

When AI starts shaping
choices before your best
customers do



June 2 2026

The Institute for Business Value (IBV) is IBM's thought leadership organization



Research team

60+

Industry, technology and functional SMEs, statisticians, economists and analysts across 17 countries

Major programs

5

C-suite, technology, industry, functional areas, and sustainability

Annual publications

100+

Reports inclusive of 25 major studies, focus on generative AI, hybrid cloud and security

Thought leadership ranking

#1

Ranked best in quality, engagement and influence in consulting industry by Source Global

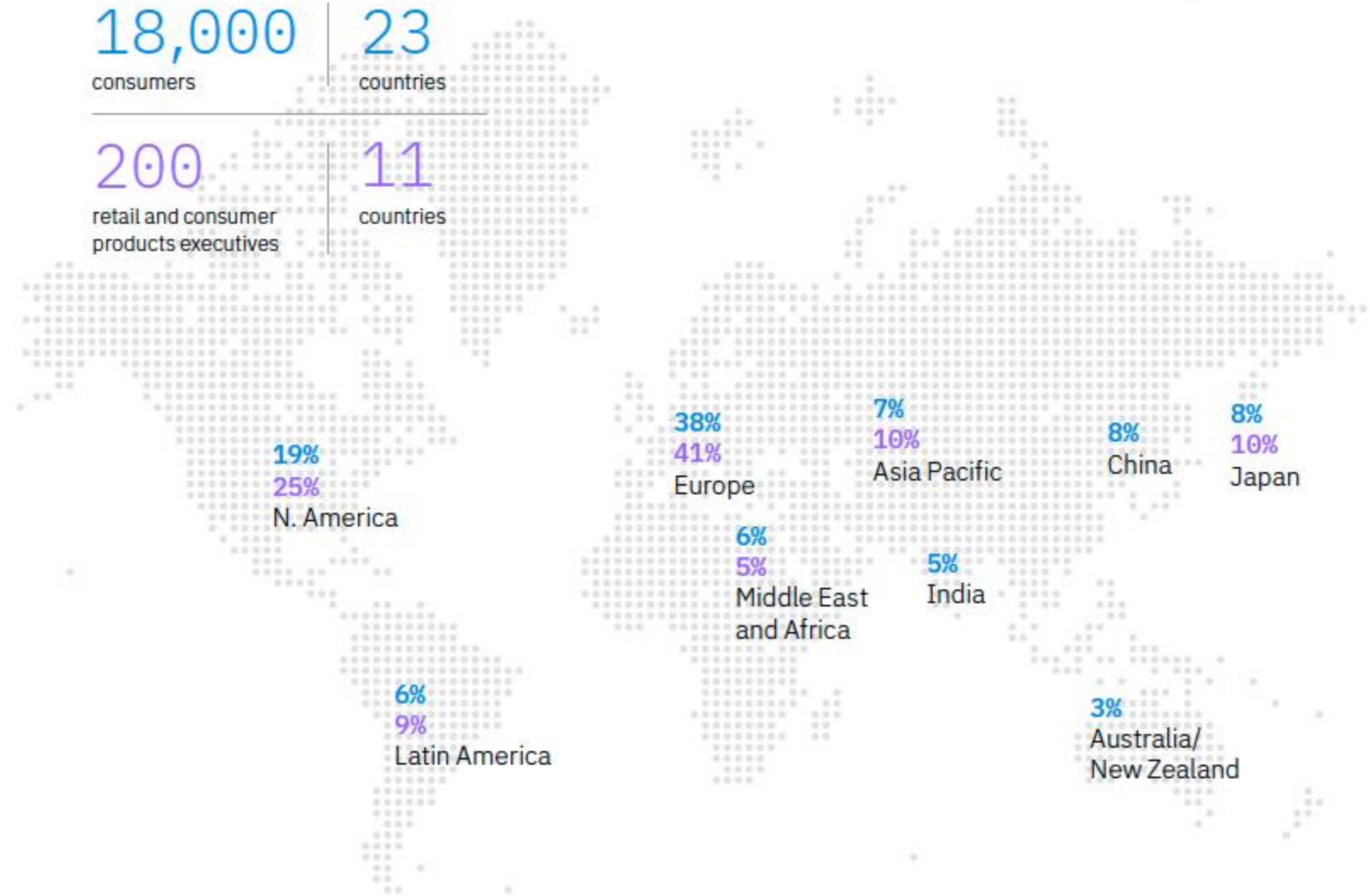
Own the Agentic Commerce Experience

Own the agentic commerce experience

Consumers are ready

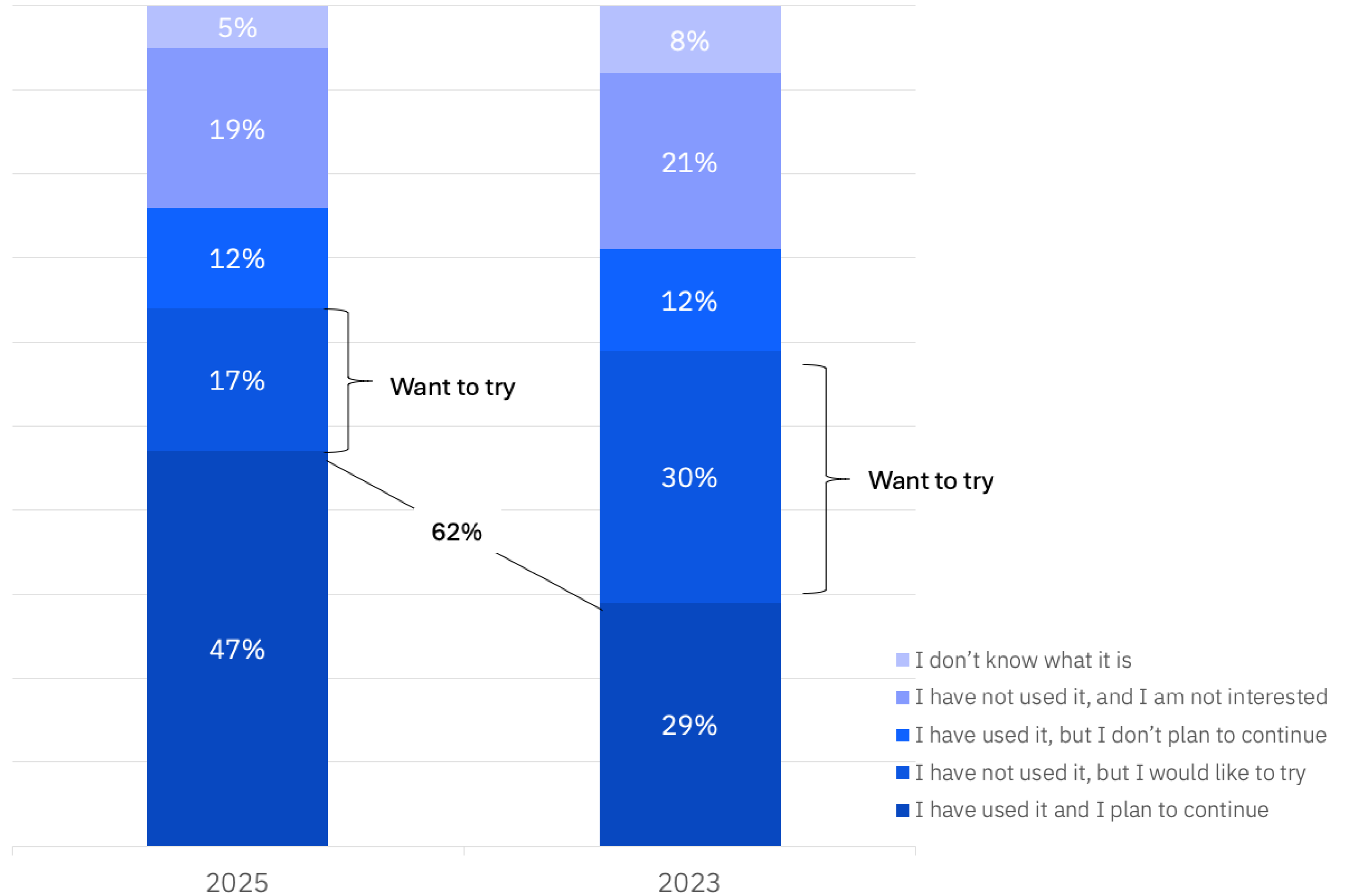
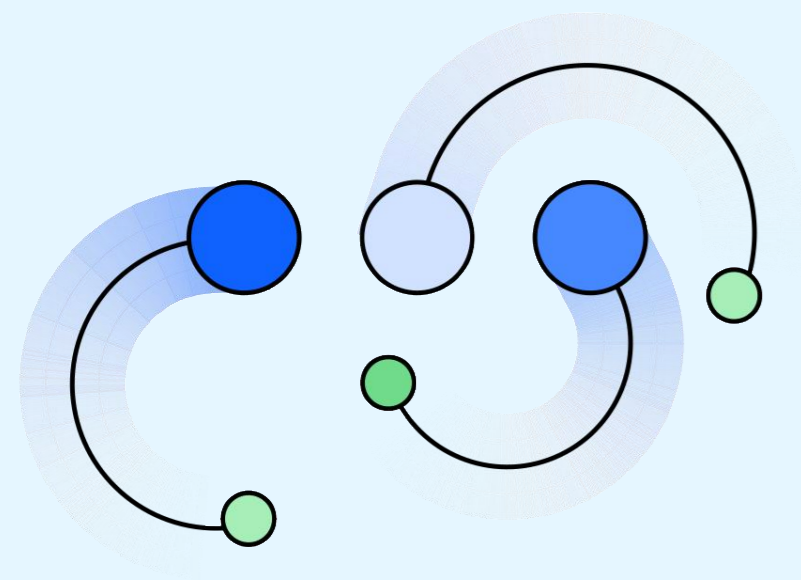


