

Agentic commerce: From confidence to execution

Consumer attitudes and business readiness
across Australia and New Zealand

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Something fundamental is shifting in how Australian and New Zealand consumers discover, evaluate, and purchase products online. Over the past 12 months, every major AI platform has launched or expanded shopping capabilities. ChatGPT, Gemini, Copilot, and Meta AI are no longer curiosities; they are becoming the first port of call for millions of purchase decisions across this region.

At Stripe, we can see this shift in our own data: AI-referred traffic is growing, converting at premium rates, and arriving with intent that looks materially different from traditional search. At Thoughtworks, we see it in the conversations we're having with business leaders: not whether agentic commerce is coming, but how quickly they need to build the trust, capability, and infrastructure to keep pace.

The shift echoes earlier moments of commerce disruption—the rise of online shopping, the rollout of contactless payments—when consumer appetite, business confidence, and enabling infrastructure had to converge before adoption accelerated. Agentic commerce has not yet reached that inflection point. But the conditions are forming faster than most businesses realise.

What we could not see clearly, until now, was the full picture: where consumers already are in their comfort with AI-mediated shopping, where businesses believe they stand, and where the real gaps lie between the two. We partnered with YouGov to establish that picture with rigour—not as a forecast of a distant future, but as a diagnostic of the present.

The findings are clear. Consumer adoption is further advanced than most businesses recognise, and the commercial signal is already visible. Yet only 11% of businesses are actively scaling live integrations. The challenge is no longer simply making data available. It is turning that data into connected, governed capabilities that work reliably across live customer journeys. The businesses that close this gap in the next 12 months will establish an advantage that compounds as agent-mediated commerce scales.

This report presents the evidence, the tensions, and a practical path forward.

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The signal is live. The window to act is closing.

YouGov surveyed more than 1,500 consumers and 200 businesses across Australia and New Zealand in July 2026. Six findings tell a coherent story across the report's three sections.

What consumers are doing

01 Adoption is mainstream

81%

ANZ consumers use AI tools for shopping. Millennials and parents lead adoption.

02 Trust breaks at payment— but tokens fix it

+30pp

more will delegate transactions when single-use tokens protect their details. The barrier is infrastructure, not psychology.

03 Commercial signal is live

98%

of businesses report AI-referred traffic. 76% say it converts above average.

Where businesses stand

04 The window is narrowing

63%

of businesses expect >10% of revenue from agentic commerce within two years. 94% fear competitors with better catalogues.

05 Confidence outpaces capability

11%

of businesses are actively scaling live agentic commerce integrations—yet 63% state they are ready. The gap is execution, not intent.

06 Dual strategy protects relationships

54%

of businesses are pursuing both third-party discoverability and owned agentic experiences, capturing wide market reach without surrendering control.

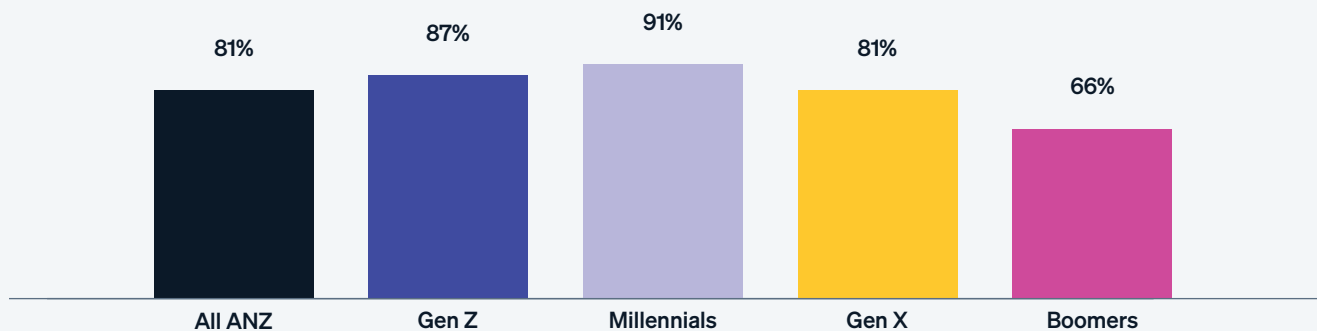
The businesses that bridge the gap from perceived readiness to operational capability in the next 12–18 months will secure a compounding competitive advantage as agentic commerce scales.

81% of consumers already shop with AI

81% of ANZ consumers have used AI tools to support online shopping. They delegate where shopping feels like administrative labour—such as tedious comparison in categories like electronics and travel.

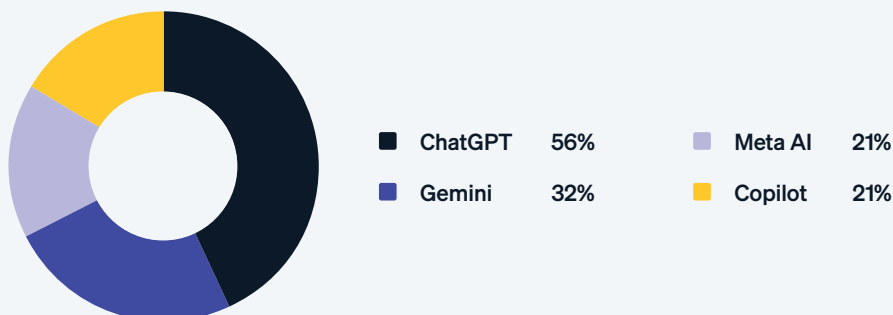
AI shopping management by segment

% who have used AI tools for online shopping · n = 1,505



AI tools for online shopping

% of AI shoppers using each tool · multi-select



The admin tax: Why consumers delegate

Adoption is highest in complex comparison tasks—electronics (40%) and travel (37%)—where evaluating specifications across dozens of options is genuinely demanding. It is lowest in habitual replenishment categories like groceries (18%) and pet supplies (11%), where the right answer is already known.

The future scenarios consumers find most compelling follow the same logic: 32% would let AI automatically switch household bills to a cheaper provider, 24% are comfortable with AI executing a purchase the moment a target price is hit.

