

Agentic Commerce: Consumer readiness research

A research study of **2,000+** consumers across the US and UK, **uncovering** how consumers currently use agentic AI, and what they're expecting from it.

Hey, can you help me find a good hiking backpack under \$100? I want something lightweight for weekend trips that's not too bulky.

Absolutely! Here are a few great options for lightweight hiking backpacks perfect for weekend adventures—all under \$100:



SummitFlow 38
Pack by Mova
\$86 - Mova



Mova TrailLite 45L
Backpack
\$92 - Mova

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Executive summary

Nosto, the world's leading **agentic Commerce Experience Platform (CXP)**, in partnership with market research agency, Censuswide, conducted a research study to assess consumer sentiment toward agentic AI in shopping.

Agentic AI is reshaping how consumers discover, evaluate, and purchase products online. This report presents findings from **a comprehensive survey of approximately 2,000 consumers across the US and UK**, exploring what shoppers expect from AI agents, and where the market stands today.

69%

of early adopters left after receiving irrelevant suggestions

66%

have tried or are open to using a conversational AI shopping assistant

58%

of perceived value among early adopters sits in product discovery and decision-making

Key findings

1.

Consumers are ready.

A majority of consumers already expect agentic AI to help them shop, and two-thirds have tried or are open to AI shopping assistants.

2.

Discovery and decision-making matter most.

While the market is focused on agentic checkout and payments, consumers see the most value in the early stages of the shopping journey.

3.

Execution quality is critical.

Irrelevant AI suggestions drive exit behavior, reinforcing the importance of personalization across every AI interaction and LLM-powered conversation.

4.

Agentic AI shopping experiences go beyond chatbots. Consumers expect AI that is built into the shopping experience itself, proactively guiding them with relevant suggestions, not simply responding in a conversational interface.

5.

Trust grows with experience.

Concerns are conditions for adoption, not barriers. Among early adopters, AI agents are already a driver of brand trust.

6.

A readiness gap exists.

Consumer expectations outpace retailer investment.

1 Consumer readiness for agentic AI-powered shopping

The first question any retailer must ask is whether consumers are ready for agentic AI-powered shopping. The data provides a clear answer: they are.

Expectations are already formed

72% of consumers expect AI agents to help them shop online¹, rising to over 80% among consumers aged under 45. Far from being just buzz, this reflects a clear expectation that agentic AI will play a role in how consumers shop.

Openness and adoption are widespread

If their favourite retailer offered a shopping AI agent this year, nearly half (48%) of consumers would be open to using it, rising to 62% amongst 25–34 year olds.

66%

of consumers have already tried or would be open to shopping with a conversational AI assistant.

More broadly, beyond the context of a familiar retailer: two-thirds (66%) of consumers say they've either tried or would be open to shopping with a conversational AI assistant², with **over a third (34%) having already done so**³.

This subset represents consumers who have moved beyond openness into active adoption.

Adoption spans multiple environments

Agentic AI shopping is not confined to a single channel. Consumers are engaging with AI agents across different environments.

Among surveyed consumers:

20%

have used a conversational interface like ChatGPT or Google Gemini for shopping.

13%

have used a conversational AI assistant directly on a brand's website.

Key takeaway

For some consumers, agentic AI is already integrated into their shopping habits. For others, it is emerging as a credible and accepted option. In both cases, adoption and openness span retailer-owned platforms as well as external LLM AI agents.

2 Where AI agents create the greatest value

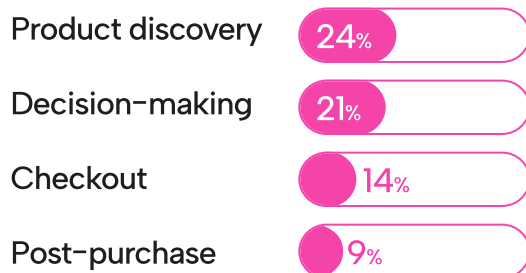
Understanding where consumers expect AI agents to add value is essential. When asked which part of the journey AI shopping assistants would improve most, consumers pointed to the early stages.