IBV Global Consumer Study



Consumers
Retail and consumer products executives

Global adoption of AI is shifting from curiosity to regular usage



72% shoppers shop in store and AI is shaping their journey



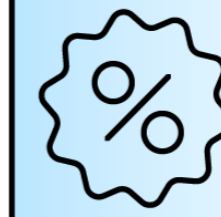
To get help
45%



To research products
41%



To look for reviews
33%



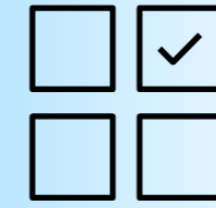
To look for
deals/promotions
31%



To personalize or
design products
29%



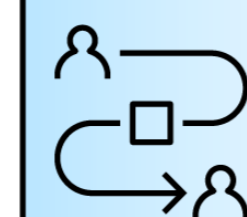
To provide
feedback
28%



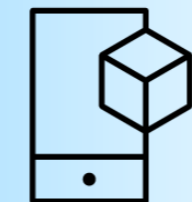
To evaluate
trade-offs
26%



To be more
sustainable
26%



To track orders
26%



To try on virtually
25%



To attend a virtual
event or game
21%

Building brand relationships with human and AI

Smart Spenders (46%)

Prove value, then reward loyalty with personalized offers and incentives

Habit-Driven Shoppers (21%)

Reinforce routine and availability with compliance and reassurance messaging

Conscious Connectors (19%)

