Agentic Commerce A&U

Understanding Consumers' Attitudes & Behaviors in Using AI Tools / Agents for Shopping

UK May 2026
Syndicated Report

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Background & Methodology

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Research Objectives

- Assess consumers' interest & engagement with agentic commerce tools by category
- Understand how shopping decisions and tasks are conducted with AI assistance
- Capture which AI platforms consumers are using, their experience, and which AI features are driving or hindering engagement

Methodology

- Sample:
  - Gen Pop consumers, 18+, have made a purchase within the past 30 days
  - n=500
- Design:
  - Online self-report survey with monthly tracking
  - Length of interview: 8 minutes
- Field Time:
  - Wave 1: April 7-10, 2026
  - CURRENT WAVE: Wave 2: May 28 – June 2, 2026

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Adoption of AI tools or agents for shopping remains limited, with usage concentrated in basic features. Consideration outpaces current usage, signaling future growth



38%
have **used** at least one AI tool to shop within the past month

Top Used AI Tools

- **16%** used AI-powered product recommendations
- **13%▼** used subscribe or auto-replenish features
- **11%** used AI-powered shopping list



61%
have **considered using** at least one AI tool to shop within the past month

Top Considered AI Tools

- **26%** considered AI-powered product recommendations
- **21%** considered AI-powered shopping list
- **19%** considered AI-powered personal shopping assistant

BENCHMARK SHOPPING TOOLS:
- **36%** used a deal / promos finder website or app
- **29%** used a price comparison website or app

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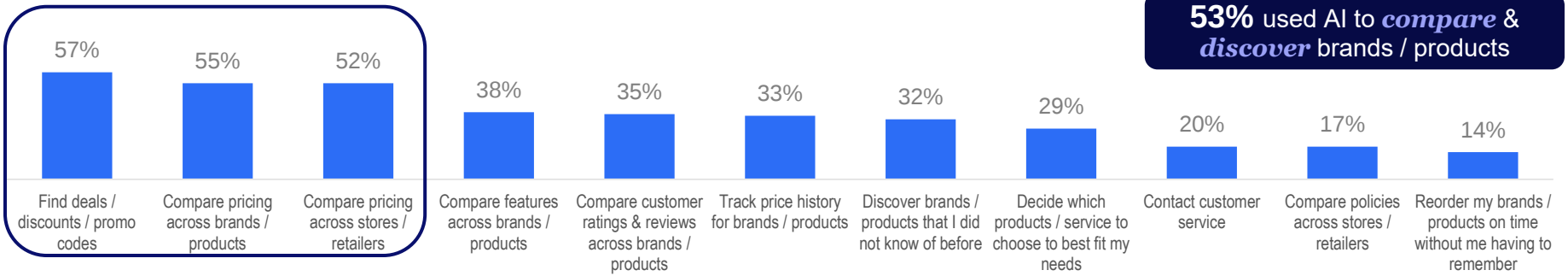
Saving money continues to be the primary driver of AI usage for shopping



Price comparison and deal seeking are the most common functions that users sought from their AI tools and agents

53% used AI to ***compare*** & ***discover*** brands / products



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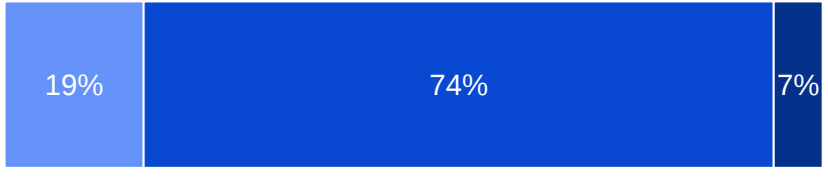
Consumers primarily use AI to seek recommendation to support their decision making, often making their own purchase choice

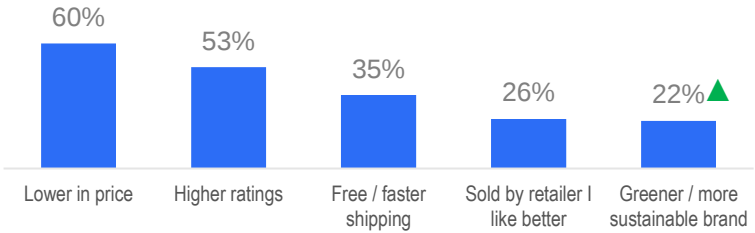
Top Decision-Making Approaches

1. Review AI recommendations & do additional research before deciding what to buy
2. Often follow AI recommendations but ultimately decide what to buy myself
3. Almost always follow AI recommendations but approve the purchase myself

AI recommendations create opportunities for brands to become part of consumers' consideration set. Switching is contingent on better pricing and ratings



