Agentic Commerce Beyond the hype

Webinar
January 20th, 2026

VAIMO

20 minutes

Today's Webinar

→ What is Agentic Commerce?

→ Our 2026 predictions

→ Next steps

Henrik Feld-Jakobsen

Chief Strategy Officer

hfj@vaimo.com
+45 51 91 52 93

Agentic Commerce is when AI agents actively help users *discover, evaluate & transact*, moving seamlessly from discovery to orders.

What will happen in 2026

15-25% of total US ecommerce market in 2030

Bain forecasts agentic AI will take meaningful online share by 2030.

Projected 4% of total EU search traffic in 2026

BCG's analysis of a sample of leading European brands and retailers found that LLM-driven traffic is up more than 2,000% in fashion, nearly 1,200% in luxury, and almost 7,500% in specialty retail.
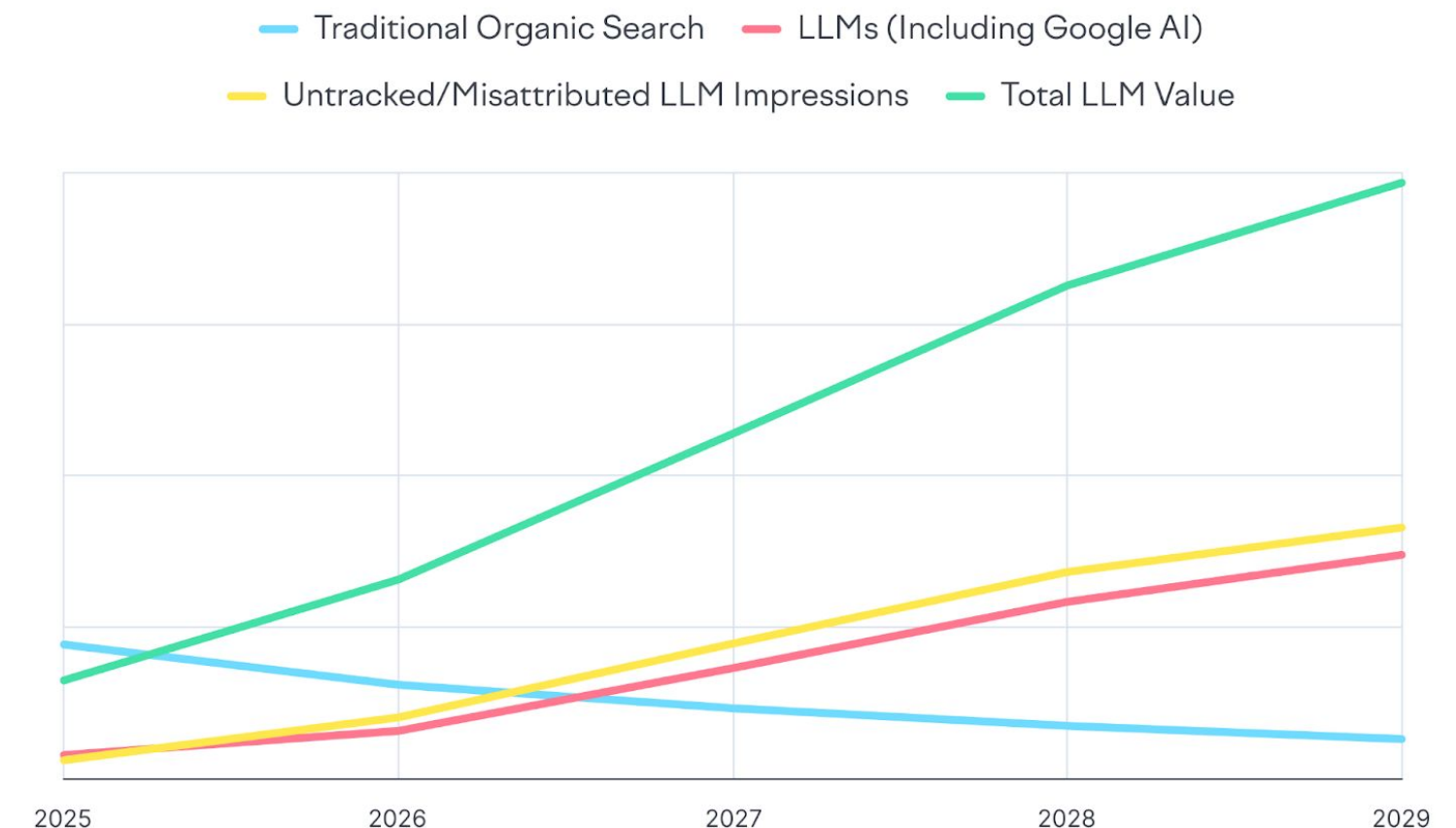
1

Visibility comes first.
Revenue follows later.

AI-driven discovery will matter in 2026.

Revenue impact will be limited short term.

Trust is required before changing buying behaviour.

Estimated LLM vs. Organic Search Value

— Traditional Organic Search   — LLMs (Including Google AI)