AI's biggest impact is on product discovery and decision making

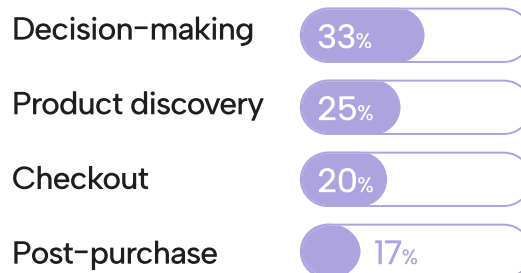
While much of the market buzz is currently focused on agentic checkout and payments, consumers see the greatest value in AI earlier in the journey, where it helps them narrow choices and discover the best options faster.

What consumers want AI shopping agents to help with in practice

All consumers



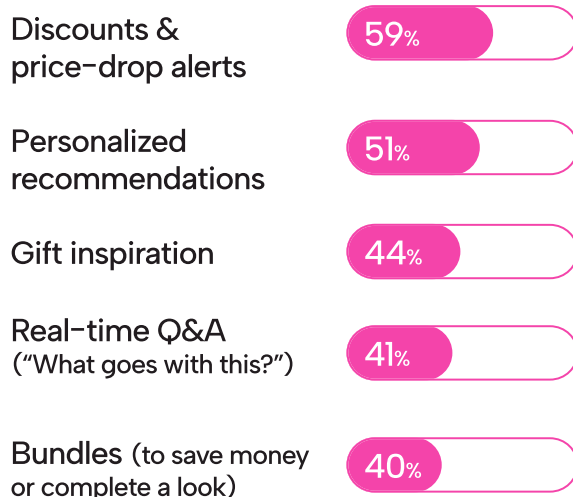
Early adopters



What consumers expect AI shopping agents to help with

Among consumers who find AI helpful, expectations cluster around discovery, guidance, and value.

Expected AI agent capabilities



Early adopters follow this trend, but personalized recommendations ranked first

Key takeaway

In total, product discovery and decision making account for 45% of perceived value among all consumers, rising to 58% among early adopters⁴.

Consumers clearly value AI agents most at the start of the shopping journey, where choice overload, uncertainty, and comparison fatigue are highest.

3 Trust, control, and the conditions for adoption

Consumer enthusiasm for agentic AI-powered shopping experiences is not unconditional.

The boundaries consumers draw when using AI shopping agents

Despite strong openness toward AI, hesitation emerges when consumers feel their data or decision-making autonomy is at risk.

Top reasons that would stop consumers from using AI agents

Concerns about how their data is being handled

24%

Brands becoming too automated or impersonal

13%

Feeling that AI is making decisions without their input

21%

Nothing would stop them

20%

The impact of AI shopping agents on brand trust

Shoppers are more likely to trust a brand once they've experienced AI shopping agents⁵.

Consumers who say AI shopping agents increase brand trust:

42%

All consumers

VS

77%

Early adopters

Key takeaway

Consumer concerns should be viewed not as barriers, but as conditions for adoption. When brands are transparent about data usage and put shoppers in control, AI shopping agents can become a powerful trust-building asset. As positive experiences grow, brands can introduce more advanced use cases and foster deeper engagement over time.

4 Advanced use cases from discovery to delegation

Consumers are already open to using AI to improve how they discover and choose between products. As their experience grows, they also become open to more advanced use cases.

Openness to advanced AI shopping experiences^{6,7}

The gap between all consumers and early adopters is consistent across all use cases, with early adopters showing significantly higher readiness to delegate complex shopping tasks to AI agents.

Complex use cases consumers are open to

	All consumers	Early adopters
Use AI to build a full shopping cart for occasions such as back-to-school, holiday, or gifts	48%	81%
Find it helpful if AI agents surfaced high-value product bundles or complementary items	61%	88%
Use an AI feature to ask for specific recommendations like “what’s trending in my size?” or “best gifts under £50”	65%	86%
Would check an AI reveals section that automatically surfaces deals or product trends	58%	82%

Key takeaway

As trust builds through positive experiences, the broader market is likely to follow. Retailers who enable these advanced use cases now will be well-positioned as consumer expectations evolve.

5 Why execution matters and the risk of getting it wrong

Consumer readiness for agentic AI-powered experiences is clear. But readiness does not guarantee tolerance for poor experiences.

Poor execution drives immediate abandonment

Irrelevant suggestions do not just disappoint, they drive exit behaviour and increase the risk of losing the sale entirely.

69%

of early adopters gave up and searched elsewhere after receiving irrelevant product suggestions.

28%

tried rephrasing their search query and kept interacting until the AI assistant found something relevant.