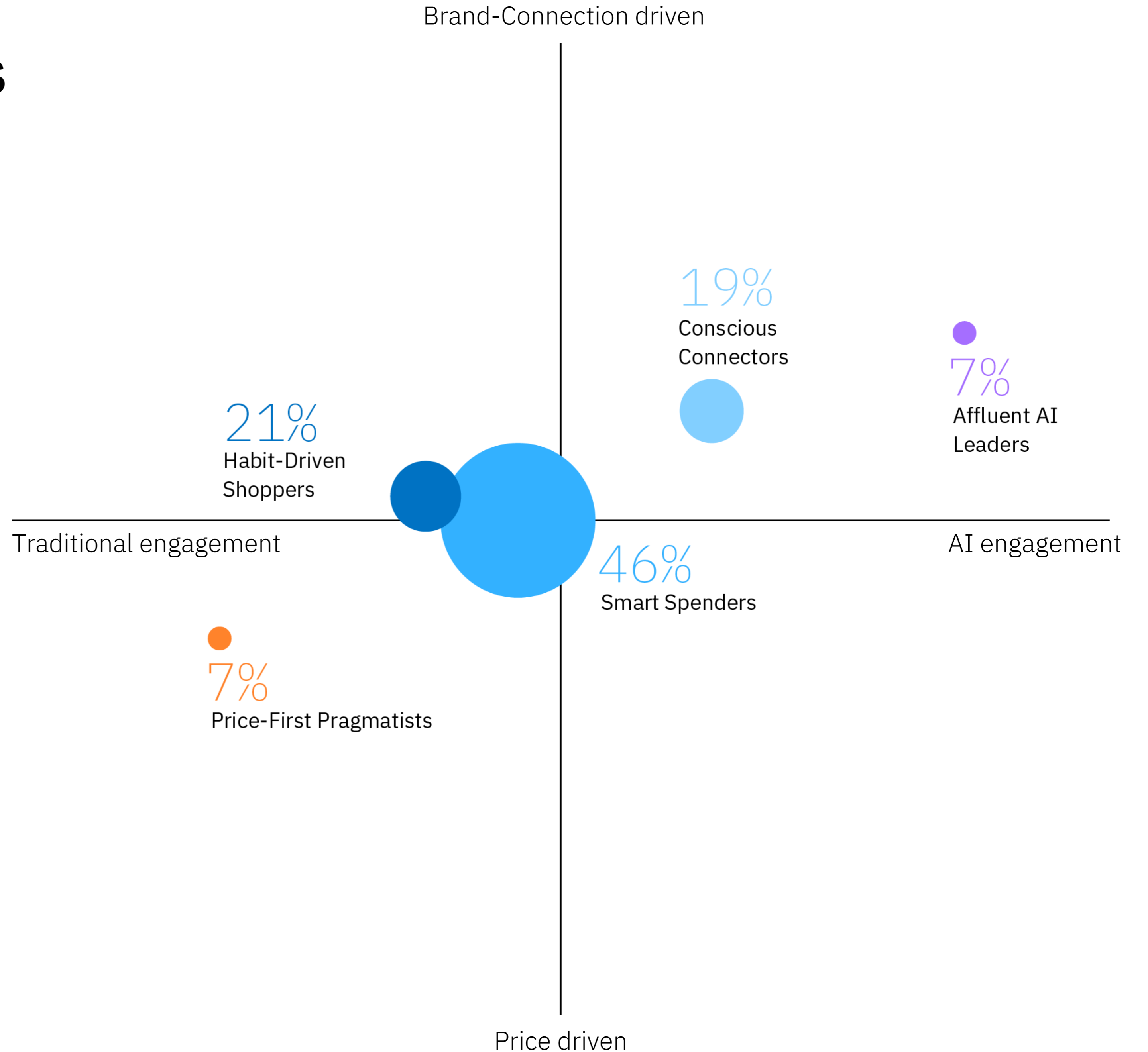
Connect with purpose-led, responsible personalization and transparency

Affluent AI Leaders (7%)

Engage with AI-ready experiences, earn trust with verifiable data and claims

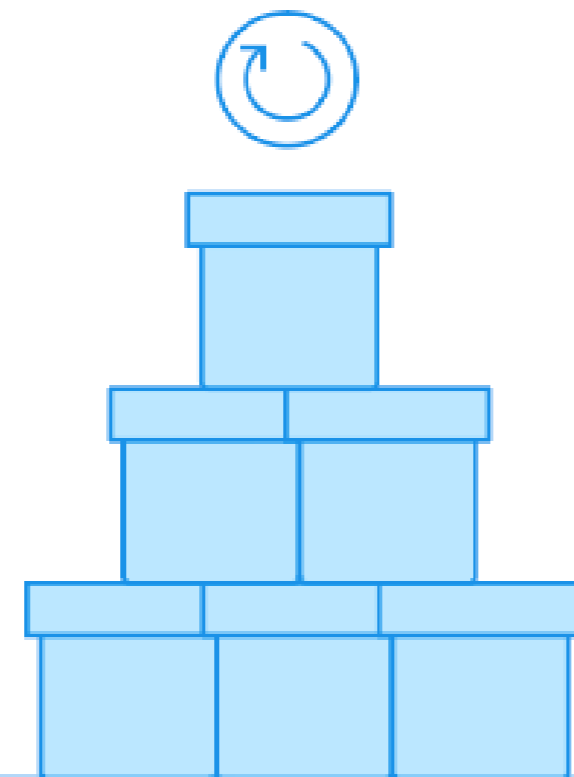
Price-First Pragmatists (7%)

Make it simple, affordable, relatable and available



Data as foundation for trust, loyalty, and advocacy

Behind every seamless brand interaction lies a dual-purpose system: product data that establishes credibility with shoppers, and consumer data that powers the personalization they expect