— Untracked/Misattributed LLM Impressions   — Total LLM Value

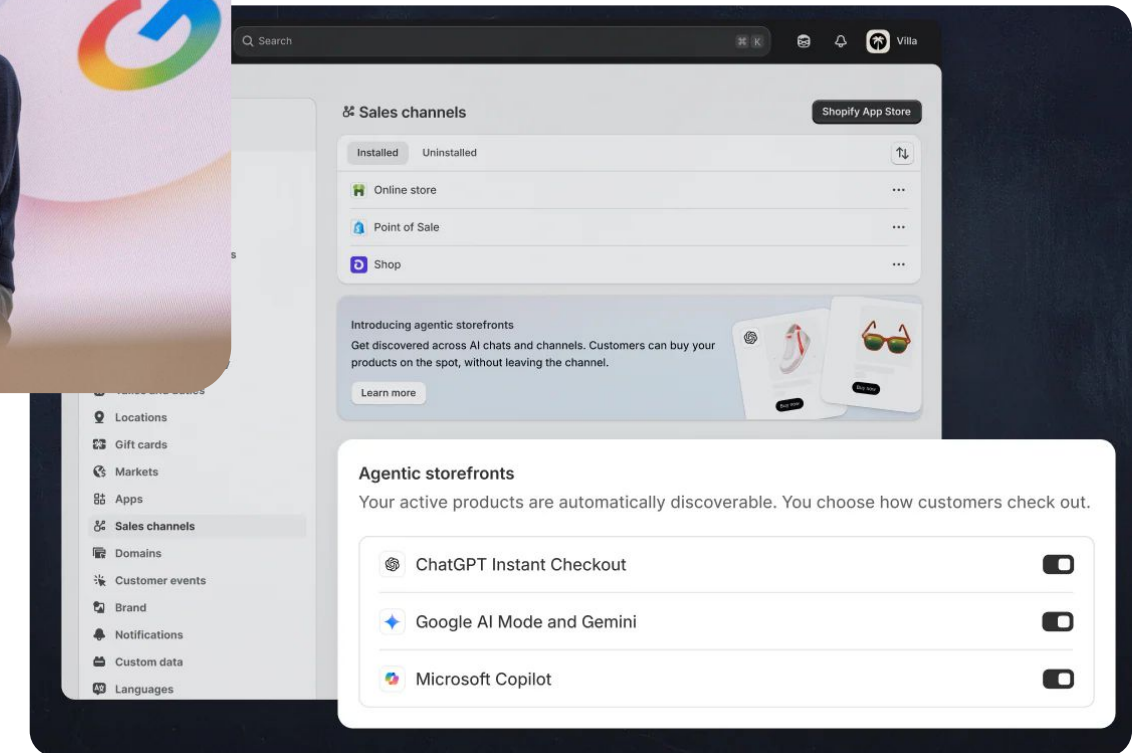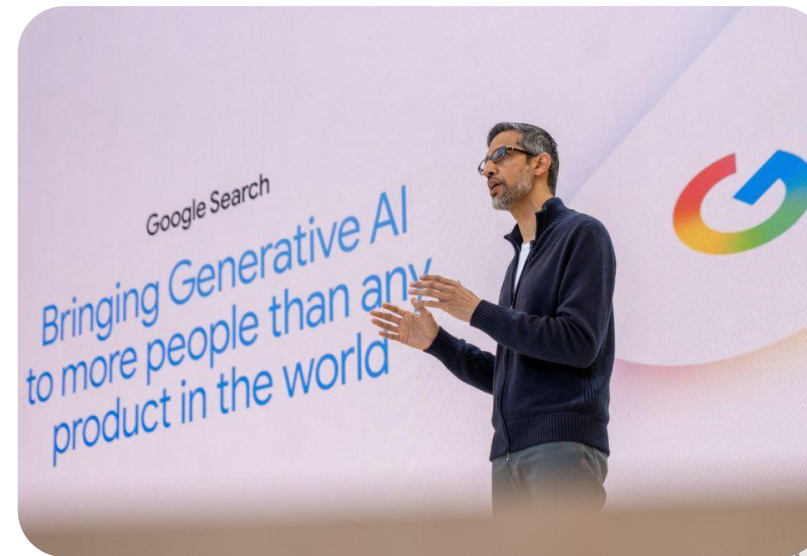2025   2026   2027   2028   2029

semrush.com

SEMRUSH

2

Investment will continue, driven by users.

Big tech + platforms will keep investing.

This shift is consumer-led, not vendor-led.
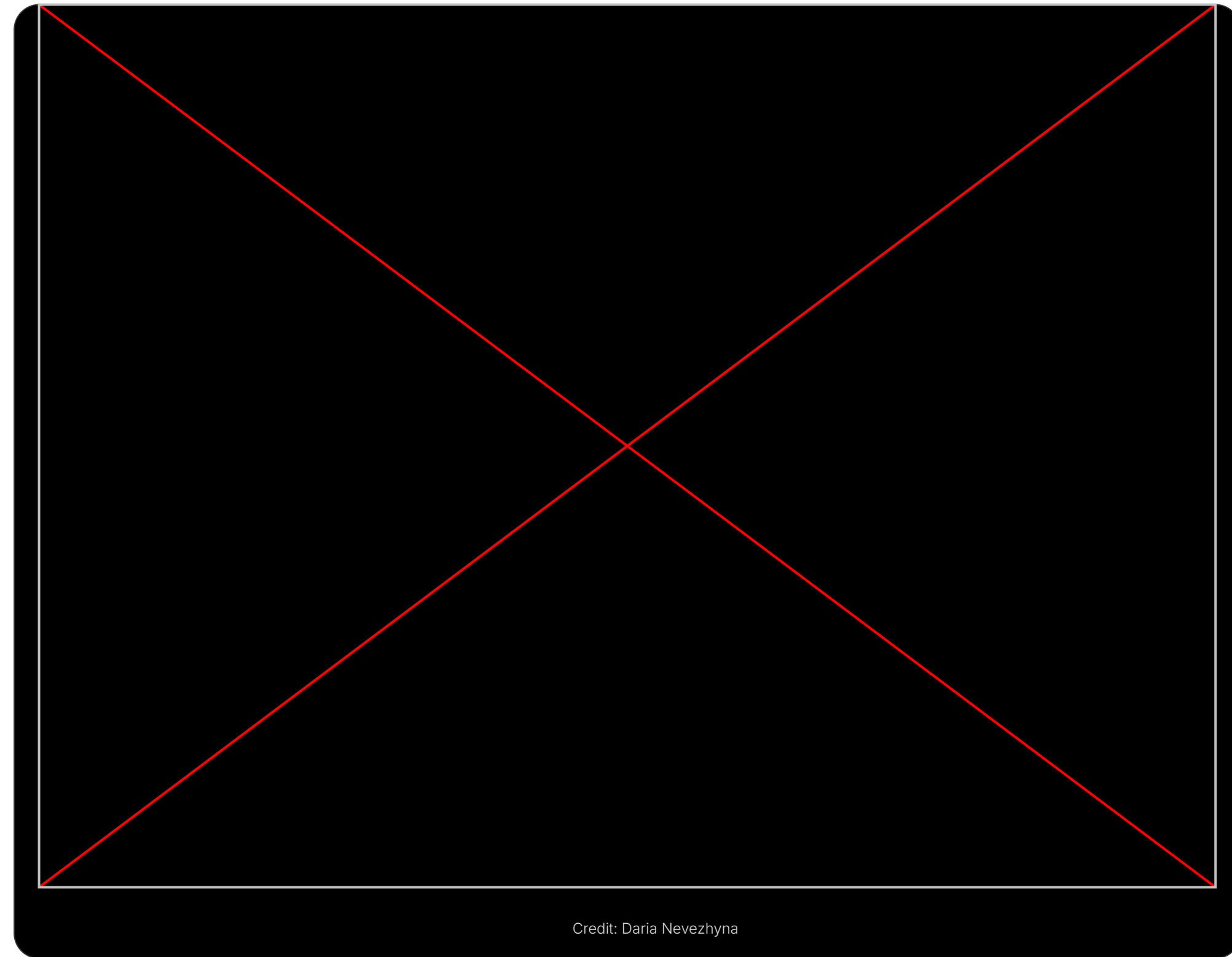
When users move, revenue follows.