Top Criteria to Switch to AI-Recommended Brands



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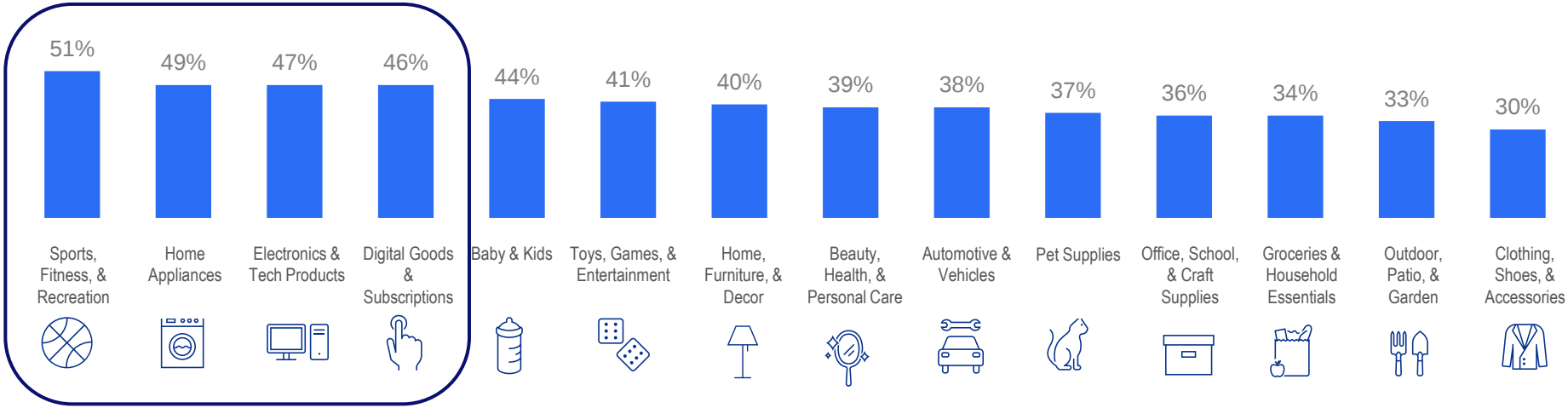
AI engagement remains highest in complex and higher-cost categories, where decision-making is more effortful and multi-faceted



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AI-powered shopping across top categories is led by product recommendations, while shopping assistants, voice assistants, and chatbots remain secondary tools

Sports, Fitness, & Recreation

19% used AI-powered product recommendations

13% used AI-powered shopping assistant

9% used voice assistant to purchase/reorder items

Home Appliances

21% used AI-powered product recommendations

15% used AI-powered shopping assistant

12% used a chat bot that guides them through a purchase

Electronics & Tech Products

14% used AI-powered product recommendations

11% used a AI-powered shopping lists

8% used a chat bot that guides them through a purchase / AI-powered shopping assistant / AI-powered virtual try-on

Digital Goods & Subscriptions

17% used AI-powered product recommendations

9% used a subscribe or auto replenish feature

7% used a chat bot that guides them through a purchase / AI-powered shopping assistant / AI-powered shopping list

Baby & Kids

12% used AI-powered product recommendations

10% used a chat bot that guides them through a purchase / / AI-powered virtual try-on

8% used voice assistant to purchase/reorder items / AI-powered shopping assistant / AI-powered shopping list

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Tech retailer and social commerce platform shoppers tend to rely more heavily on AI tools and agents, especially for recommendations and voice assistants

Tech retailer shoppers also use auto-replenish feature more often, and social commerce shoppers favor autonomous AI agents

	Total	Tech Retailer Shoppers	Social Commerce Shoppers
Product recommendations from AI that I asked for	18%	35% *	31%*
A subscribe or auto-replenish feature for repeating purchases	13%	31%*	16%*
AI-powered shopping lists	12%	24% *	15%*
Voice assistant to purchase and/or reorder items	10%	28%*	26%*
AI-powered personal shopping assistant	9%	20% *	22%*
A chatbot that guided me through a purchase on a website/app	8%	19% *	16%*
AI-powered virtual try-on	6%	10% *	11% *
A fully autonomous AI agent that placed an order without my approval each time	4%	12% *	23%*
AI-powered wardrobe styling	3%	6%*	13%*

New data points in May 2026 wave
Channel shoppers are shoppers who consider channel to be one of their primary retailers

*Small base size (between 30 and 59); interpret results with caution
**Extremely small base (under 30); data not shown

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ChatGPT, Google, and Amazon are the top agentic commerce platforms. ChatGPT also leads in trust and satisfaction despite lowered performance on accuracy compared to the last wave