Key takeaway

These numbers highlight why personalization matters more than ever. As LLM-powered AI shopping assistants become a new interface for shopping, their value will increasingly depend on how well they are trained on intent-driven and contextual commerce data rather than on natural language capabilities alone. Across conversational and non-conversational experiences, this data enables AI agents to deliver truly personalized responses and product recommendations making every interaction or conversation more relevant, and therefore more likely to convert.

6 Where consumers want to interact with AI agents on a website

AI shopping agents are often imagined as a chatbox in the corner of a website. While this is a preferred interaction point, it is not the only one.

AI agents are not limited to chatboxes

While chatboxes remains a natural entry point, consumers expect AI agents to be embedded across multiple touchpoints throughout the shopping journey.

Preferred interaction points with AI shopping assistants

All consumers

Search bar

27%

Chatbox

25%

Early adopters

Search bar

46%

Chatbox

41%

Key takeaway

These findings suggest that successful AI shopping experiences should not be confined to a single interface. Instead, brands should embed AI agents directly into familiar shopping and discovery surfaces such as search, product pages, navigation, and menus. Meeting these expectations will be key to driving adoption and sustained engagement over time.

7 Moving beyond conversation to proactive and embedded AI experiences

AI shopping experiences aren't limited to conversational assistants. As consumers adopt agentic AI, they become increasingly open to proactive and embedded experiences.

The appeal of "AI reveals"

Early adopters demonstrate a greater openness to advanced AI use cases, from building a full cart to receiving personalized recommendations.

When asked about a proactive, AI-generated website section that surfaces offers or product trends, early adopters were significantly more likely to engage.

For brands as AI adoption grows, they'll need to move beyond reactive interactions to anticipatory, site-wide AI experiences.

Consumers that would check an AI reveals section on a website

58% → 82%

All consumers

Early adopters

Key takeaway

Shoppers increasingly expect agentic AI to do more than respond, they want it to anticipate their needs and proactively guide them. Early adopters show that once consumers begin using AI, they're more receptive to embedded, complex experiences across the site, not just conversational touchpoints. For brands, this signals a clear opportunity: the path to deeper engagement lies in proactively surfacing relevant products and trends, turning AI into a trusted shopping guide.

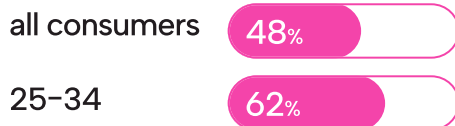
8 Generational differences in AI shopping adoption and trust

Consumer expectations around agentic AI are not uniform. The data reveals a clear generational pattern across adoption, openness, and trust.

Openness to AI shopping agent

Openness remains relatively high up to the 45–54 age group, but drops significantly among 55+, where scepticism outweighs openness. Nearly half of those who would not expect an AI shopping agent to help with anything were aged 55+.

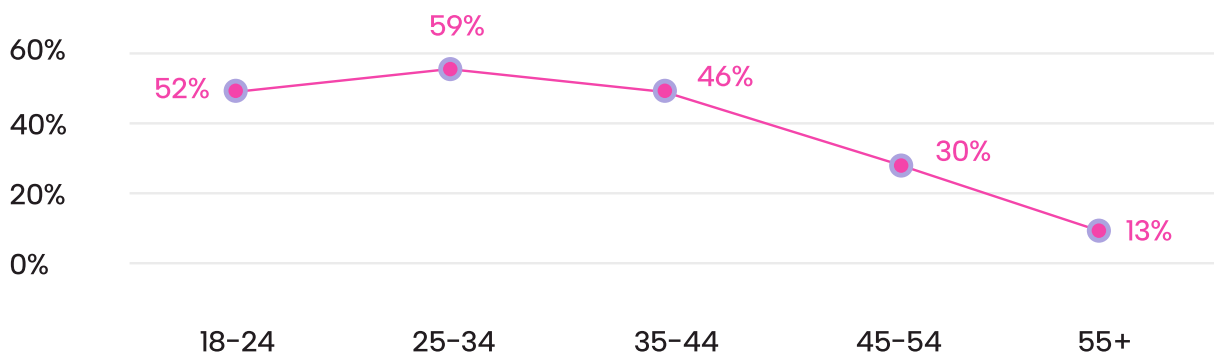
Consumers who would be open to using an AI agents this year if their favourite retailer offered it⁸



Adoption of conversational AI shopping

Adoption drops sharply with age, from a majority among under-35s to very limited usage among consumers aged 55+.