3

The start of the website evolution.

AI agents reduce friction in discovery and selection.

Selection and comparison move upstream.
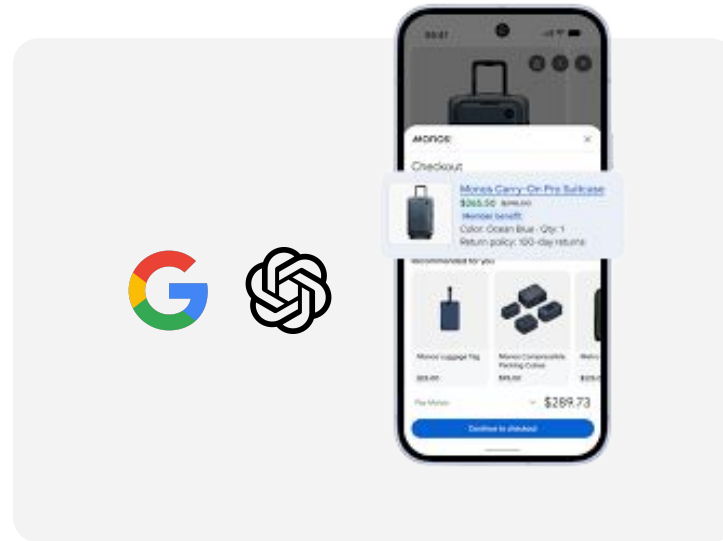
Websites build trust, authority, and experience.

Credit: Daria Nevezhyna

Poll

How do you believe Agentic Commerce will impact your business the most in the next 1–2 years?
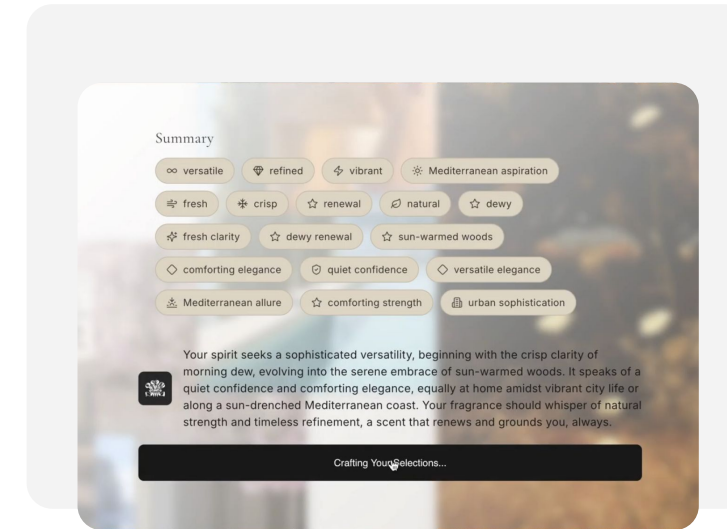
Our AI playing field

Where we help business turn experience into value.

