# ShelfTrend to shut down existing app as eBay restricts developer access



A significant transition is underway in the e-commerce analytics sector as ShelfTrend, a tool favoured by eBay sellers for marketplace research, prepares to cease operations of its existing app. In an email sent to customers on Monday, the company announced that the ShelfTrend app will be shut down effective February 5th, 2025. This decision is driven by changes in the eBay platform that affect developer access to essential APIs required for generating reports for users.

Anojan Abel, co-founder of ShelfTrend, informed EcommerceBytes that eBay has opted to restrict access to the Developer APIs crucial for third-party services that provide marketplace insights. Abel stated, "We’ve asked for access but unfortunately it doesn’t look like they will be letting 3rd Parties continue to deliver marketplace insights to sellers." This development follows eBay's acquisition of Terapeak, a research tool that has likely influenced the current environment for third-party applications.

The transition will see ShelfTrend pivot to a new offering called ShelfTrend AI, which the company describes as “an innovative, AI-powered approach to ecommerce intelligence.” The email to sellers reassured them that they would still be able to use the existing app until the specified shutdown date. Moreover, users are encouraged to stay informed about developments concerning the new AI-powered service through updates on the ShelfTrend website and via email communications.

Since its inception in 2016, ShelfTrend has supported over 70,000 e-commerce brands and sellers. The firm's communication expressed gratitude for the support provided by its users throughout the years. In a press release, Abel remarked, “This marks the end of one chapter but the beginning of an exciting new journey. We’re using this opportunity to pivot and focus our efforts on ShelfTrend AI, a next-generation AI-powered application being designed to deliver insights to ecommerce sellers worldwide.”

As ShelfTrend charts this new path, the implications for eBay sellers and the broader e-commerce landscape remain to be fully understood, particularly in terms of the potential impacts on business practices and access to data-driven insights in an increasingly automated marketplace.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.valueaddedresource.net/ebay-api-shelftrend-shutdown/> - Confirms the reason for the shutdown due to changes in eBay’s API policies and strategic direction.
3. <https://www.shelftrend.com/shutdown-and-faqs> - Provides details on the shutdown date, continued access for users, and information about ShelfTrend AI.
4. <https://channelx.world/2025/01/shelftrend-to-transition-to-ai-powered-ecommerce-solutions/> - Quotes Anojan Abel on the restriction of access to eBay Developer APIs and the pivot to ShelfTrend AI.
5. <https://www.valueaddedresource.net/ebay-api-shelftrend-shutdown/> - Discusses the impact of eBay's API changes on third-party tools and the potential for eBay to offer its own data products.
6. <https://www.shelftrend.com/shutdown-and-faqs> - Explains the continued use of the app until February 5th, 2025, and the recommendation to export important data before the closure.
7. <https://channelx.world/2025/01/shelftrend-to-transition-to-ai-powered-ecommerce-solutions/> - Mentions the support for over 70,000 ecommerce brands and sellers since ShelfTrend's inception in 2016.
8. <https://www.valueaddedresource.net/ebay-api-shelftrend-shutdown/> - Provides context on the co-founders of ShelfTrend and their background, including their time at eBay Australia.
9. <https://www.shelftrend.com/shutdown-and-faqs> - Details the billing stop for Premium users in January 2025 and the prioritization of Premium users for early access to ShelfTrend AI.
10. <https://channelx.world/2025/01/shelftrend-to-transition-to-ai-powered-ecommerce-solutions/> - Quotes Anojan Abel on the new journey and focus on ShelfTrend AI as a next-generation AI-powered application.
11. <https://www.valueaddedresource.net/ebay-api-shelftrend-shutdown/> - Speculates on the broader implications for eBay sellers and the ecommerce landscape due to the changes.
12. <https://www.ecommercebytes.com/2025/01/08/ebay-changes-force-research-tool-shelftrend-to-pivot/> - Please view link - unable to able to access data