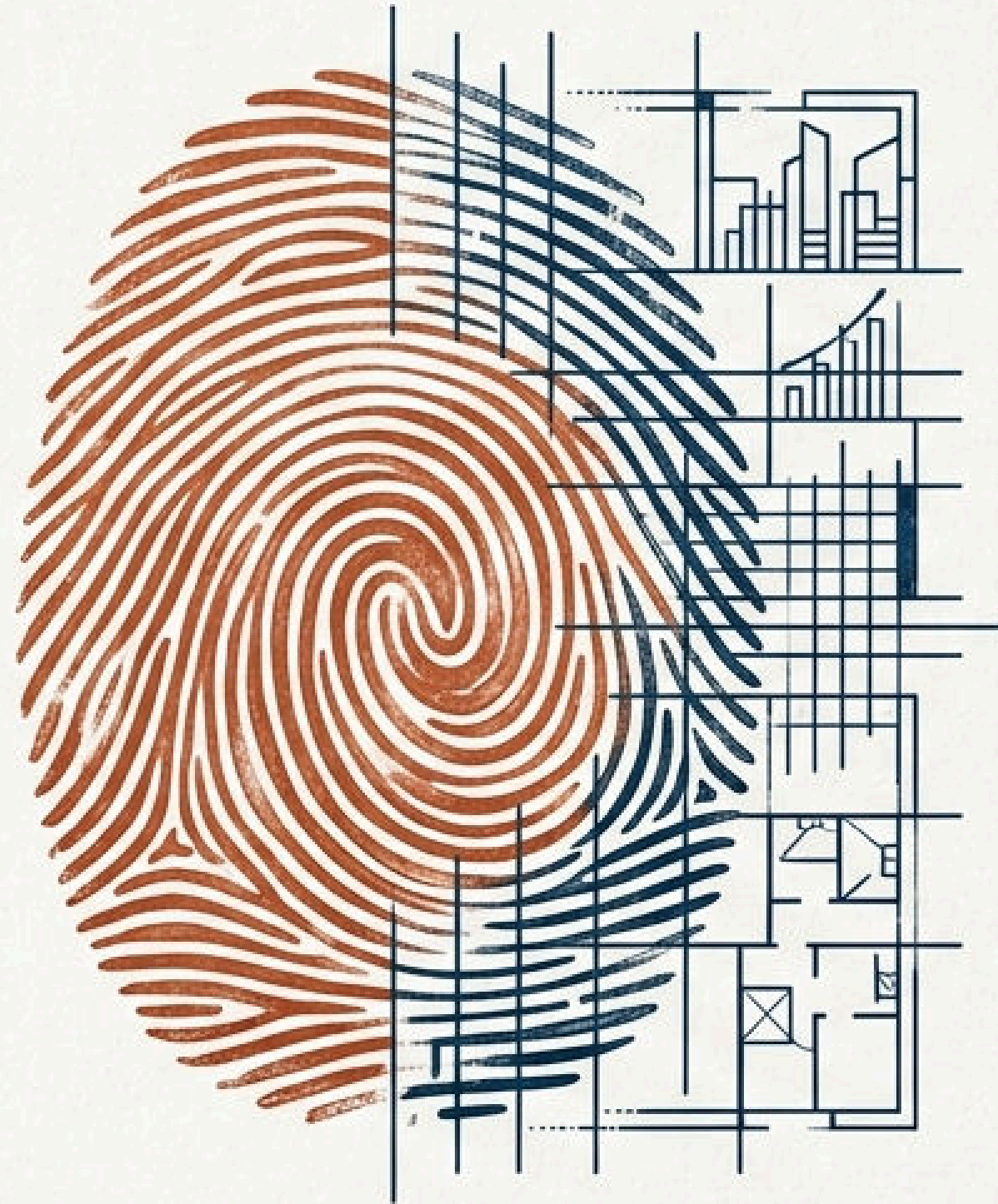




The Rise of Agentic Commerce

What happens when AI becomes the customer?