“ I just don’t have the time to sit there comparing 40 different options. If something can do that legwork for me, I’m happy to let it.”

Australian consumer respondent

The delegator parent

One cohort drives disproportionate adoption and delegation: parents with children under 18. Time-poor, high-spending households are treating AI as an assistant to streamline buying decisions.



2x more likely to be comfortable with AI completing a purchase	Delegation scenario	Parents	Non-parents
	Sleep-buy list items at flash discounts	33%	17%
	Switch household bills automatically	43%	25%
	Auto-order gift when calendar event approaches	36%	14%
	Buy flight/clothing when it hits target price	33%	17%

The tasks parents are most willing to delegate share a common structure: persistent monitoring followed by a time-critical action. These are not shopping decisions. They are household management tasks—and parents are rationally outsourcing that overhead to the most efficient tool available.

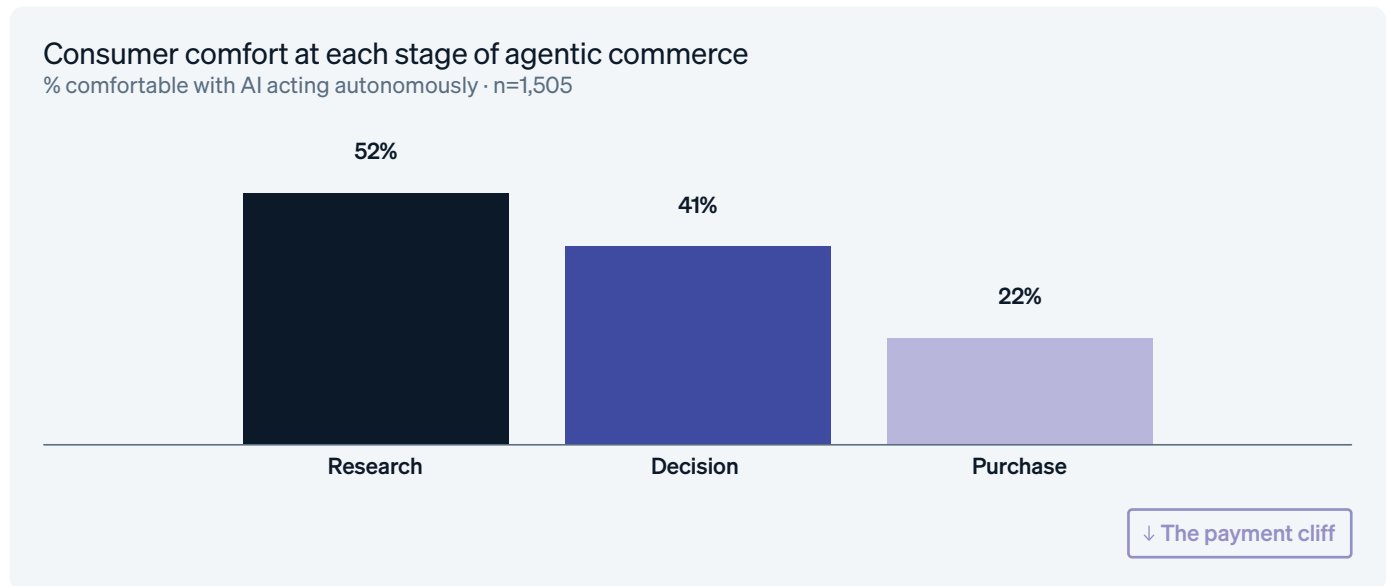
“ I don’t have three hours to read reviews anymore—I have a toddler. But I still want to make good decisions. AI does the research at a depth I genuinely can’t match in the time I have.”

Consumer respondent, parent

The businesses positioned to capture this cohort are those whose product data answers the practical, attribute-specific questions parents ask: dimensions, compatibility, safety certifications, availability, and real-time pricing.

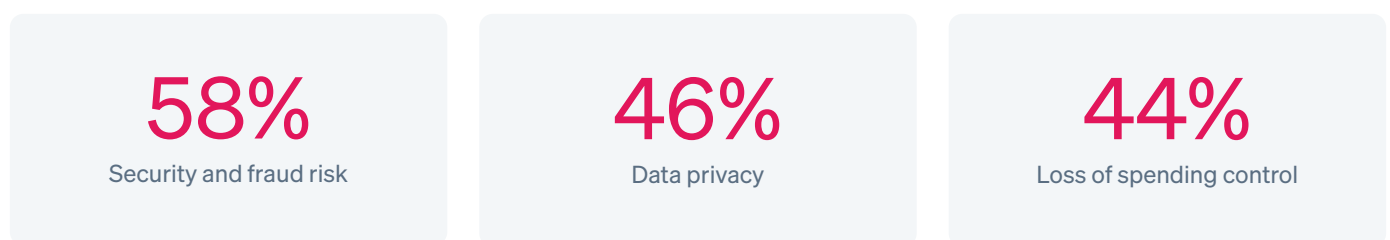
Trust collapses at payment. Securing payment details restores it.

More than half of surveyed consumers (52%) are comfortable delegating research, and four in 10 (41%) will let AI select the product. But at the moment money changes hands, comfort halves to just 22%. This drop-off from research to autonomous purchase is a cliff, not a curve.



The barrier is not a lack of confidence in AI's intelligence; consumers widely trust these tools to find the best options. Instead, they are holding back because they lack a safe way to share their payment details. When asked what prevents them from letting an AI agent buy on their behalf, their concerns are overwhelmingly financial:

The barriers are about money, not capability



All these barriers are practical safety concerns that can be solved by putting the right payment guardrails in place.

Trust infrastructure resolves the cliff

Offered a single-use payment token that masks their real card details during an AI-initiated purchase, buyers' willingness to allow autonomous transactions increases sharply—most dramatically among the commercially highest value cohorts.

+30pp

All ANZ
consumers

+38.2pp

Millennials
(28–43)

+39.3pp

Parents with children
under 18

+35.7pp

High-income
(\$150K+)

The technology is already here: Shared payment tokens

SPTs are a new payment primitive for agentic commerce. AI agents use SPTs to initiate payments using a buyer's saved payment method without exposing payment credentials.