Agentic Commerce

Be discoverable and create revenue in AI-driven buying journeys

Where future demands emerge

AI-empowered experiences

Create AI-powered experiences customers can feel

Where brands stand out

Smarter workforce and operations

Automation and intelligence through data and AI-powered applications

Where scale and margins are created

Commerce today

Search channels
Users search and navigate

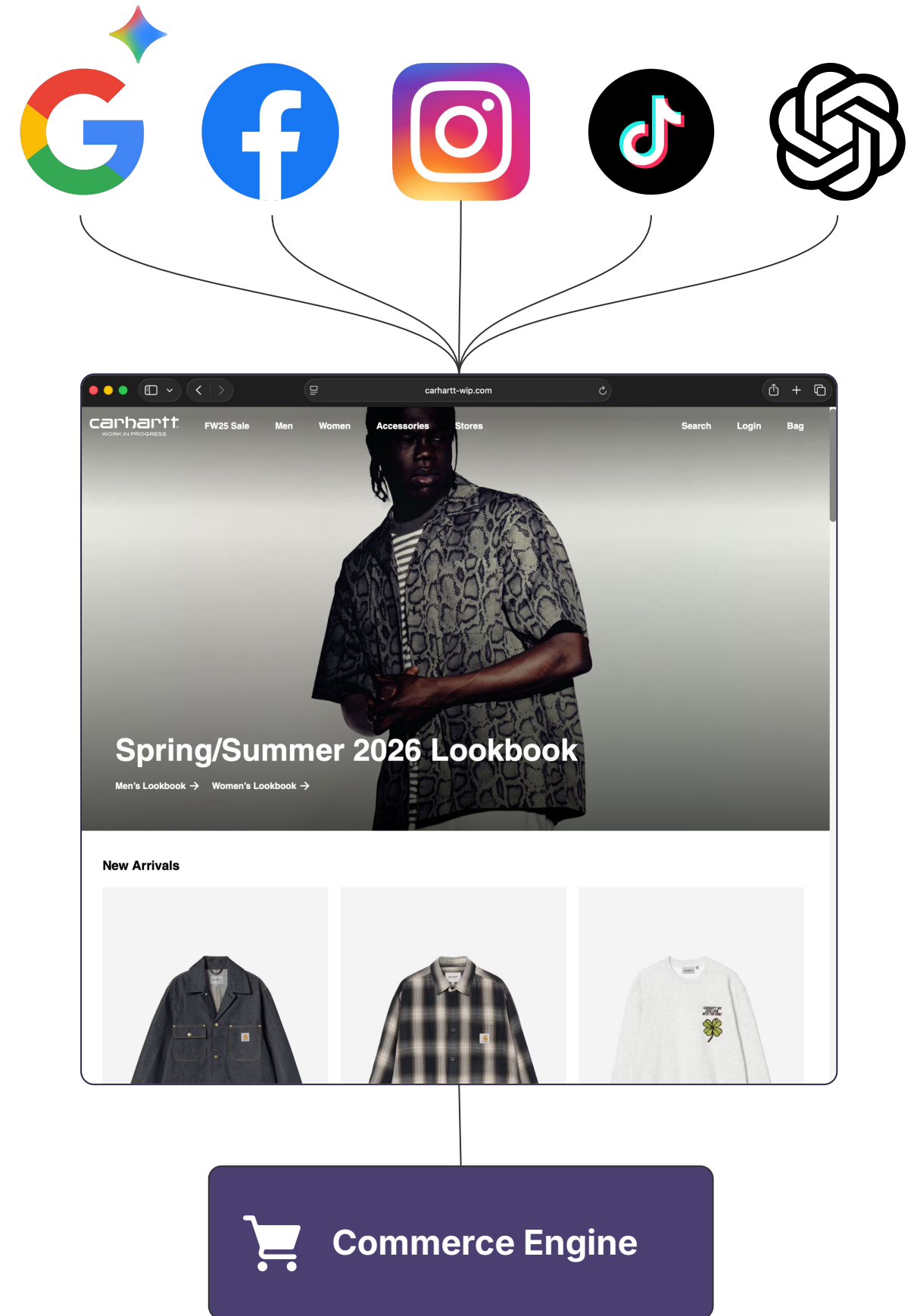**Conversion happens in your store**
Traffic to store, conversion happens in your ecosystem

Your back office
Where you handle your orders and manage your web platform

carhartt-wip.com

carhartt
WORK IN PROGRESS.

FW25 Sale   Men   Women   Accessories   Stores   Search   Login   Bag

Spring/Summer 2026 Lookbook
Men's Lookbook →   Women's Lookbook →
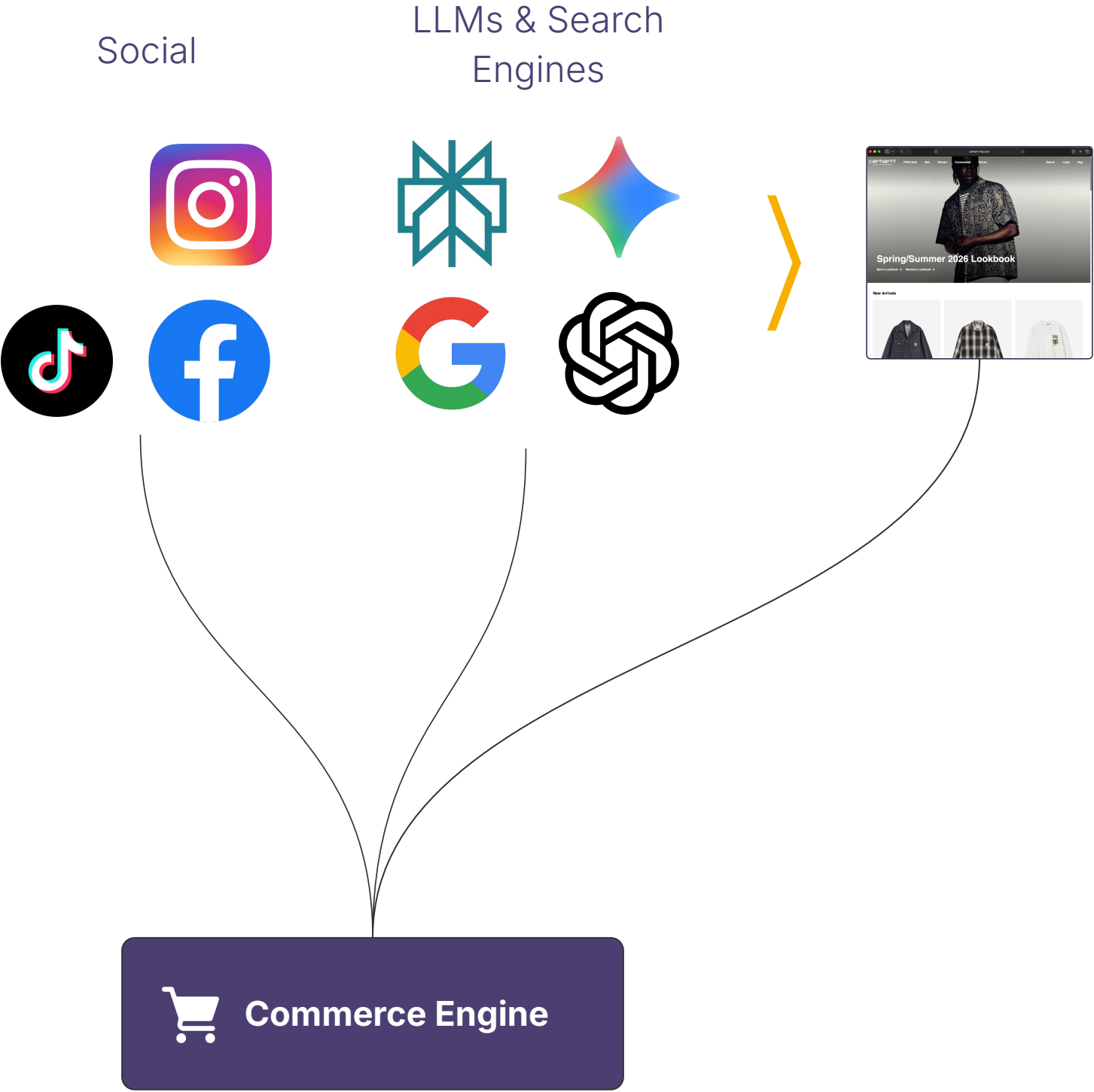
New Arrivals

