



We surveyed 1k+ U.S. and U.K. online shoppers to find out how AI is changing the path to purchase, impacting brand trust, and what it means for you.

**64%** of 18–27 year-olds buy based on an AI recommendation without verifying it anywhere else

**58%** of shoppers blame you when AI gives them the wrong product information.

**1 in 5** shoppers discovered a brand they'd never heard of because AI recommended it.



## WHAT YOU'LL LEARN

- How to manage the new ecommerce land grab driven by agentic commerce
- What consumers say they care about most when using AI to shop
- What the coming Transaction Era means for your marketplace strategy

This is just a snapshot of the data. Download the full report to see how to get your operations optimized for the agentic commerce era.

[READ THE REPORT](#)