Stripe's payment infrastructure already supports this technology. For merchants, integration requires no new checkout architecture—only a token-compatible payment flow.

The roadmap to widespread adoption

The primary barrier to autonomous buying is not consumer willingness, but a deployment gap. Closing this gap to make consumers feel confident in the security of their payment information requires coordinated action across three players:

Infrastructure

Payment infrastructure (Stripe)

The core technical infrastructure is already in place. Stripe provides the underlying platform that generates the temporary, single-use payment keys and automatically invalidates them the moment a purchase is complete.



AI agent platforms

Embedded checkout

Platforms such as OpenAI, Google, and Microsoft must build secure, embedded checkout interfaces directly into their models. This is already happening in Australia; Microsoft's Copilot already supports an embedded checkout.



Businesses

Token-compatible payment flows

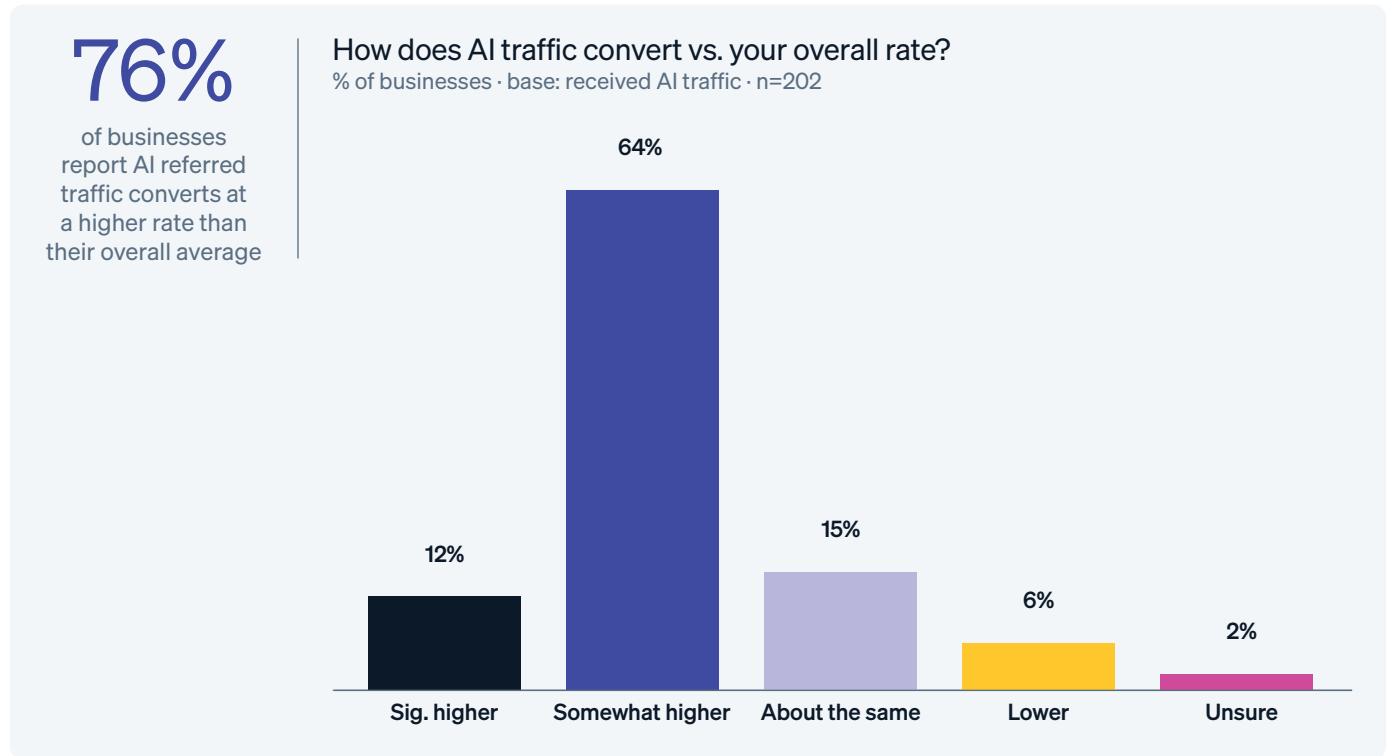
Local merchants do not need to build expensive new checkout architectures. To participate, they simply need to ensure their existing Stripe systems are set up to accept these secure, token-compatible payment flows.

This transition is already underway. The technology is ready, and live pilots are already proving the concept on the ground. Retailer Bellroy is already processing transactions directly inside Microsoft Copilot.

Net more comfortable allowing AI purchases when a single-use payment token is used. Q: If an AI agent could complete purchases using a temporary, single-use token, would you feel more or less comfortable? · Net: more comfortable · n=1,

AI-referred traffic is real and converts higher

98% of businesses report receiving AI-referred traffic. 76% of those report it converts above their site average. This is a live revenue channel, not a future experiment.



When a consumer arrives via an AI agent, they have typically completed research, comparison, and deliberation before they arrive. The AI has pre-qualified the business's relevance. What remains is execution.

These are material volumes. 44% of businesses report that AI sources now account for more than 10% of their total website traffic. Businesses estimate an average of 11% of total traffic originates from agentic sources.

“ Search engine clicks fell 60% while conversion stayed steady due to smart bots. We realised humans do not choose us anymore; machines do.”

