



RETAIL TECH REALITY CHECK

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By surveying 2,000 diverse consumers across the UK and Ireland, we explore how shopping habits are changing thanks to the prevalence of AI, increased price sensitivity, and more seamless social commerce experiences.

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AI



**AI is changing the way
consumers live their
lives, especially with
respect to shopping**



**64% of consumers
said they think
retailers should use
Artificial Intelligence
(AI) to improve the
shopping experience
for their customers.**

Please select all of the following, if any, use cases for which you use/have used AI tools (such as Gemini, ChatGPT, etc) when shopping:

Using/have used AI tools while shopping

Do not use any AI tools while shopping

61%

53% are doing so often or very often

39%

Finding where I can buy the item I'm looking for



68%

Finding the best deal for the item I'm looking for



52%

Finding brands that sell the item I'm looking for



48%

Comparing different brands of the item I want



45%

Learning about new trends in home, fashion, cars, something else



35%

Looking up how-to's/tutorials for a project I'll need to buy supplies for



26%

AI TOOL USAGE WHEN SHOPPING

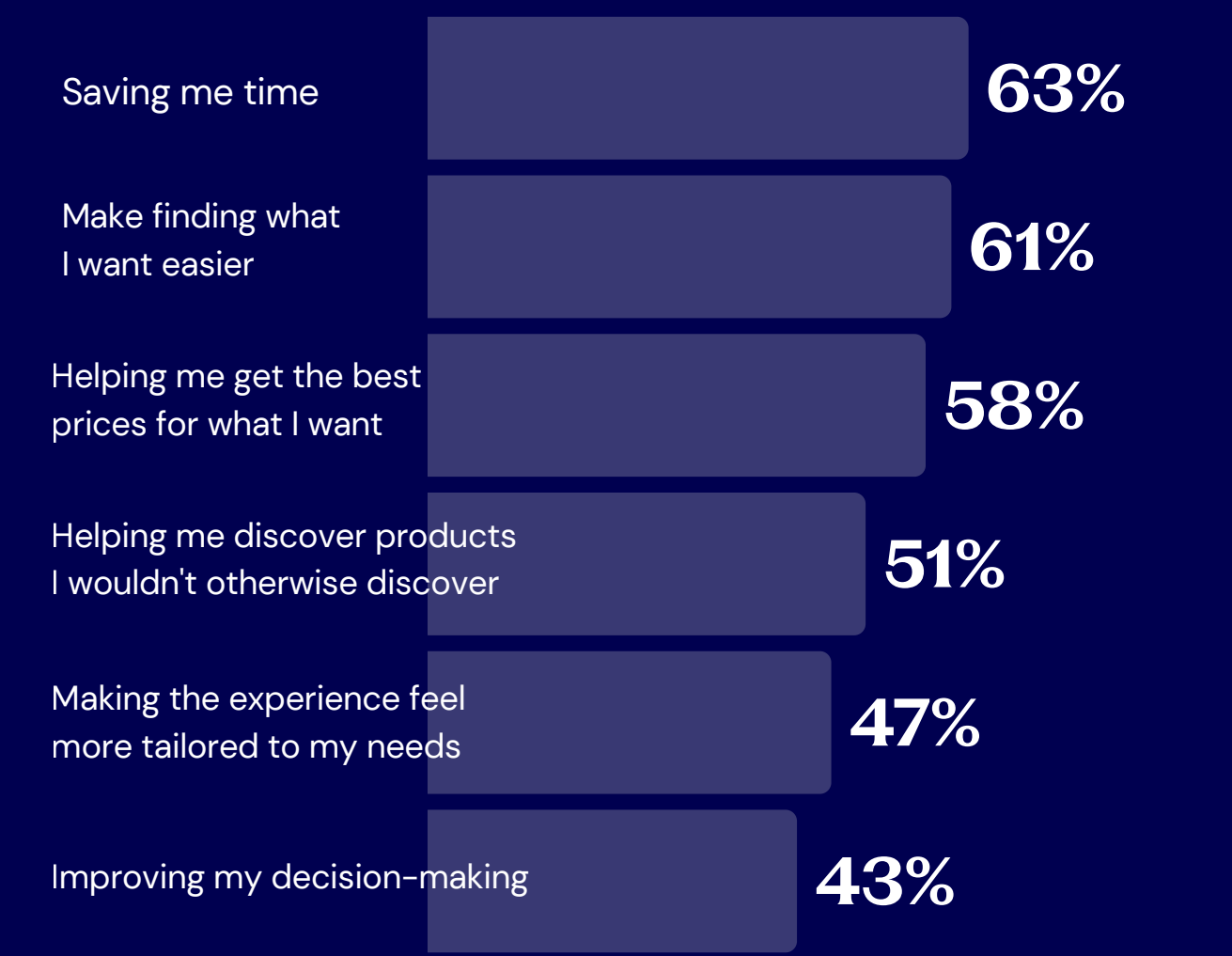
AI tools used to discover brands or products, compare brands or products, or ask questions about products, services, or a process you would need to buy new items for (examples: making a new recipe, completing a home improvement project, etc), in order from most to least frequently used:

