marketing content and cut campaign production from six weeks to days, per Zalando.

– Matchmaking models raised items added to bags by 13% and size-related returns fell by more than 8%, per Zalando.

– Group revenue rose 16.8% to 12.3 billion euros in 2025, though the release does not attribute that to AI.

DID NOT

– JP Morgan analysts quoted by Reuters said ongoing concerns on the mid-term outlook from agentic commerce mean any material rise in the share price is unlikely to be sustained.

– The company's figures were not independently verified in the sources opened.

– The 90% figure is described in the release as AI-generated product content; a later company interview narrows it to marketing content on the platform, not product detail pages.

UNPROVEN

– How much of the revenue or margin change comes from AI: Not reported.

– Accuracy, complaint and return rates for Assistant advice: Not reported.

– Whether the 13% and 8% figures come from controlled tests: Not reported.

Timeline

2025 AI-generated content scales from near zero to 90% in one year, per Zalando [1]

Mar 2026 Full-year 2025 results: Assistant at 6 million users, a fourfold increase; Qutwo partnership and Google protocol partnership announced [1]

May 2026 Q1 2026 results: close to 10 million customers asked the Assistant for advice year to date; the Assistant adds beauty recommendations [2]

May 2026 JP Morgan analysts quoted by Reuters cite concerns on the mid-term outlook from agentic commerce [4]

Aug 2026 Zalando communications manager describes human review of AI content and the EU AI Act timing concerns [3]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C). Content production, onboarding and delivery promises are reported as redesigned around AI, and the Assistant is a new shopping channel. Results are company statements.

Content production, partner article onboarding and delivery promises were reported as redesigned around AI, and the Assistant is a new shopping channel. That is process change across several areas. No role or structure changes are reported, and all results are the company's own.

The SEAM view and lessons learnt

Zalando reports gains across several processes, and its figures are specific. What is missing is outside checking and any link between the AI changes and the financial result. The Assistant is also a bet on a new channel, and the analyst comment shows investors weighing it against agentic commerce led by others. For a marketplace, the transferable point is to report each AI claim with its baseline and to state which content the figure covers.

1. State the baseline and scope behind each AI figure.
2. Keep named editors responsible for AI-made content.
3. Track Assistant answer quality, not only the number of users.

Evidence

Score 1 of 4. Company results releases and an executive interview, with one relayed analyst comment. No independent measurement.

Evaluation method. Company results releases and interview answers, set against Reuters-

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/zalando-assistant-and-ai-content

[1] Zalando: Zalando delivers strong 2025 results, expects further acceleration in 2026 through scaling AI innovations and announces a share buy-back of up to 300 million euros
https://corporate.zalando.com/en/investor-relations/zalando-full-year-2025-results

[2] Zalando: Zalando delivers strong Q1 as artificial intelligence and ABOUT YOU integration drive growth and efficiencies
https://corporate.zalando.com/en/financials/zalando-q1-2026-results

[3] ICTbusiness.biz: AI Is Reshaping Zalando From Within
https://www.ictbusiness.biz/business/ai-is-reshaping-zalando-from-within

[4] Asharq Al-Awsat (Reuters): Zalando Posts Higher Quarterly Growth on AI-driven Efficiency Gains
https://english.aawsat.com/node/5270161

[5] FashionUnited: Zalando fully embraces AI: 90 percent of content now created by machines
https://fashionunited.uk/news/business/zalando-fully-embraces-ai-90-percent-of-content-now-created-by-machines/2026031386851

Zalando SE website: https://corporate.zalando.com

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