🛒 **Commerce Engine**

Commerce *tomorrow*

Conversion happens everywhere
From intent to transaction

Your back office orchestrates it all
Powering every channel

Social

LLMs & Search Engines
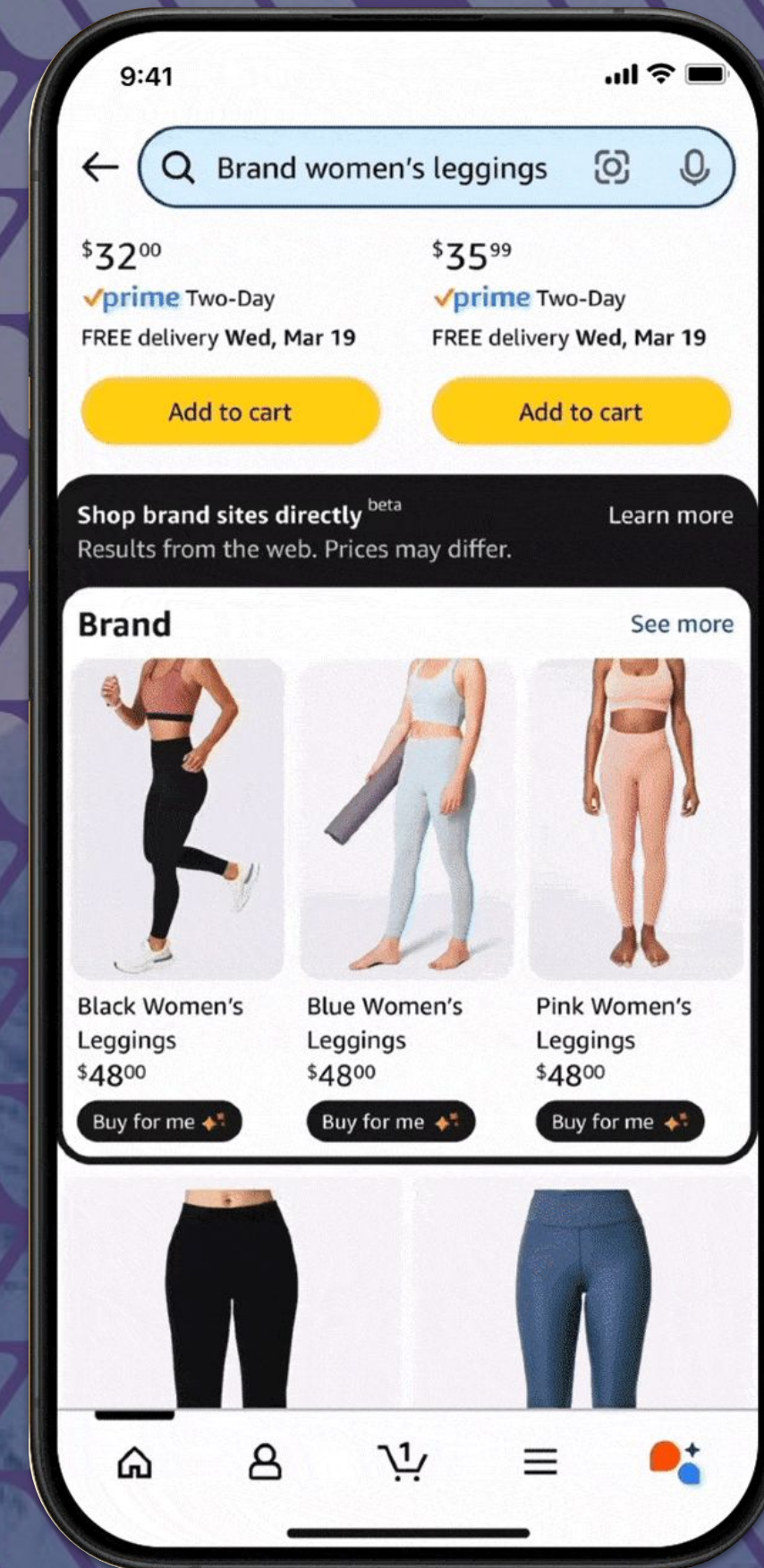
🛒 **Commerce Engine**

Amazon launching
Agentic Commerce

Amazon's new 'Buy for Me' feature helps customers find and buy products from other brands' sites

New beta feature allows customers to use their Amazon Shopping app to complete purchases from other brand retailer websites if Amazon doesn't sell the item directly.