	Current Usage *among all AI users*	Satisfaction *(% satisfied / very satisfied) among tool users*	Trust *(% trust the most) among all AI users*	Perceived Accuracy *among tool users*	Perceived Quality of Recommendations *among tool users*
ChatGPT	50%	86%	26%	65%▼	81%
Google	44%	74%	23%	74%	84%
Amazon	40%▼	80%	19%	63%	79%
Retailer apps/sites	31%▼	81%	10%	77%▲	74%▼
Social media platforms	26%	60%*▼	5%	52%*	77%*▲
Delivery apps	23%	67%*	4%	51%*▼	60%*▼
Direct-to-brand sites/apps	19%	75%*▼	6%	62%*▼	71%*▼
Claude	9%	**	2%	**	**
Perplexity	5%	**	3%	**	**

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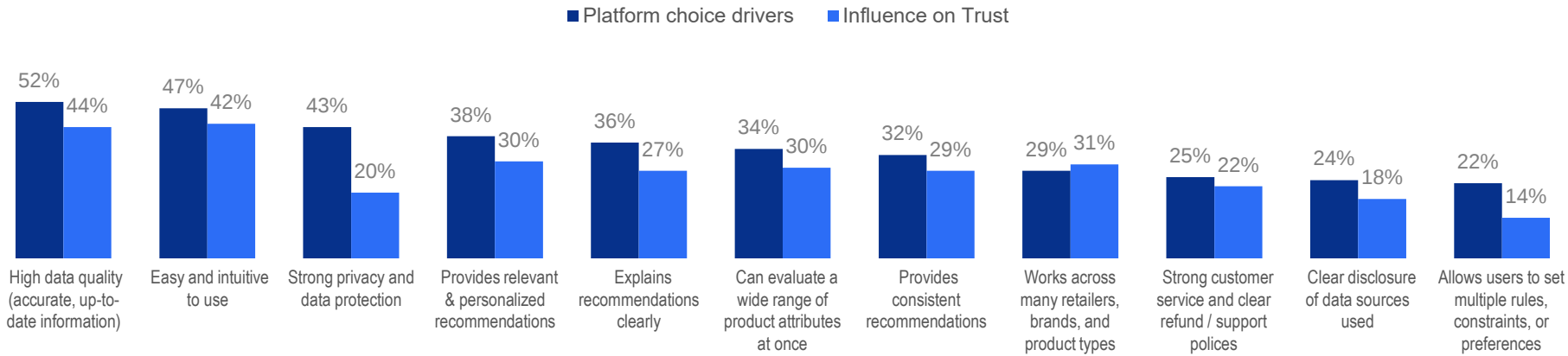
Data quality and ease of use remain the top drivers of platform choice & trust, while privacy – though an important driver – plays a smaller role in building trust



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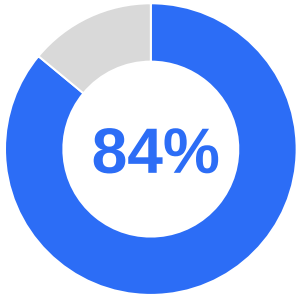
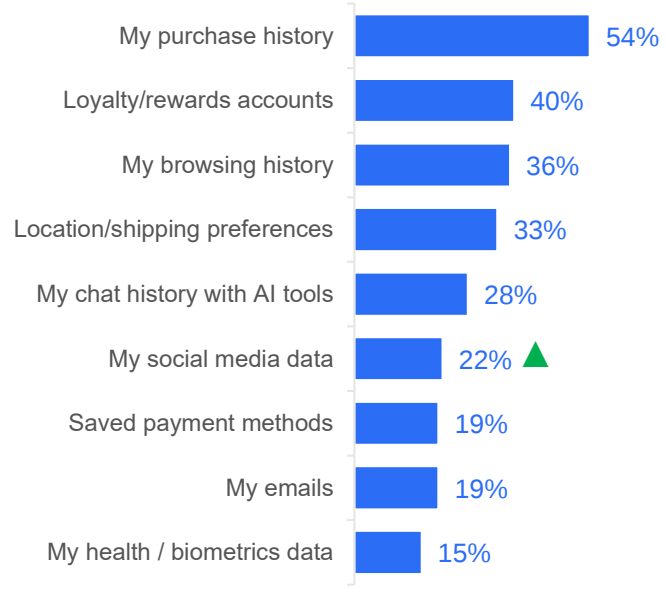
Consumers are willing to share shopping-related data such as purchase history and loyalty accounts, but less comfortable with sharing sensitive personal information



are **comfortable** sharing some personal data with AI tools / agents

among those who have used or considered using AI for shopping in P30D

Level of Comfort with Data Sharing



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