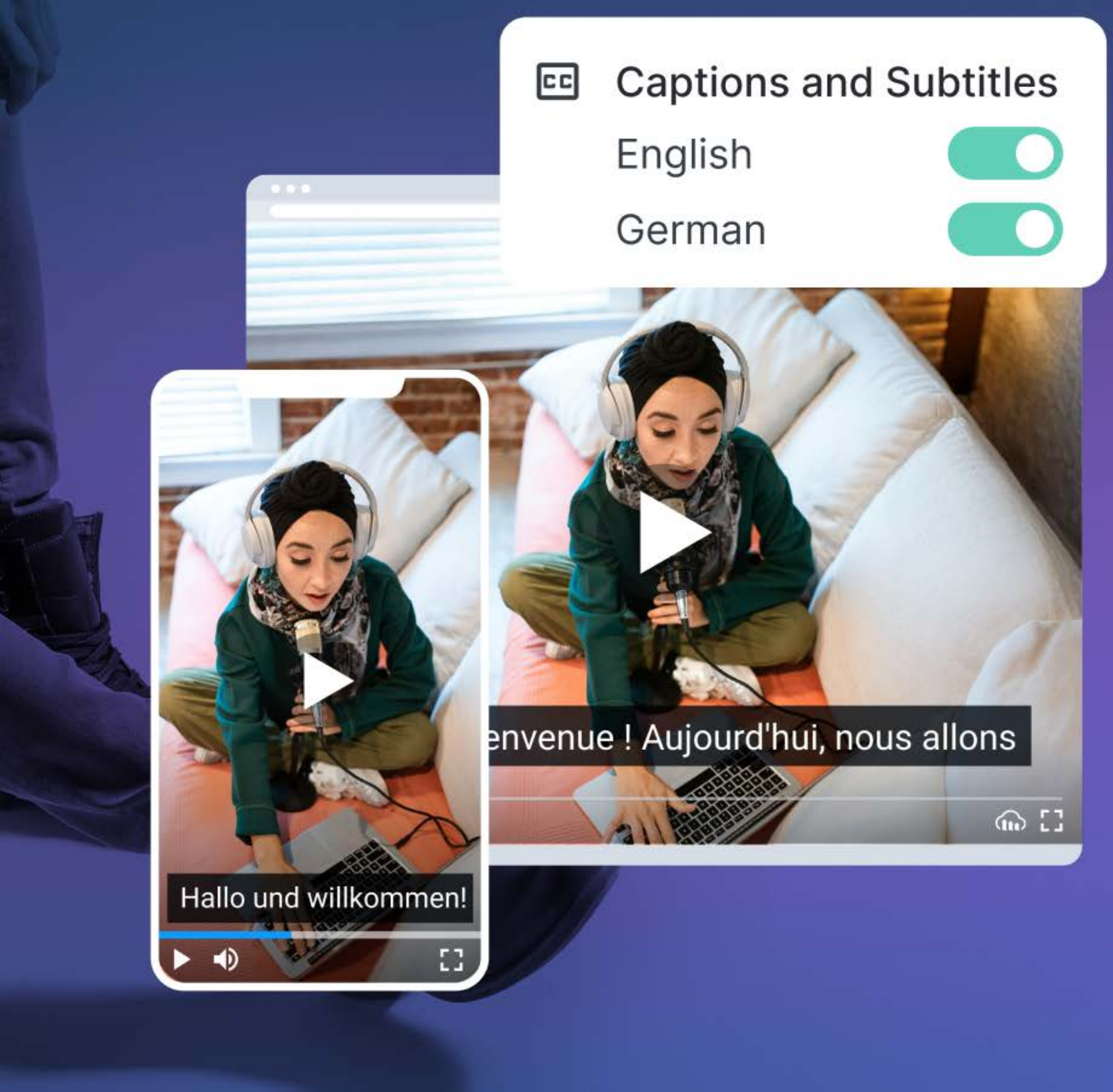
Cloudinary

# Social is Now the Storefront. Visual Media is What Sells.

**81%**

deliver video content across their social media platforms



**41%**

identify social media as the most important channel to their business



Top Downloads







85k

15k

**42%**

report increased social sharing as a direct benefit of their image and video personalization efforts



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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Encoding Profiles







Shoppable Links

Automatic Quality