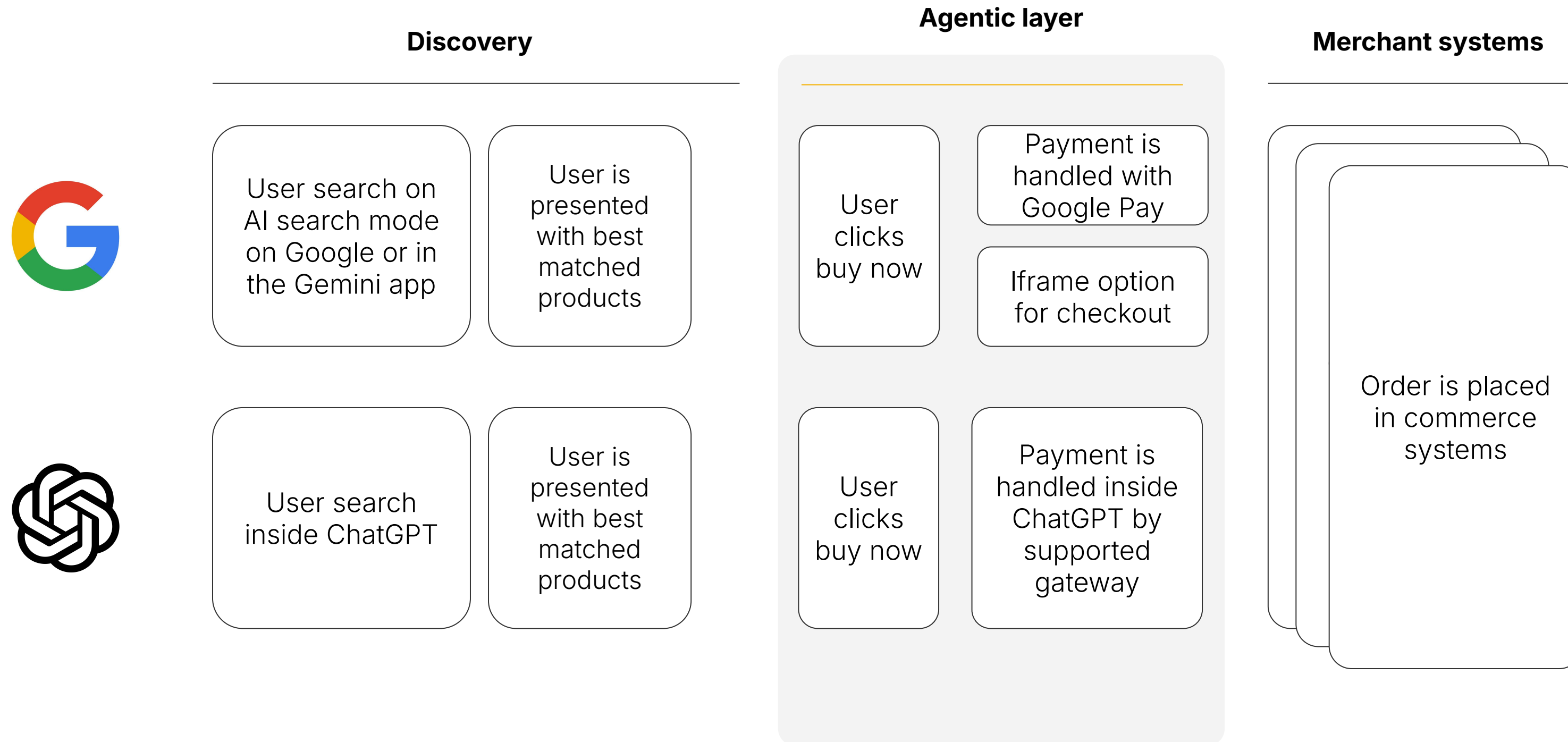Retail   Shopping   Customers   Artificial Intelligence

Share

A simplified view of how Agentic Commerce works

A quick look under the hood of Unified Commerce Protocol (Google) and Agentic Commerce Protocol (OpenAI)

Discovery

Agentic layer

Merchant systems

| User search on AI search mode on Google or in the Gemini app | User is presented with best matched products |

| User clicks buy now | Payment is handled with Google Pay |
| | Iframe option for checkout |