Australian merchant, senior decision-maker

AI agents are already picking winners

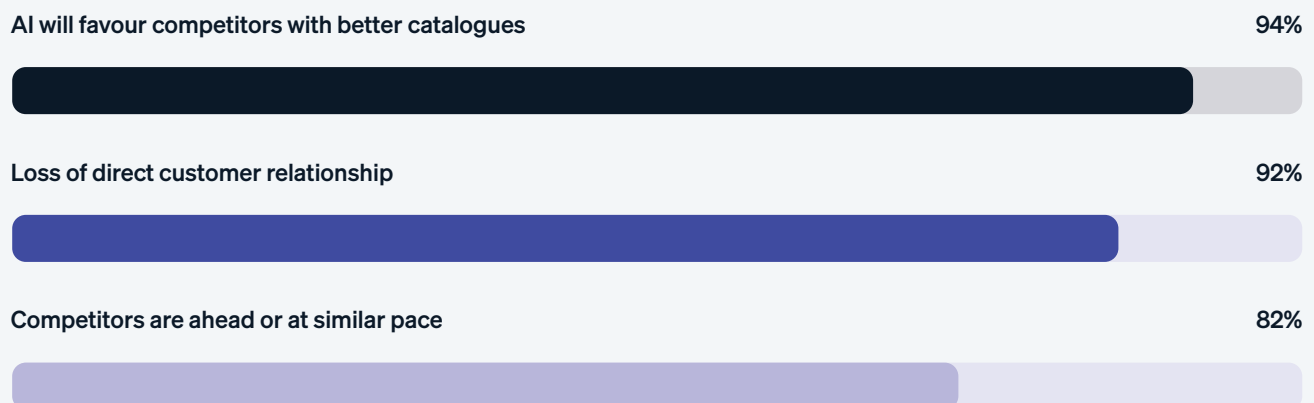
94% of businesses are concerned that AI engines will favour competitors with better optimised catalogue architecture. Among organisations exceeding \$500 million in turnover, that concern is unanimous.

Information architecture is the new ranking signal.

AI agents may not rank businesses by brand recognition or historical traffic. Instead, they could recommend based on the depth, accuracy, and accessibility of product data. This would level the playing field. A mid-market retailer with attribute-rich, real-time product data can compete for agent recommendations against much larger enterprises. By removing the traditional “discovery tax” of search engine marketing, AI agents may prioritise your data quality over your advertising spend.

Business competitive concerns

% expressing concern (net: moderately–extremely concerned) · n=206



“ It really clicked for me when customers began telling us they had discovered us through AI search summaries instead of Google. That is when we decided to take a fresh look at our product data.”

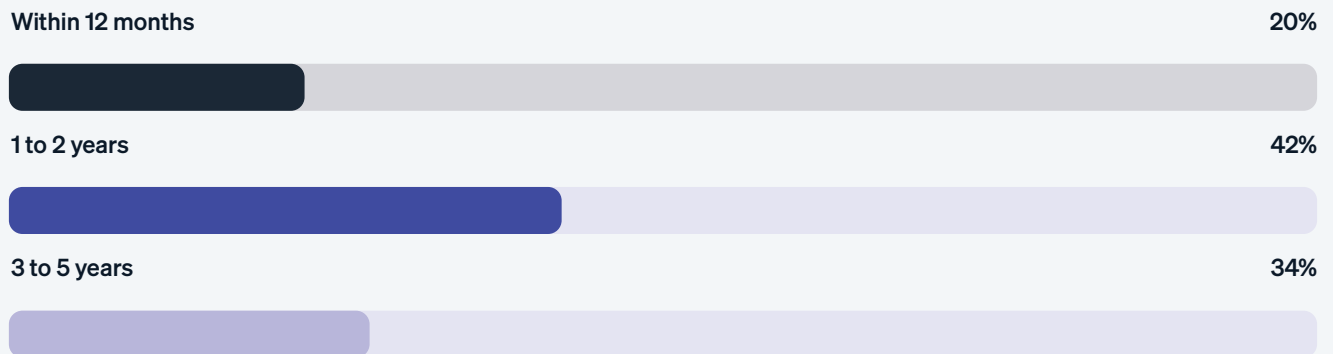
Australian business, senior decision-maker

Nearly two-thirds expect significant revenue within two years

Almost every single business surveyed now views agentic commerce as a permanent addition to the commercial landscape, and **63%** expect the channel to exceed 10% of online revenue within two years.

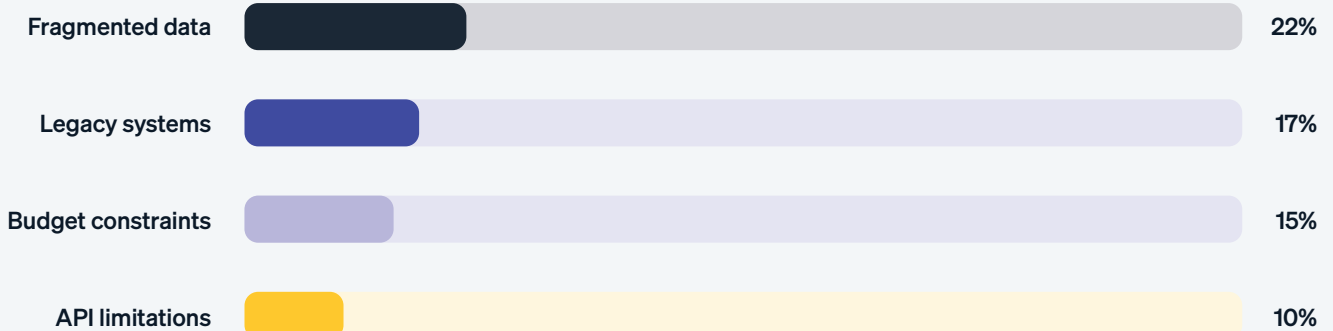
When will agentic commerce become a significant channel (>10% of revenue)?

n=206 (all ANZ) · n=37 (\$500M+)



The barriers are plumbing

When businesses identify their single biggest hurdle to AI readiness, the top four responses account for 64% of all responses. Everyone is a foundational infrastructure problem:



Strategic uncertainty barely registers. Businesses recognise both the opportunity and the threat, and they understand the need to modernise infrastructure. Yet, a striking disconnect remains: most believe they have already done enough.

The readiness illusion: 63% believe they're ready—only 11% are scaling

While 63% of businesses consider themselves fully or very ready for agentic commerce, only 11% are scaling live integrations. That confidence gap—between self-assessed readiness and operational reality—represents a critical strategic blind spot. Unprepared businesses do not just risk being invisible to AI engines; they risk active misrepresentation, competing blind, and being permanently locked out of there commendation flywheel.