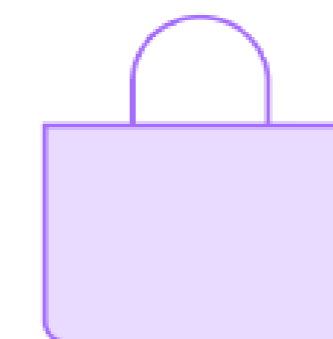
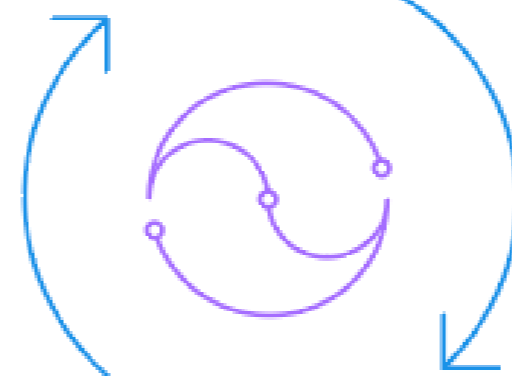


2. Machine trust layer

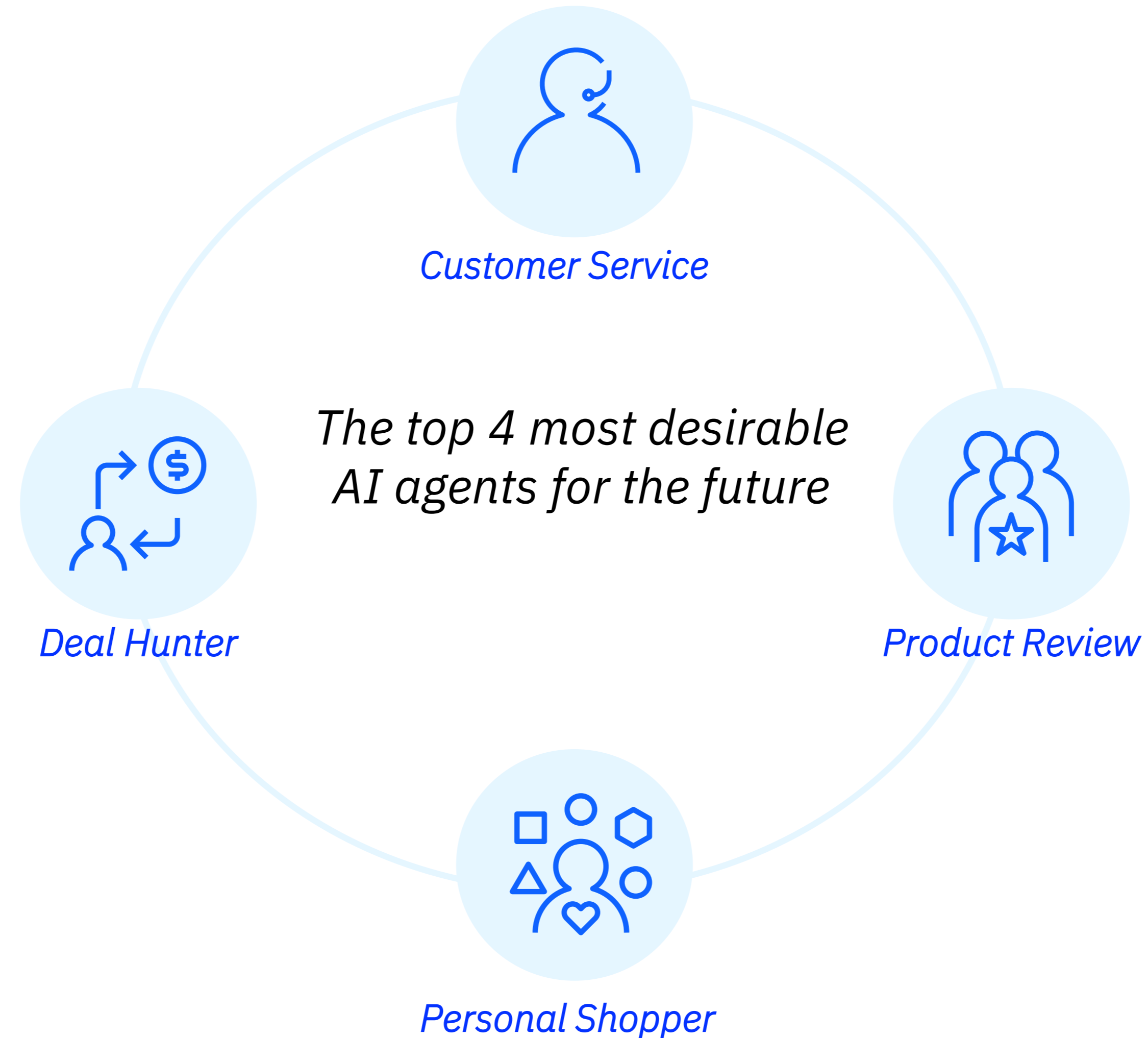
Structured, machine-readable data including quality verification, pricing transparency, and sustainability credentials.