About the Writers

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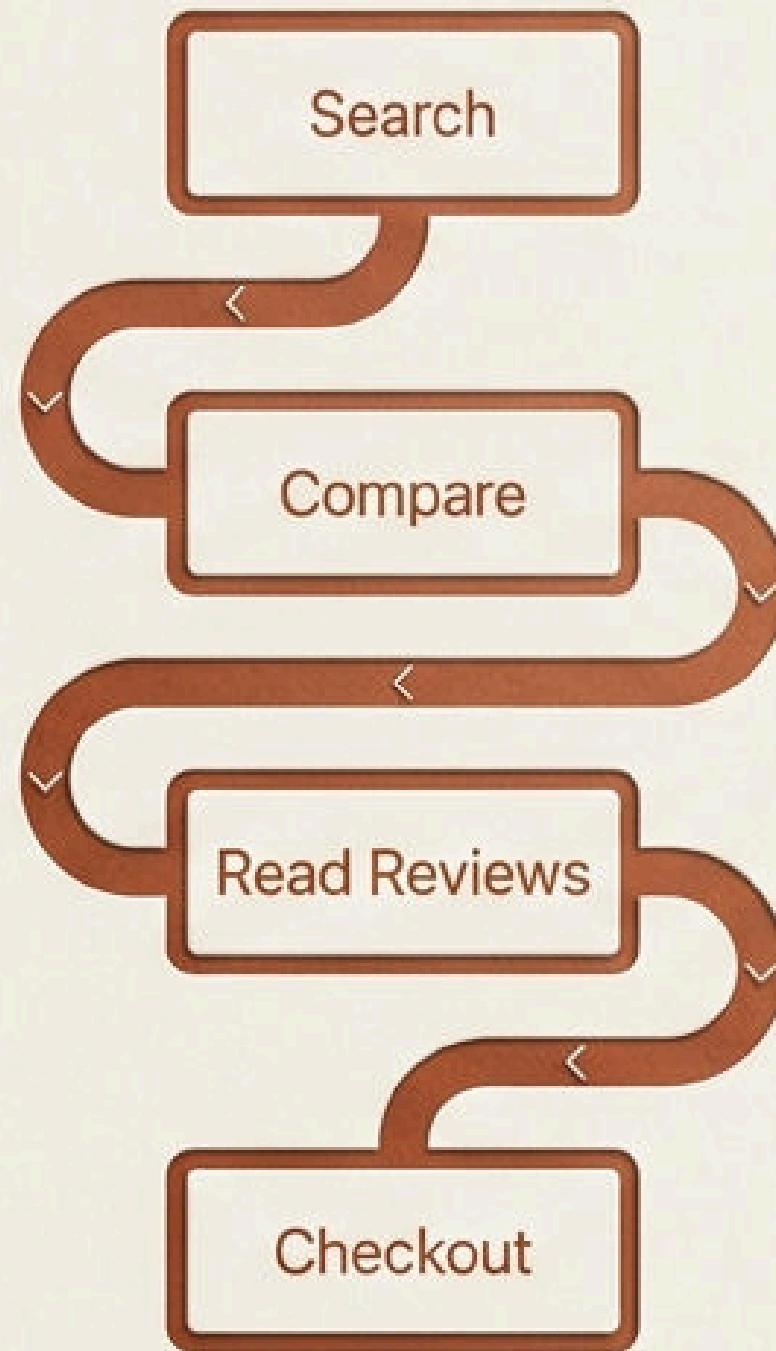


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The commerce journey is collapsing into a single step.

Today, shoppers search, evaluate, and decide. Tomorrow, consumers will give an AI agent a goal and a budget—and the agent will execute. The traditional funnel is being replaced by continuous, agent-mediated commerce.

The Human Journey



The Agentic Journey



Business-to-AI (B2AI) commerce has officially arrived.

**\$3T –
\$5T**

Value of global consumer commerce mediated by AI agents by 2030 (McKinsey).