Perceived readiness vs. deployed capability

Capability	% deployed
Optimised for agent-referred traffic	39%
API-first product feeds	37%
AI commerce / conversational shopping	37%
Structured or machine-readable catalogues	35%

The consumer confirms the gap

When AI recommendations fall short, consumers cite: generic or insufficiently tailored results (35%), inaccurate or outdated information (29%), missing expected brands (28%), and unavailable products being recommended (27%). Every one traces to the same root cause: incomplete, outdated, or inaccessible product data.

The challenge is not making data available—it is turning that data into connected, governed capabilities that work reliably across live customer journeys. In practice, this means:

Real-time accuracy

An agent quoting a price or confirming product availability needs live data, not yesterday's feed. A stale recommendation breaks trust instantly.

Connected systems

Catalogue, pricing, inventory, payment, and fulfilment need to work as one path—so an agent can complete a customer journey end-to-end, rather than just initiating it.

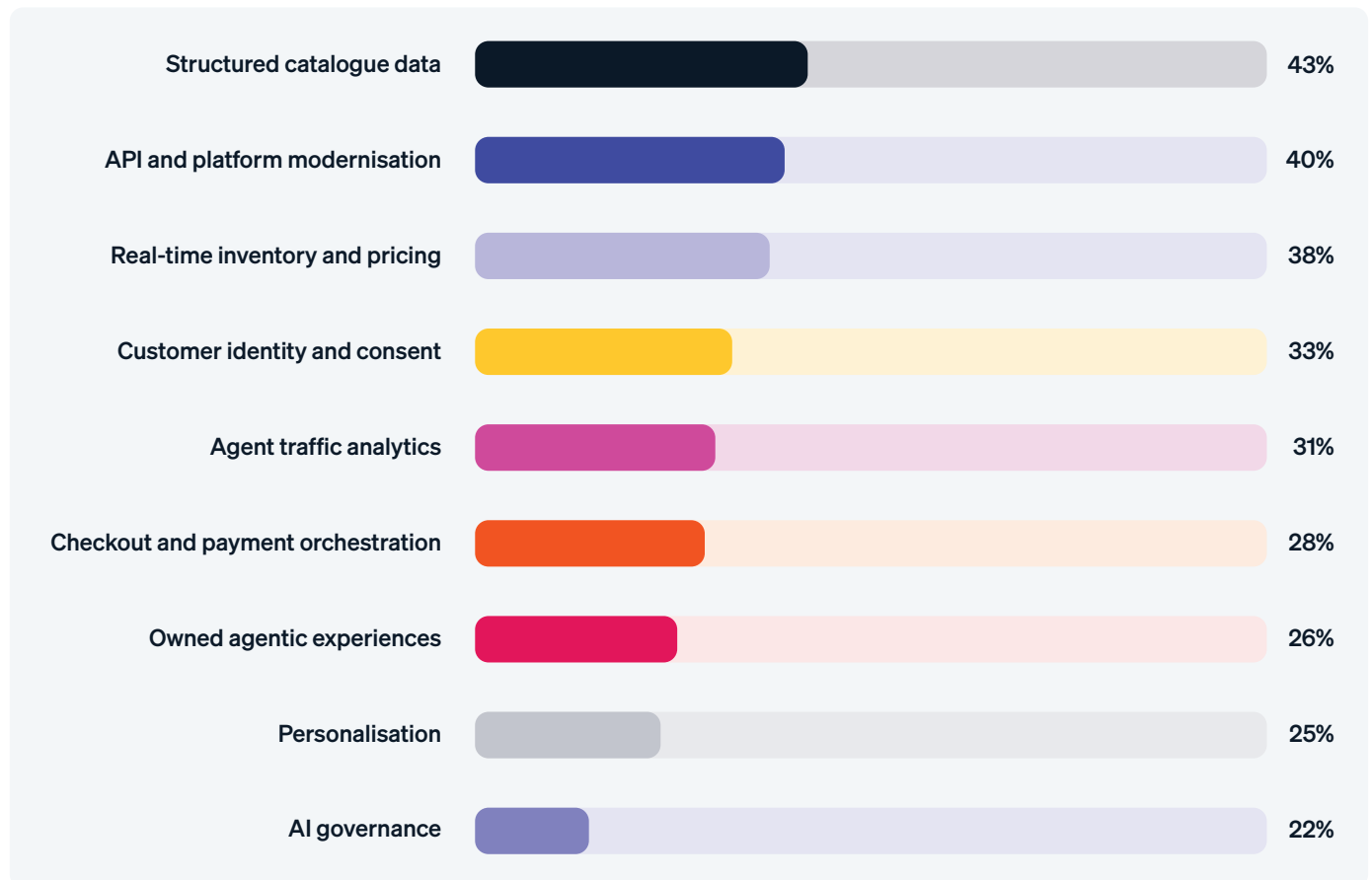
Structured attributes

Machine - parseable specs (dimensions, compatibility, certifications), not free-text descriptions that require human interpretation.

Governance rules

What can your systems commit to when negotiating with an AI agent? What discount authority, return policy, or transaction limit applies? These rules must be codified, not implicit.

Where investment is concentrating



“ The single most important thing we need to do is modernise our product data infrastructure. That means moving beyond basic product feeds to a fully structured, API-first catalogue optimised for machine consumption, not just human browsing. Without that foundation, no amount of AI chatbot integration or marketing spend will deliver results because AI agents simply won’t be able to read our products well enough to recommend them.”

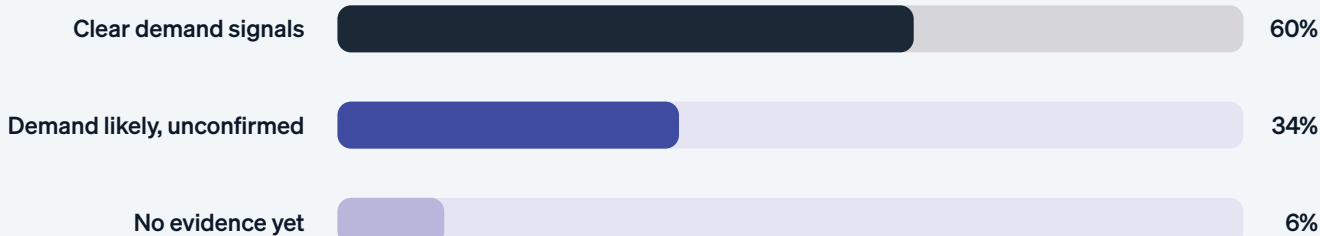
Australian business, senior decision-maker

Demand is visible but measurement remains immature

60% of businesses report clear customer demand signals for agentic commerce. A further 34% believe demand exists but cannot yet confirm it.