1. Human trust layer

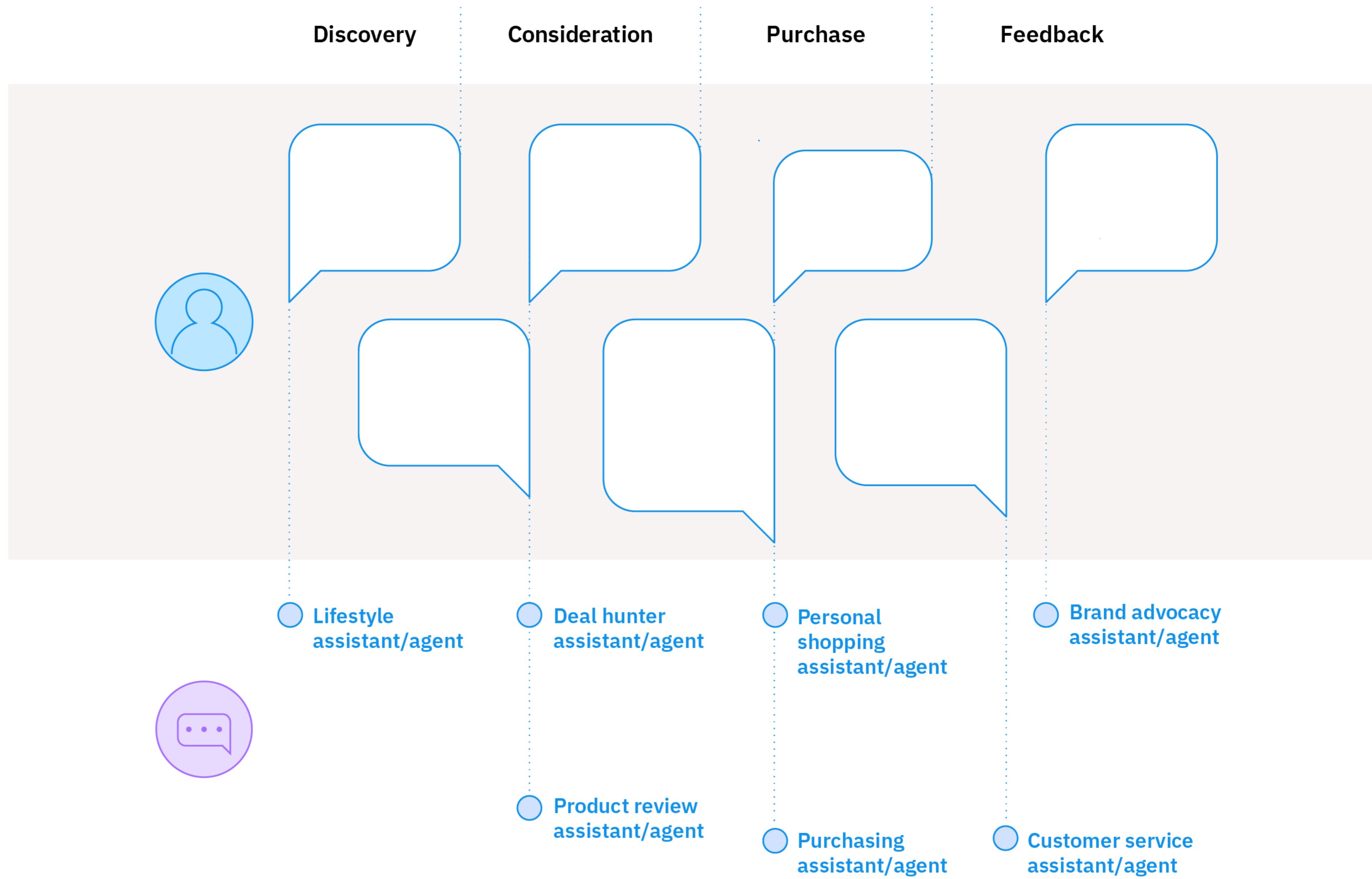
Emotional connection through values alignment, personalized experiences, and transparent interactions.