| User search inside ChatGPT | User is presented with best matched products |

| User clicks buy now | Payment is handled inside ChatGPT by supported gateway |

Order is placed in commerce systems

A simplified view of how Agentic Commerce works

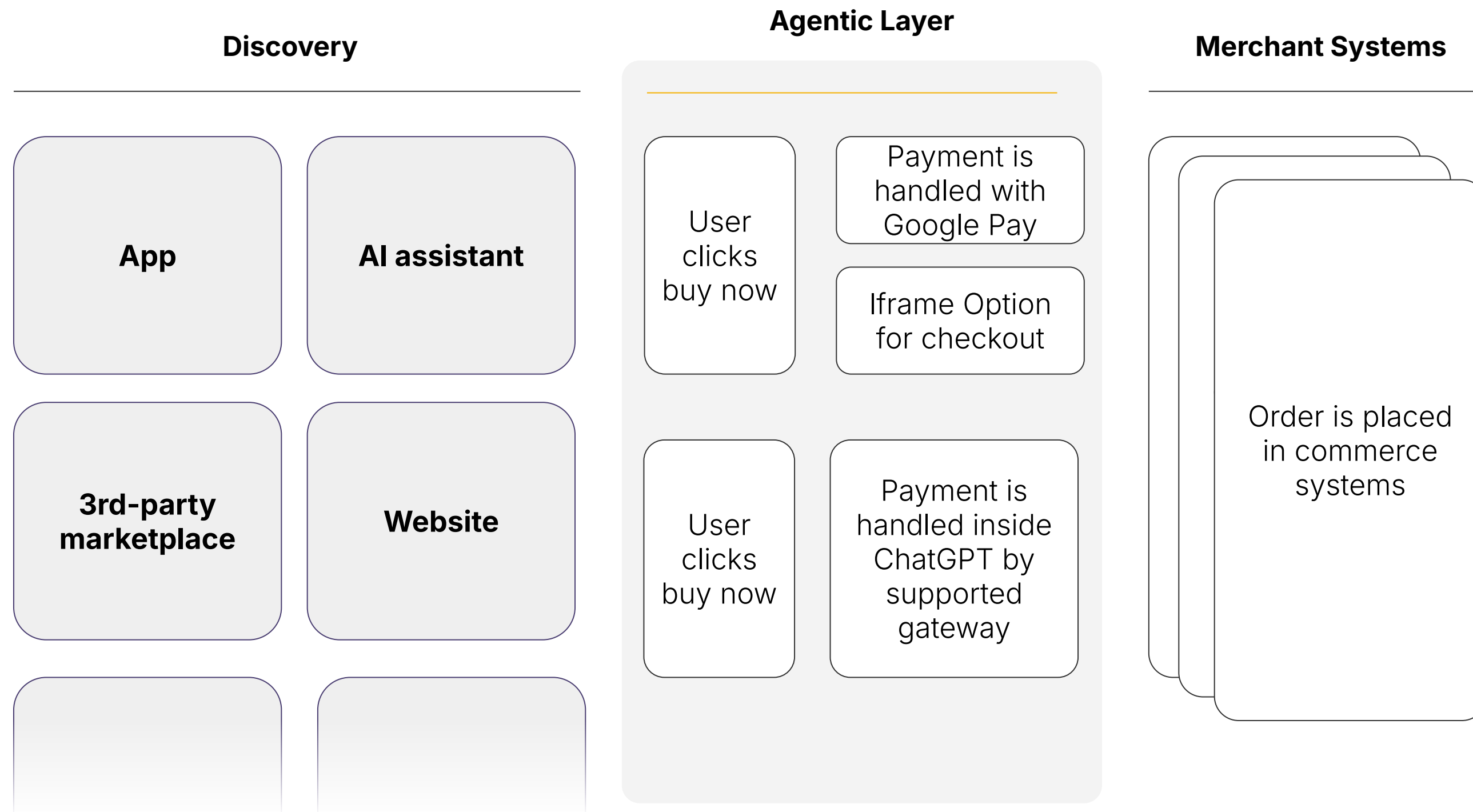A quick look under the hood of Unified Commerce Protocol (Google) and Agentic Commerce Protocol (OpenAI)
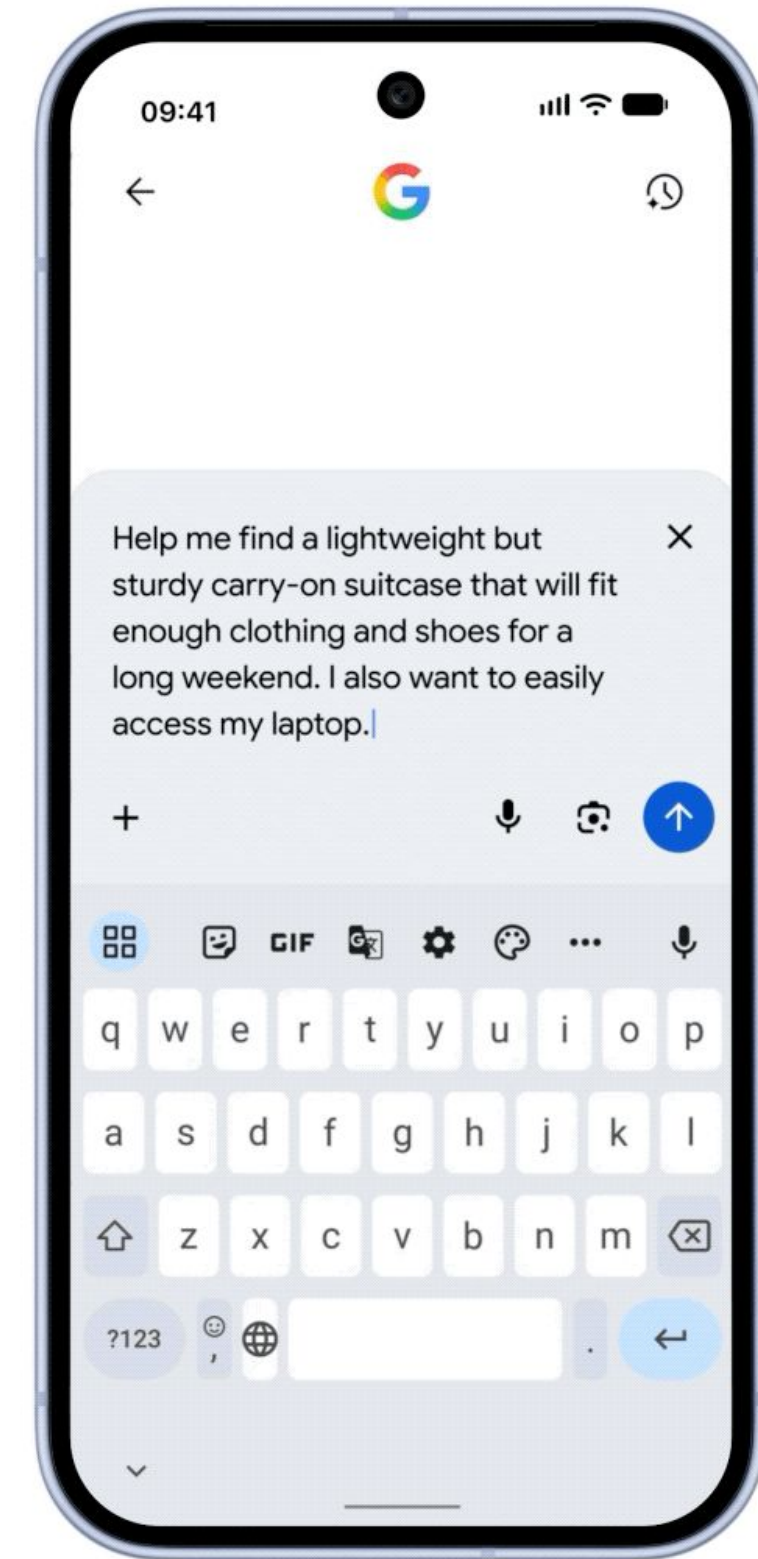
Agentic Layer

Discovery

App	AI assistant

3rd-party marketplace	Website

Merchant Systems

User clicks buy now

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Order is placed in commerce systems

Consumers or users buying **directly through ChatGPT,** Google, Perplexity e.g.