Do customers actively want to use AI tools to purchase from you?

Business perception of customer demand · n=206



37% of businesses cannot clearly identify or fully track AI-referred traffic.

They know something is changing but lack the analytical tools to quantify it, optimise for it, or report on it. They are generating revenue from a channel they cannot see.

This measurement gap is the most immediate operational risk. Businesses that cannot distinguish AI traffic from organic or paid traffic cannot evaluate channel economics, identify which products AI agents are surfacing, or understand why some SKUs are recommended while others are invisible.

Gaining reach without losing the relationship

When asked whether they are concerned about losing direct ownership of the customer relationship as AI agents mediate more commerce, 92% of businesses agreed. The answer isn't choosing between reach and ownership—it's connecting them.

The dual strategy

Business strategy: third-party vs. owned agentic experiences

% of businesses · n=206



Visibility without ownership is disintermediation. Ownership without visibility is irrelevance. The strategic question is how discovery through a third-party agent flows into checkout, fulfilment, loyalty, and service within the business's own ecosystem.

The pricing frontier

75% of businesses would consider establishing real-time dynamic pricing APIs that allow AI agents to query and confirm prices at the moment of recommendation. When these APIs are deployed, price becomes a continuous variable, turning dynamic pricing from a simple revenue mechanism into a vital recommendation signal.

Q: What is the most important thing your organisation needs to do in the next 12 months to be ready for agentic commerce?

“Formulate clear governance rules handling algorithmic price negotiations without requiring manual employee approval.”

Australian business, senior decision-maker

Leading the change: Bellroy

If the capability gap is this report's central finding, Bellroy is its most important counter- example: a Melbourne-based retailer whose existing data infrastructure made the leap into the agentic commerce ecosystem remarkably easy.

Bellroy designs bags, wallets, and accessories sold to more than 160 countries. When they joined Stripe's Agentic Commerce Suite as the first Australian retailer, the engineering effort was minimal—because their product data was already structured for machine consumption: detailed attributes, real-time pricing, and clean taxonomy.

Their customer support team fields long-tail queries daily: “What’s a lightweight bag for a weekend trip that’s airline compliant?” These are precisely the questions AI agents excel at answering—but only when they can access structured, attribute-rich data through clean APIs.

AI-referred traffic was already arriving and converting at the same rate as organic search. Bellroy made the decision to formalise the delivery of their attribute-rich structured catalogue data to agents through Stripe's Agentic Commerce Suite. The suite allows Bellroy to upload its catalogue and connect it with preferred agents in one click. For agents offering embedded checkout, such as Copilot, Bellroy also accepts agentic payments without the consumer leaving the agent interface.

Critically, the data infrastructure that enabled this was not built for agentic commerce. It was built for better customer support, better product search, and better merchandising. Bellroy's advantage was accumulated across years of investments made for entirely different reasons.

“ There is a huge opportunity here to use the power of these tools to actually allow your customer to discover all of the best qualities of your product without you having to have that legwork done by your customer support team.”

Mike Webb, chief technology officer, Bellroy

Think big. Move in small steps.

63% of businesses believe they are ready for agentic commerce, yet only 11% are actively scaling live agentic operations. The gap is not strategic intent, but operational execution. Here is how to close it, one customer journey at a time.

Analyse the AI traffic you already receive

37% of businesses cannot clearly identify or fully track AI-referred traffic. The first step is to make that traffic visible. Connect your analytics to AI traffic signatures and answer three questions:

- How much AI-referred traffic are you receiving?
- Which products are being recommended?
- How does conversion compare to other channels?

This is a low-barrier, foundational move—configuring your existing analytics tools to illuminate a channel already delivering value, rather than building complex new integrations. The fact that 76% of businesses report higher-than-average conversion rates for AI-referred traffic suggests the measurement will validate further investment.

Target your most viable customer journeys

With a clear view of your AI-referred traffic, narrow your focus to a single customer need, product category, or journey where agentic commerce can prove immediate value. Evaluate your opportunities against four practical, data-backed criteria:

- Customer value: Focus on relieving consumer friction—automating tedious checkout or supporting complex research in categories like electronics and travel, where AI adoption is already highest.
- Commercial potential: Target product lines already attracting AI-referred shoppers, to capture and convert existing, high-intent demand.
- Technical feasibility: Sidestep legacy constraints by selecting a pilot supported by your cleanest assets—structured catalogues or clean API feeds.
- Risk and control: Start with advisor-style pilots where consumer comfort is high, rather than jumping straight to autonomous purchasing.

Once your starting point is clear, decide where these interactions should take place—optimising visibility on third-party AI platforms, building an owned agentic assistant, or enabling a hybrid model that hands customers from external AI discovery into your own checkout.

Build the foundations that make your offer legible to agents

Once you have targeted your priority journeys, you must ensure your underlying systems can support them. This is where perceived readiness is tested against operational reality. While 99% of businesses report some level of data readiness, the actual deployed capabilities tell a different story: only 35% have structured, machine-readable catalogues, and only 37% have API-first product feeds.

An agent responding to “a lightweight carry-on bag that’s airline compliant and under \$200” needs accurate, attribute-rich, real-time data. Because Bellroy had already built this data foundation for customer support and product search, integrating their catalogue with Stripe’s Agentic Commerce Suite took just 15 minutes. Conduct an honest audit of whether your product data meets this machine-readable standard—whether distributing via third-party APIs or building agentic experiences directly into your owned app.