Which AI agent would be most helpful for your shopping journey?



An example of how AI helps in the shopping journey



Action Guide



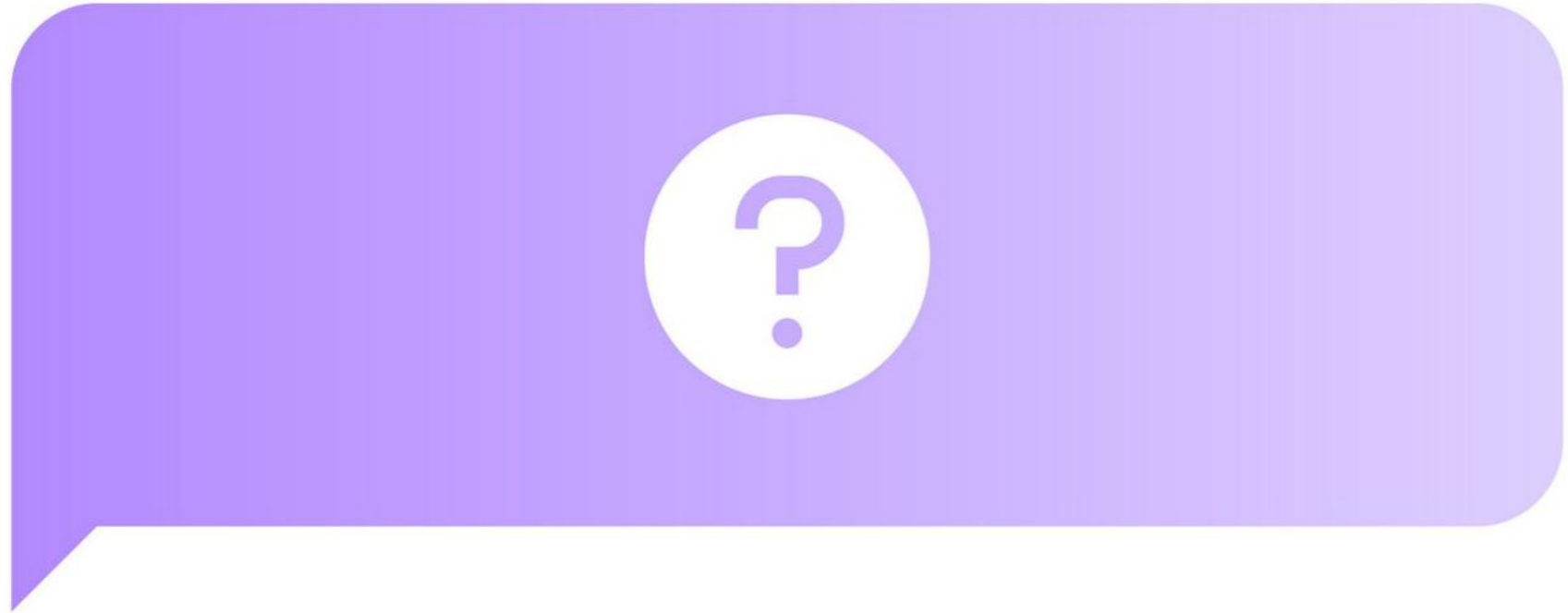
To succeed in the agentic commerce era, brands and retailers must design shopping journeys that serve people, assistants, and agents. Brands and retailers need to....

1. Engineer seamless omnichannel experiences for people and machines

2. Ensure your product is discoverable in the agentic era

3. Build trust through transparency for people and machines

4. Build a data and governance strategy for agentic commerce.



Q&A

Scan the QR Code to view the IBV study "Own the agentic commerce experience"



Own the agentic commerce experience



In collaboration with NRF, we explore consumer use of AI and how brands can thrive in the era of AI-assisted shopping

