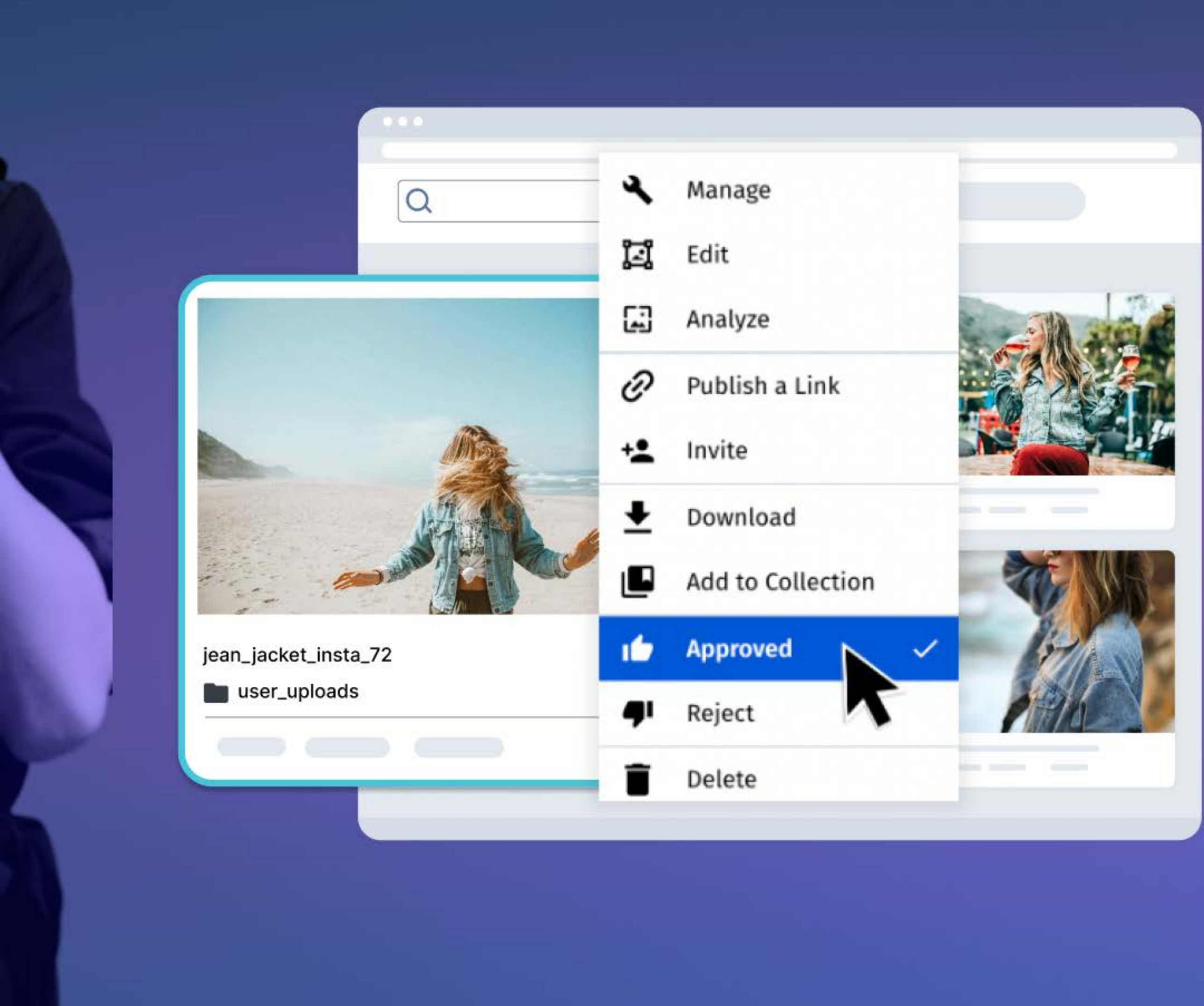
Cloudinary

Safeguarding Brands and Shoppers as UGC Grows

48%

of videos hosted on retailers websites are UGC



75%

of retailers accept all types of UGC

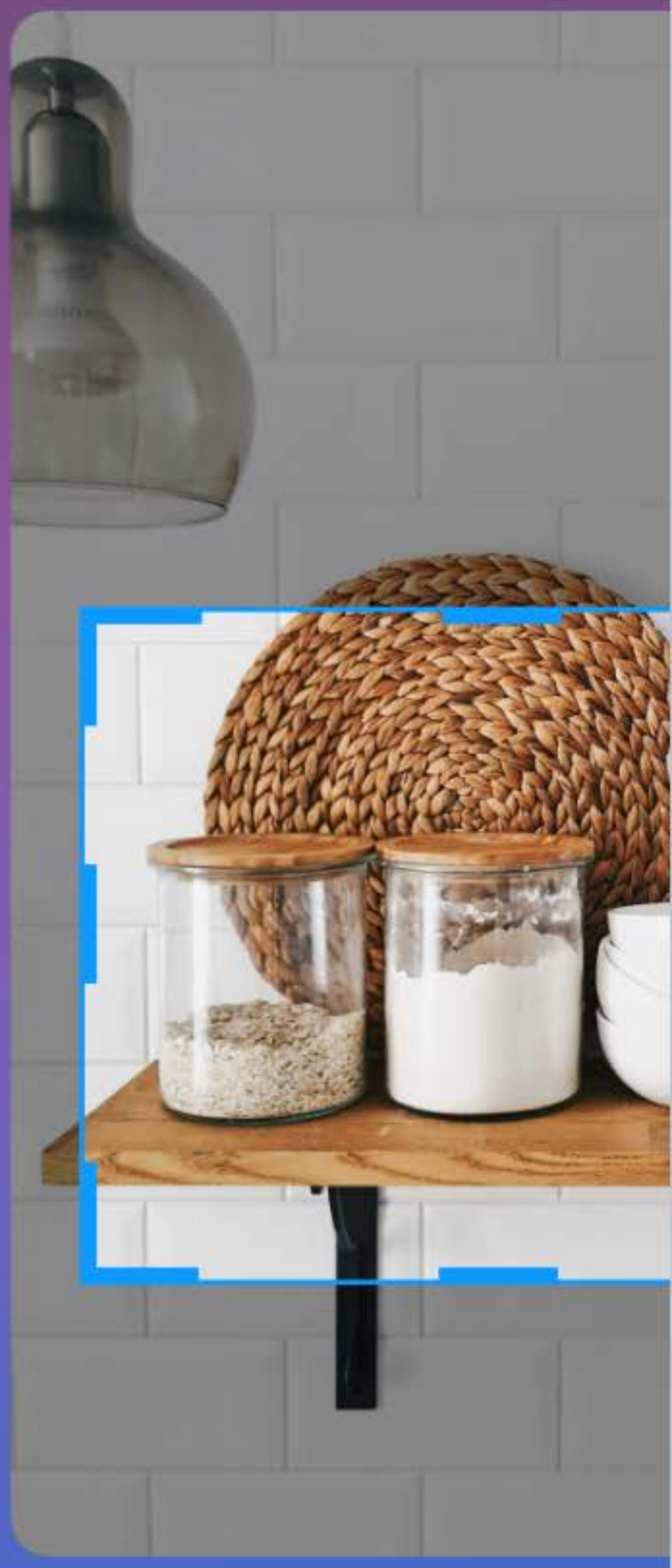


37%

identify UGC as a top buyer trend















44%

rely on AI tools for video moderation and compliance





No Alcohol

No Competitor Logos

The 2026 Cloudinary Global Retail Survey was conducted by Researchscape International, polling 539 retailers across 14 countries.

The brands winning in 2027 won’t be doing more. They'll be doing the right things, faster. To learn how Cloudinary helps retail teams, manage, transform, and deliver visual media at scale, talk to us.



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