Test live interactions with secure guardrails

With your targeted journeys selected and data foundations verified, a focused pilot lets you evaluate real commercial performance. Because consumer comfort drops sharply at the point of purchase, any pilot must establish strict safety boundaries: verify agent identities, enforce spending limits, and use Stripe’s single-use tokens and Radar to mitigate automated fraud:

Measurement must extend beyond conversion to track trust signals and friction:

- Where does the agent interaction break down?
- How many sessions result in abandoned approvals?
- How accurate are the recommendations?

Capturing these insights ensures the experiment generates scalable, evidence-based learning.

Scale successful pilots into enterprise capabilities

36% of businesses expect to scale their agentic integrations within 12 months—a three-fold jump from today’s 11%. Not every pilot should reach that stage. Evaluate evidence to determine which customer journeys warrant deeper investment: robust architecture, reusable data capabilities, clear governance models, and the operating structures to support ongoing optimisation.

The organisations that learn fastest—rather than those that simply invest the most—will define the data quality standards and recommendation patterns that all subsequent market entrants must match. Infrastructure investments in the right journeys compound into a lasting competitive advantage. Deferred investments quickly become the technical gaps that competitors will exploit.

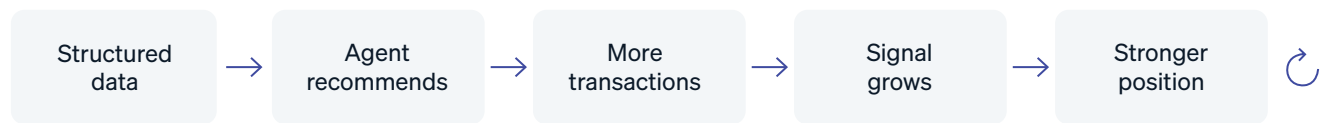
Conclusion

The signal is real. The gap is solvable.

The businesses that close the capability gap in the next 12–24 months will establish recommendation patterns, flywheel effects, and first-party data advantages that become progressively harder for later entrants to replicate.

The gap is not strategy or intent—63% already believe they are ready. It is a gap of operational capability: data architecture, API accessibility, and trust infrastructure. These are solvable problems requiring specificity, not transformation.

The compounding flywheel



Entering in 2026 while patterns are forming is materially different from 2028, when leaders have two years of transaction data training agent preference.

The infrastructure deferred today becomes the gap that competitors exploit tomorrow.

Thoughtworks partners with organisations to build scaled agentic commerce capability. By integrating commerce strategy, customer experience, and data engineering, we help build secure foundations, test controlled pilots, and turn strategy into operational capability to prove tangible business value.

Explore our practical guide at [thoughtworks.com](https://www.thoughtworks.com)

To get started with Stripe's Agentic Commerce Suite — enabling discovery, recommendation, and payment across ChatGPT, Gemini, Copilot, and more—visit stripe.com/au/agentic-commerce.

About this research

Consumer survey

1,505 respondents (1,002 Australia + 503 New Zealand). Nationally representative sample of adults aged 18+, internet users who shop online. Quotas by generation, geography, and gender.

Fielding period: July 2026

Research partner: YouGov, commissioned by Sling and Stone on behalf of Stripe

Analysis: Stripe and Thoughtworks

Statistical significance: 95% confidence interval. ISO 20252:2019.

Merchant survey

206 respondents (155 Australia + 51 New Zealand).

Senior decision-makers in e-commerce, digital experience, or online sales strategy. Mix of SMB, mid-market, and enterprise across retail, travel, financial services, and technology.

About the partners

Stripe

Financial infrastructure platform for businesses. Stripe's Agentic Commerce Suite connects businesses to AI shopping agents across ChatGPT, Gemini, Copilot, and more.

stripe.com/au

Thoughtworks

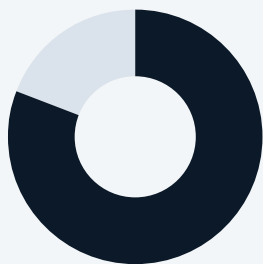
Thoughtworks is a global technology consultancy that integrates design, engineering and AI to help organisations respond to shifts such as agentic commerce with practical,scalable innovation. For more than 30 years, we've delivered extraordinary impact together with our clients by helping them solve complex business problems with technology and culture as the differentiator.

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Key charts: From confidence to execution