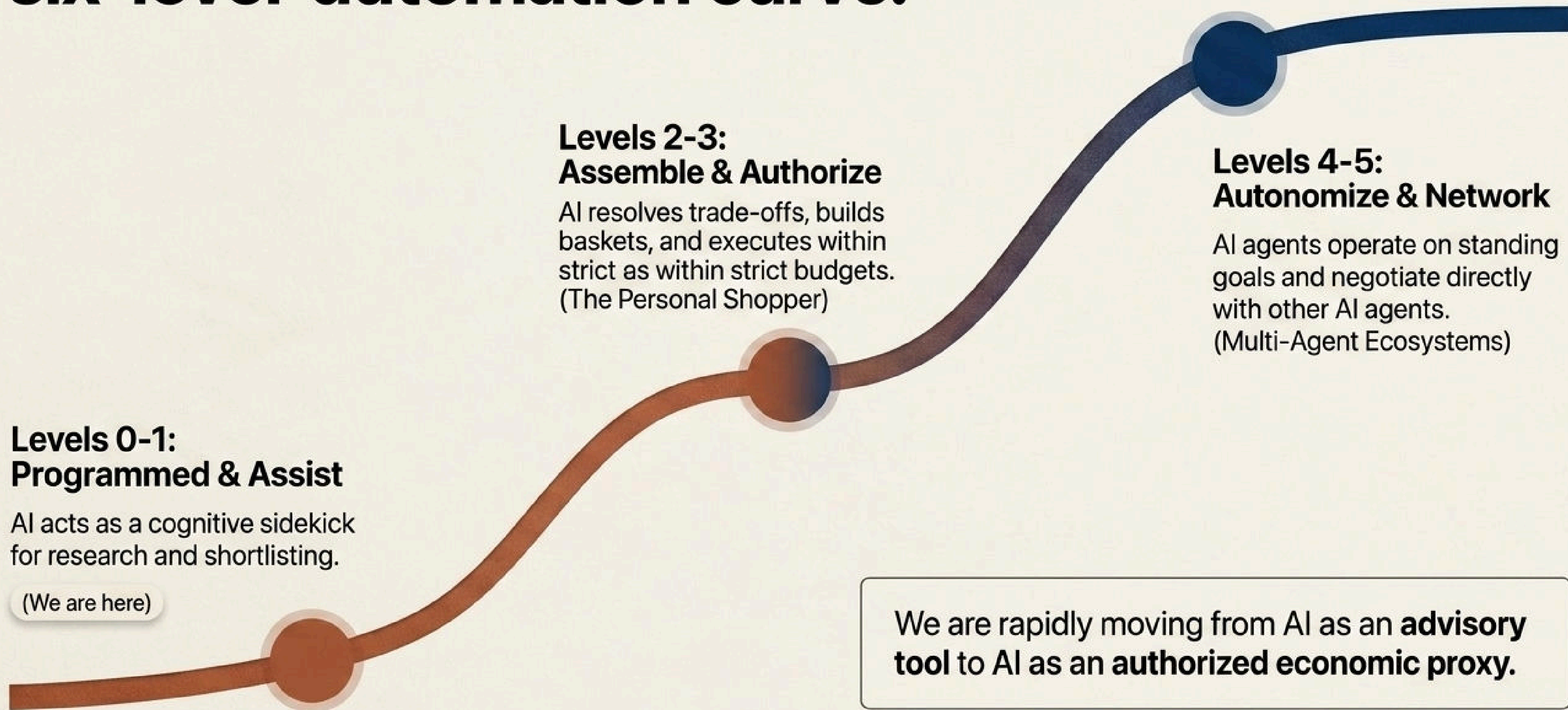
40%

Americans who have already made an unconsidered purchase due to an AI agent or tool (Visa).

53%

U.S. businesses willing to let AI agents negotiate prices or terms directly with other AI agents (Visa).

Delegation evolves along a six-level automation curve.



Consumers demand AI assistance, but refuse AI autonomy.

Help Me

- **58%** comfortable with AI comparing prices.
- **31%** willing to let AI narrow household supply options.



Don't Control Me

- **60%** won't let AI spend any amount without final approval.
- Only **11%** willing to let AI make final purchase decisions.