Users engaging with an **Agent** (onsite or offsite) to complete a purchase

AI agents speaking to other AI agents to transact

Help me find a lightweight but sturdy carry-on suitcase that will fit enough clothing and shoes for a long weekend. I also want to easily access my laptop.

Poll

What is the the biggest challenge
for your organisation today?

Get started

A pragmatic path from visibility to revenue

Be found

🔍

Be visible in AI search

If you're not found, you're not considered

Product data must be AI-readable

→

Prepare

</>

Architecture fit

Prepare data, APIs, and logic

Build and prepare

→

Transact

🛒

Activate when the channel opens

Test agent-driven purchases
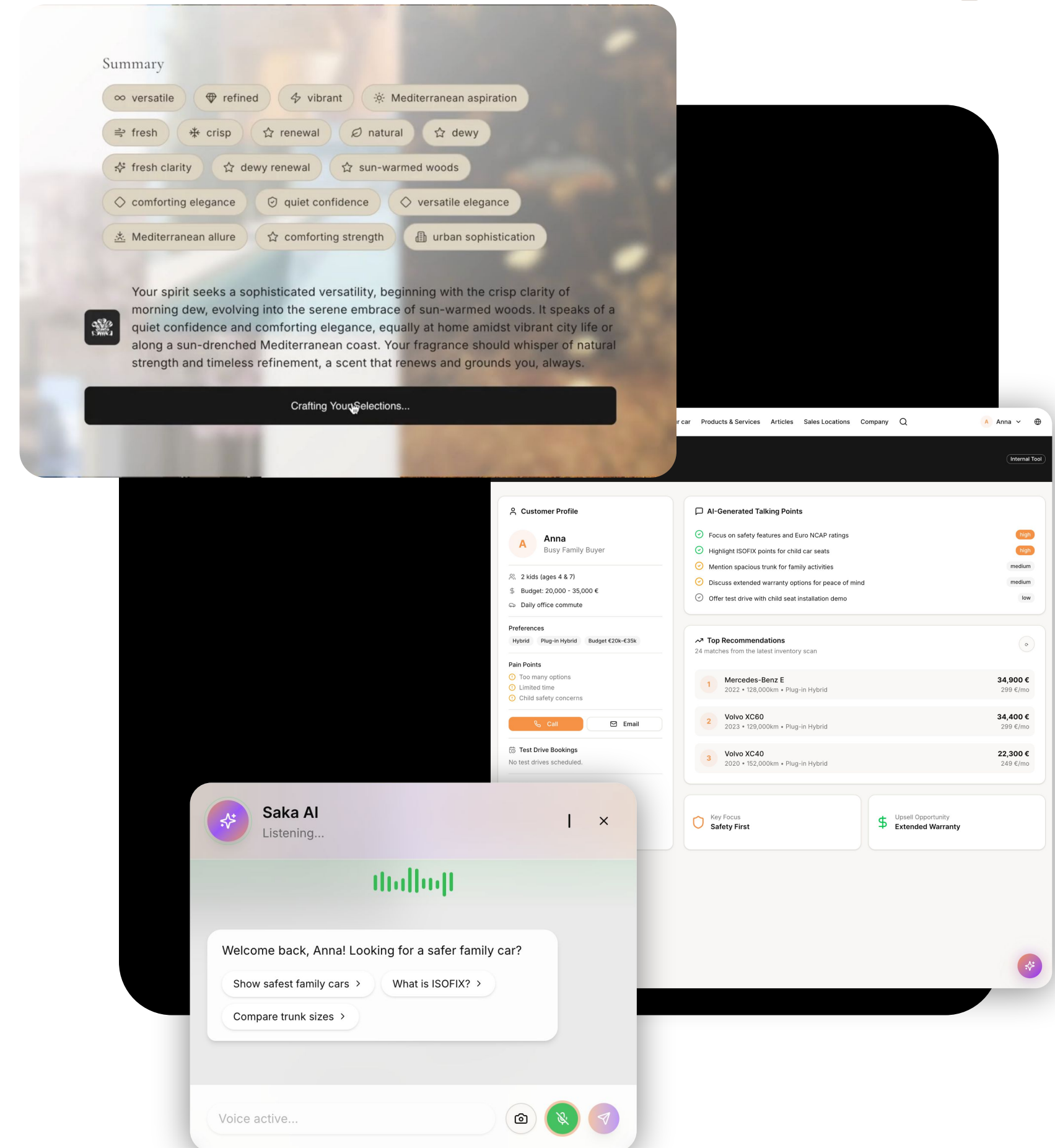
First movers learn fastest

→

Building your own agent is a good place to start →

Understand if your tech stack supports it

Flush out the data challenges

Get the integrations to work

Understand how agent behaviour works

Agentic Commerce is when AI agents actively help users *discover, evaluate & transact,* moving seamlessly from discovery to orders.

→ Agentic Commerce is here to stay and will gain revenue

→ The technology is slightly ahead of the adoption

→ Optimise for visibility today, build for transactions tomorrow

Thank you for joining

Upcoming Masterclasses

→ The new rules of multi-brand strategy, January 29 - 15:00 CET

→ *NEW!* Agentic Commerce: Preparing your tech stack for ChatGPT, Google & beyond, February 26 - 15:00 CET

MASTER CLASS

VAIMO

Henrik Feld-Jakobsen
Chief Strategy Officer

hfj@vaimo.com
+45 51 91 52 93