1. ChatGPT
2. Google's Gemini
3. Alexa
4. Siri
5. Copilot
6. Deepseek/Perplexity
7. Claude
8. Other



Consumers preference for how retailers use AI comes down to facilitating ease and convenience

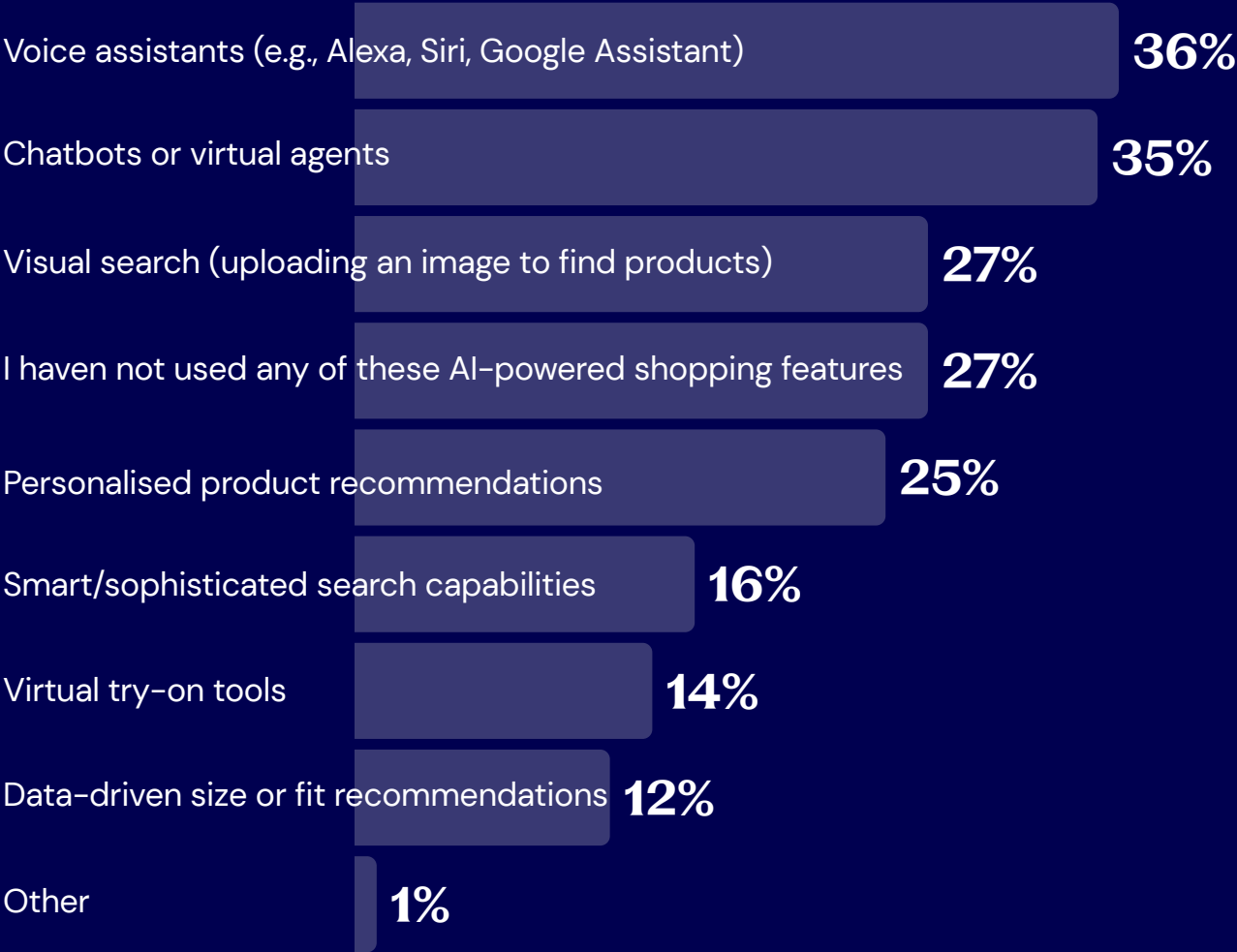
What would you appreciate retailers using AI for when it comes to improving the shopping experience?