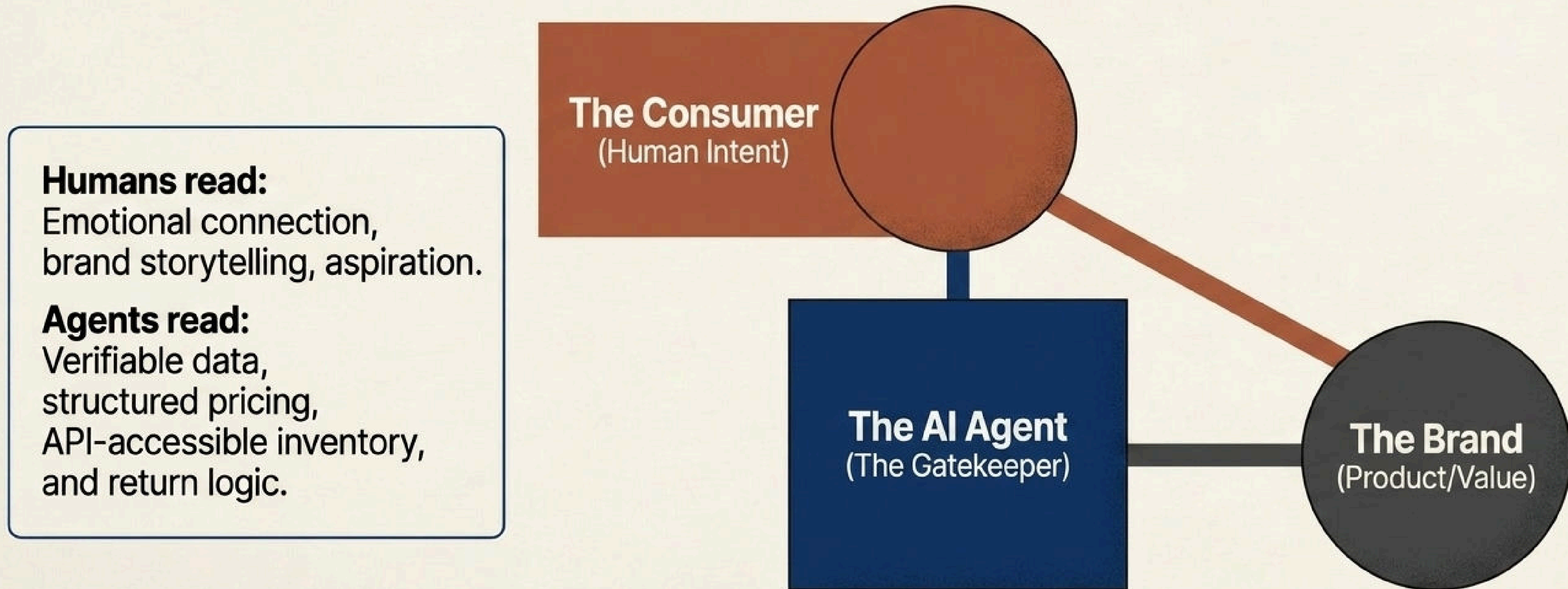
Passive exposure is **not active adoption**. Consumers want the heavy lifting outsourced, but demand final visibility and veto power.

Delegation accelerates for utility and plateaus for identity.

Task Repetition / Utility (Low to High)	Emotional Stakes / Regret Risk (Low to High)	
	Low	High
Low	ACCELERATES Examples: Groceries, basic consumables, household supplies. Brand Play: Compete on machine-readable inventory, operational predictability, and subscription execution.	
High		PLATEAUS Examples: Luxury goods, milestone purchases, identity signaling. Brand Play: Compete on provenance, tactile experience, and emotional assurance at the point of commitment.

Brands must now compete for the machine's attention.

You no longer just compete for human eyeballs. To survive the collapsed funnel, you must earn a place in an AI agent's recommendation set.



Winning in the B2AI era requires a new playbook.

1



Expose the Truth: API-first merchandising is mandatory. Ensure pricing, inventory, specs, and return policies are perfectly machine-readable.

2



Accuracy is a Brand Asset: 54% of consumers currently have to double-check GenAI tools. Brands providing verified, reliable data will win the machine's trust.

3



Partner for Trust: Trust in AI jumps from 28% (independent agents) to 36% when backed by established financial institutions or payment networks.

4



Master the Meta: Create emotional legibility for human buyers, underpinned by rigorous semantic structure for AI agents.

The next commerce advantage belongs to the easily verifiable.

Agentic commerce will not remove marketing from the buying journey. It will raise the standard. The next commerce advantage will not belong to the brand that speaks the loudest—but to the brand that is easiest to trust, evaluate, and choose.

Sources & Further Reading:

- 1) **McKinsey & Company:** 'The automation curve in agentic commerce' (January 2026)
- 2) **Gartner:** 'Consumers Want AI Shopping Help, But Not AI Purchase Decisions' (May 2026)
- 3) **Visa:** 'The next era of commerce: When AI becomes the customer' (B2AI Report, 2026)