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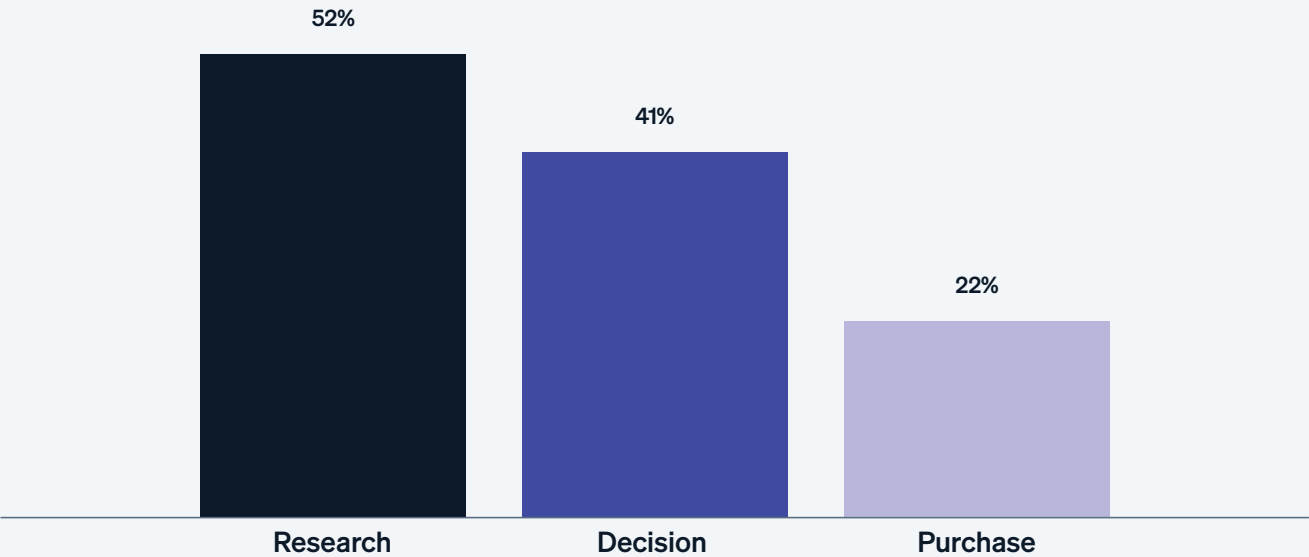
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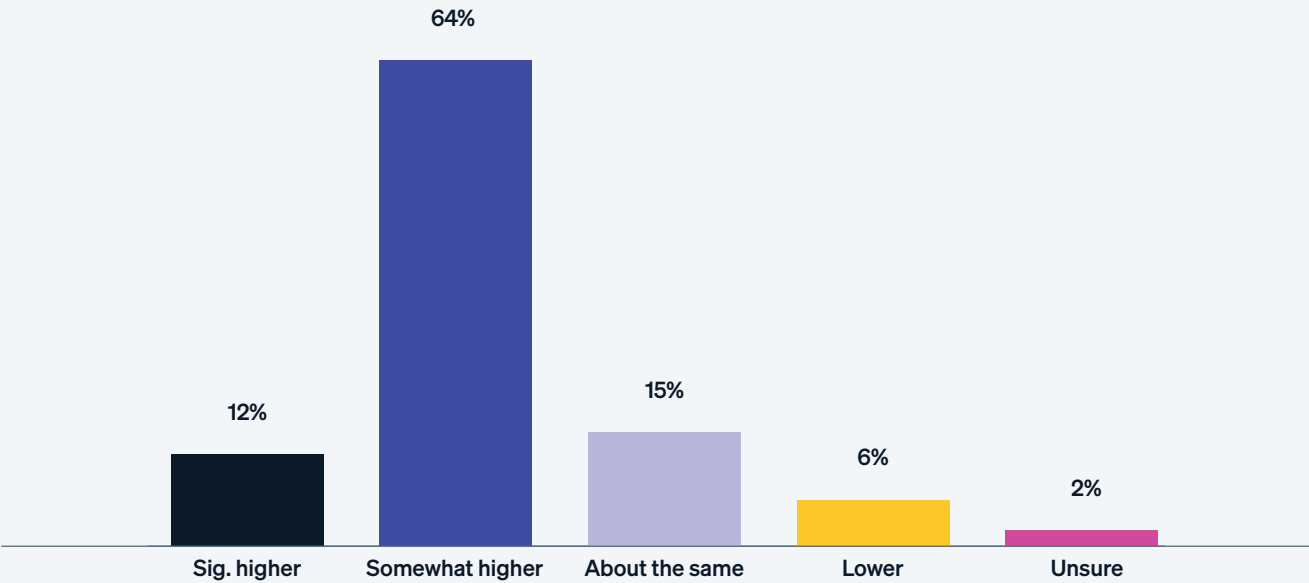
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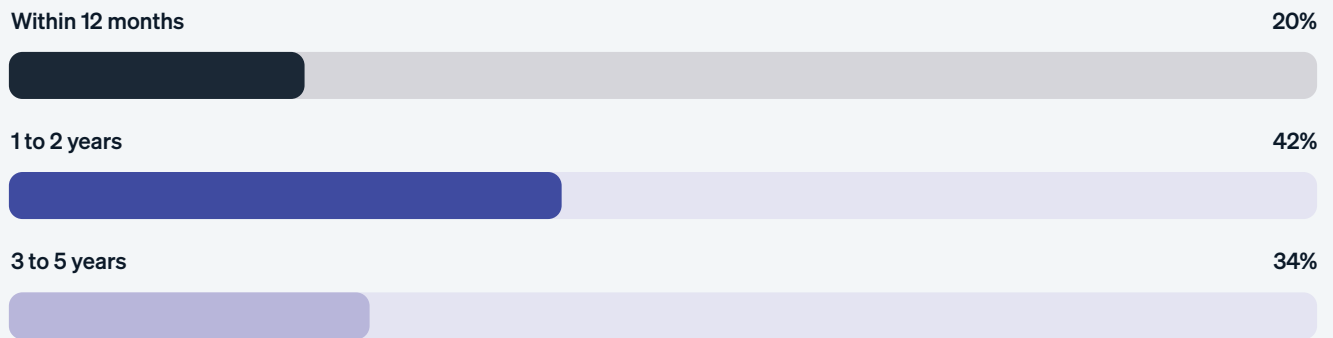
52% are comfortable delegating research, but just 22% would let agents purchase for them



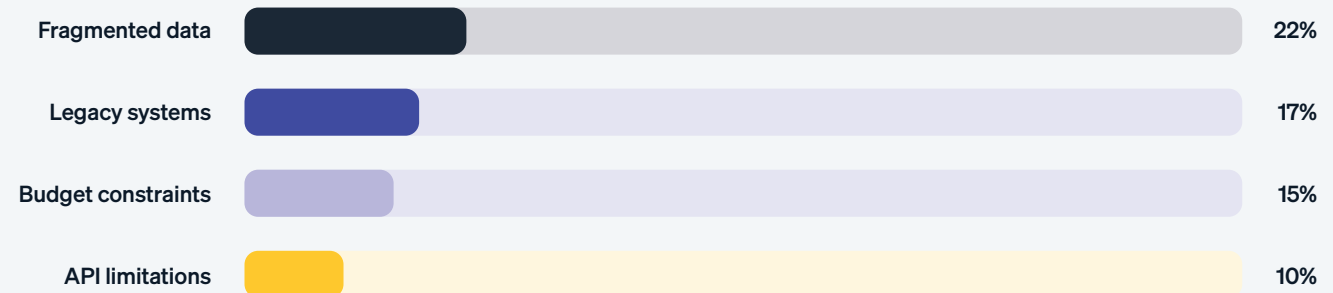
76% of businesses report AI referred traffic converts at a higher rate than their overall average



Nearly two-thirds expect significant revenue within two years



63% of businesses expect >10% of revenue from agentic commerce within two years



While 63% of businesses consider themselves fully or very ready for agentic commerce, only 11% are scaling live integrations



54% of businesses are pursuing both third-party discoverability and owned agentic experiences