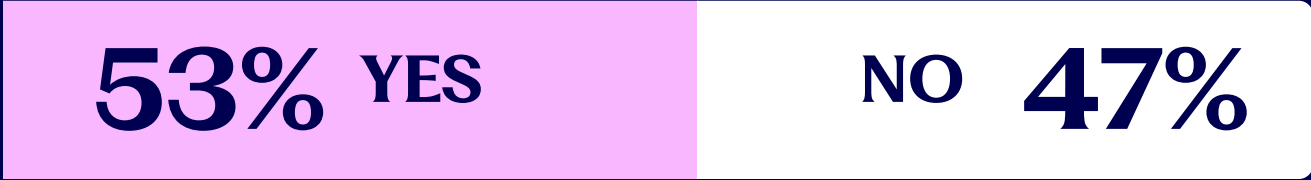
Saving time, followed by “finding what I want easier” were the most frequently chosen use cases.

Voice assistants, followed by chatbots are the most likely used AI shopping features

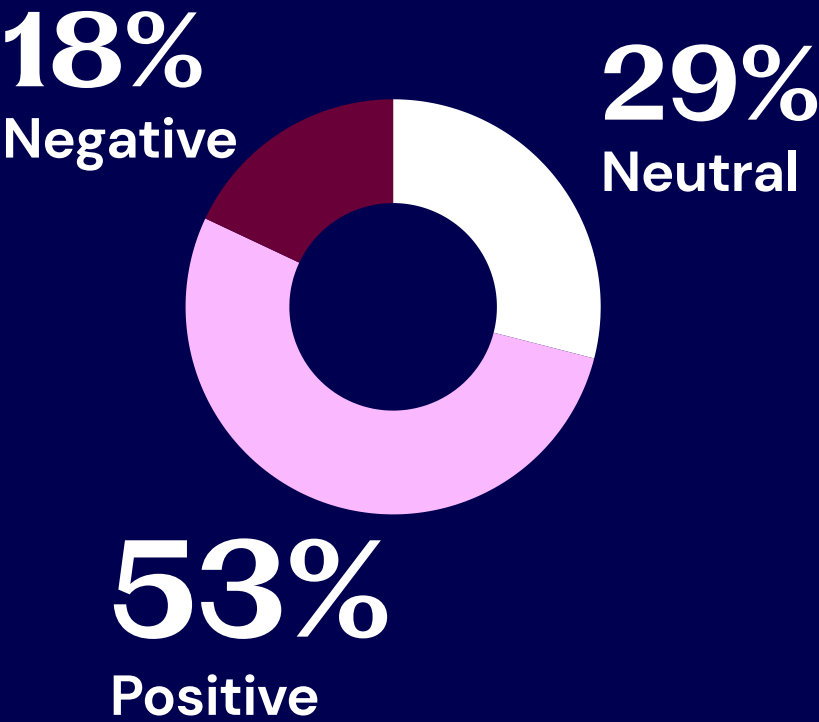
The following are AI-powered shopping features. Which from the list have you used or interacted with while shopping? (Select all that apply)



Have you interacted with a customer service chatbot recently?