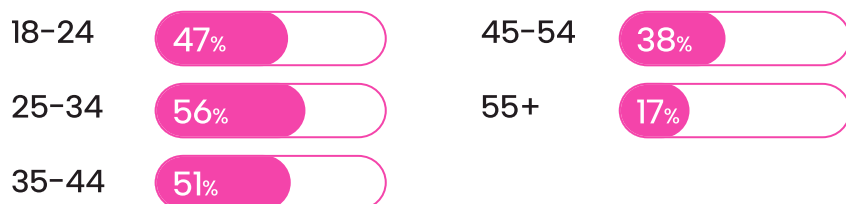
Share of consumers who have tried shopping with a conversational AI assistant, by age group⁹



ChatGPT Instant Checkout adoption drops for consumers aged 44+

With platforms like Shopify integrating into ChatGPT and others, LLM-driven shopping is gaining momentum. However, adoption isn't uniform. ChatGPT offers Instant Checkout, letting users buy products directly within the chat. While consumers under 44 show similar likelihood to use ChatGPT Instant Checkout, older generations remain more cautious.

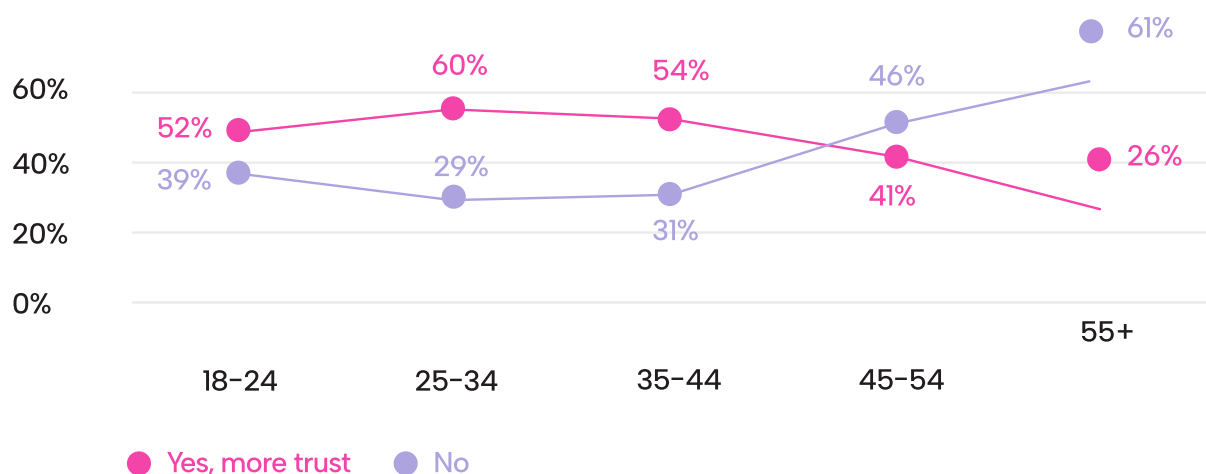
Consumers likely to use ChatGPT's Instant Checkout



Trust impact by age

Trust uplift from AI shopping assistants is strongly age-dependent and declines after age 45, with older consumers significantly less likely to say that AI would increase their trust in a brand.

Would an AI shopping assistant make you trust a brand more?



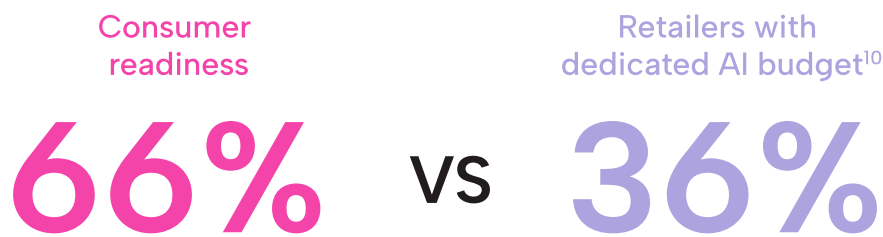
Key takeaway

Under-35s show majority adoption, the highest openness to future usage, and the strongest trust uplift. By contrast, consumers aged 55+ remain largely unexposed to AI shopping, significantly less open to adoption, and unlikely to perceive AI shopping assistants as a driver of increased brand trust.

9 The readiness gap between consumer expectations and retailer investment

Consumer expectations are outpacing retailer investment

Retailer investment remains uneven and often limited, creating a growing gap between consumer expectations and the shopping experiences actually delivered.



Key takeaway

The readiness gap is not a technology gap. The capabilities already exist for retailers to deliver AI-powered shopping experiences today. Instead, the gap is one of timing. While 30% of retailers plan to increase investment in AI agent technologies, many others intend to maintain current levels, meaning retailers will not move at the same pace. As consumer expectations take shape, those who act earlier will be best positioned to deliver meaningful experiences sooner and secure a competitive advantage

Conclusion

From readiness to competitive advantage

Agentic shopping experiences are becoming the norm. Retailers who embrace them now will build the capabilities and consumer trust needed to stay ahead. Those who wait risk playing catch-up in a market where expectations have already moved on.

Agentic AI in shopping experiences should focus on product discovery

While much of the market focus is on agentic checkout and payments, consumers see the greatest value for AI agents in helping them find and choose the right products. This is a clear signal on where retailers should focus when introducing agentic AI into their shopping experiences.

Personalization is the key to agentic commerce success

The findings show that relevance is critical to successful AI shopping. Relevant AI suggestions drive further adoption, while irrelevant ones lead to site abandonment. As agentic AI becomes more embedded across the shopping journey, performance will increasingly depend on hyper-personalization, driven by how well AI agents are trained on rich, intent-driven and contextual commerce data across both conversational and non-conversational experiences.

The path forward

Retailers need to adjust their shopping experiences to include more agentic-driven product discovery on their websites, leverage intent data and combine both conversational and proactive capabilities to deliver truly useful, embedded experiences.

- ① Start with product discovery, where consumers see the most value
- ② Embed both conversational and non-conversational AI agents into existing surfaces, including search, navigation, product pages, chat boxes, and dedicated AI pages
- ③ Respect consumer control and transparency to encourage adoption and build trust
- ④ Prioritize relevance, as poor or irrelevant experiences increase the risk of site abandonment

About Nosto

Nosto (www.nosto.com) is the agentic Commerce Experience Platform (CXP) that gives brands intuitively designed tools and AI agents to increase their online revenue through end-to-end commerce experience management.

With [experience.AI™](#), Nosto's intelligence engine, brands can enrich and connect customer, product, and content data in real-time and make it actionable to personalize every step of the customer journey.

With [Huginn](#), the always-on AI commerce agent orchestrating a network of purpose-built agents, brands unlock new levels of productivity and relevancy, accelerating the path from ideation to execution and enhancing every customer interaction.

Nosto supports intelligent commerce experiences for more than 1,500 brands in over 100 countries, including Kylie Cosmetics, O'Neill, New Era, Marc Jacobs, Belstaff, FIGS, and Todd Snyder, Douglas, Muji, Diane Von Furstenberg, Diptyque, and Tuckernuck.

About the consumer survey

Nosto commissioned international market research consultancy [Censuswide](#) to conduct a survey of a nationally representative sample of 2,000 consumers in the US and the UK (18+). The data was collected between 13.11.2025 – 17.11.2025. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. We adhere to the MRS Code of Conduct and ESOMAR principles.



¹ Reverse of those who selected 'N/A I would not expect an AI shopping assistant to help with anything'

² Combining responses on whether respondents have tried shopping with a conversational AI assistant: 'Yes, with an AI shopping assistant on a brand's website', 'Yes, in a conversational interface like ChatGPT or Google Gemini', and 'No, but I would in the future'

³ Combining responses 'Yes, with an AI shopping assistant on a brand's website' and 'Yes, in a conversational interface like ChatGPT or Google Gemini'

⁴ Refers to those who have ever tried shopping with a conversational AI assistant

⁵ Combining responses 'Yes, definitely' and 'Yes, maybe'

⁶ Combining responses 'Yes, definitely' and 'Yes, maybe'

⁷ Combining responses 'Very helpful' and 'Somewhat helpful'

⁸ Combining responses 'Very open' and 'Somewhat open'

⁹ Combining responses 'Yes, with an AI shopping assistant on a brand's website' and 'Yes, in a conversational interface like ChatGPT or Google Gemini'

¹⁰ Nosto conducted a retailer survey of a panel of 39 merchants across multiple international markets. The data was collected between 21 November and 10 December 2025.