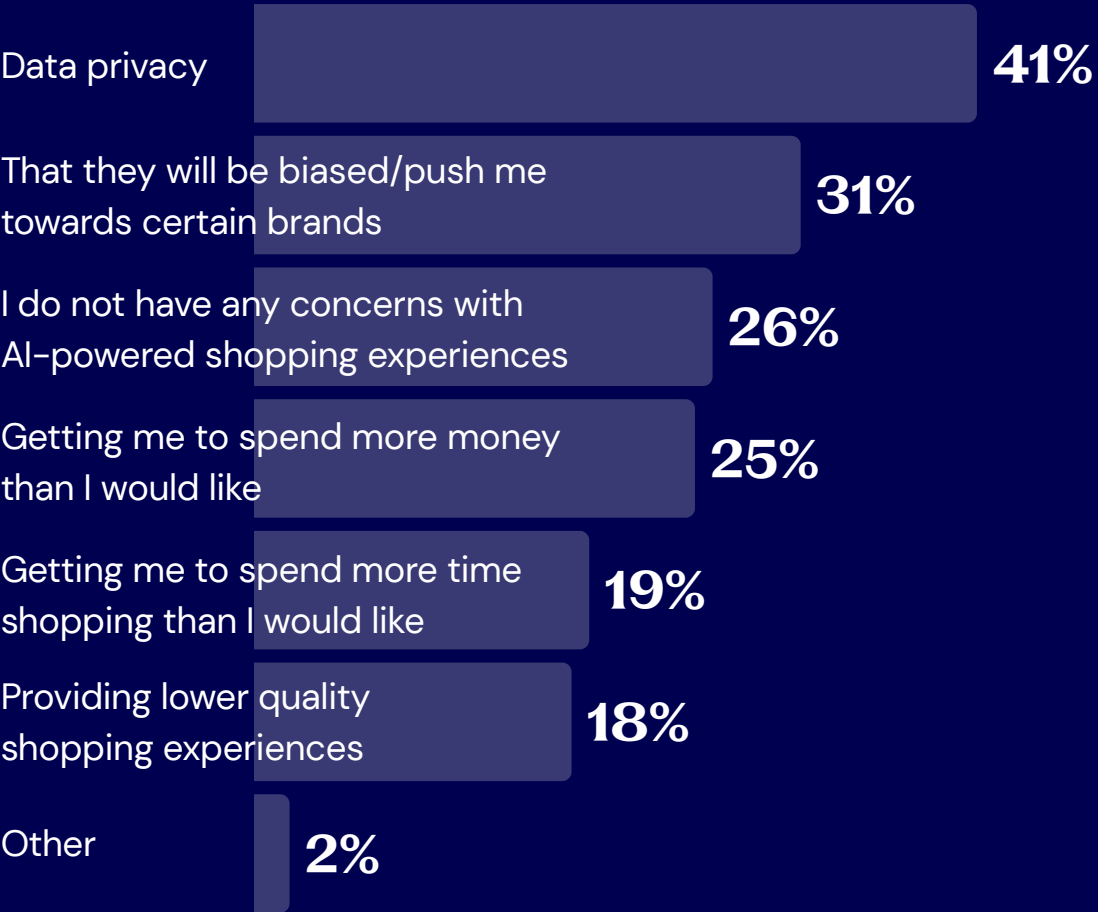


How would you say that experience was?



Data privacy is the top concern regarding AI, but consumers also worry about biased search results

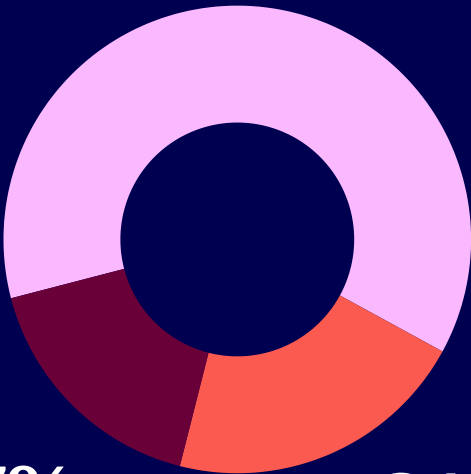
Do you have any concerns with AI-powered shopping experiences? Select all that apply



Most respondents had not heard the term “Agentic AI” before

How familiar would you say you are with the term “Agentic AI”:

62% I have not heard this term before



17%

I have heard this term before, and I know what it means

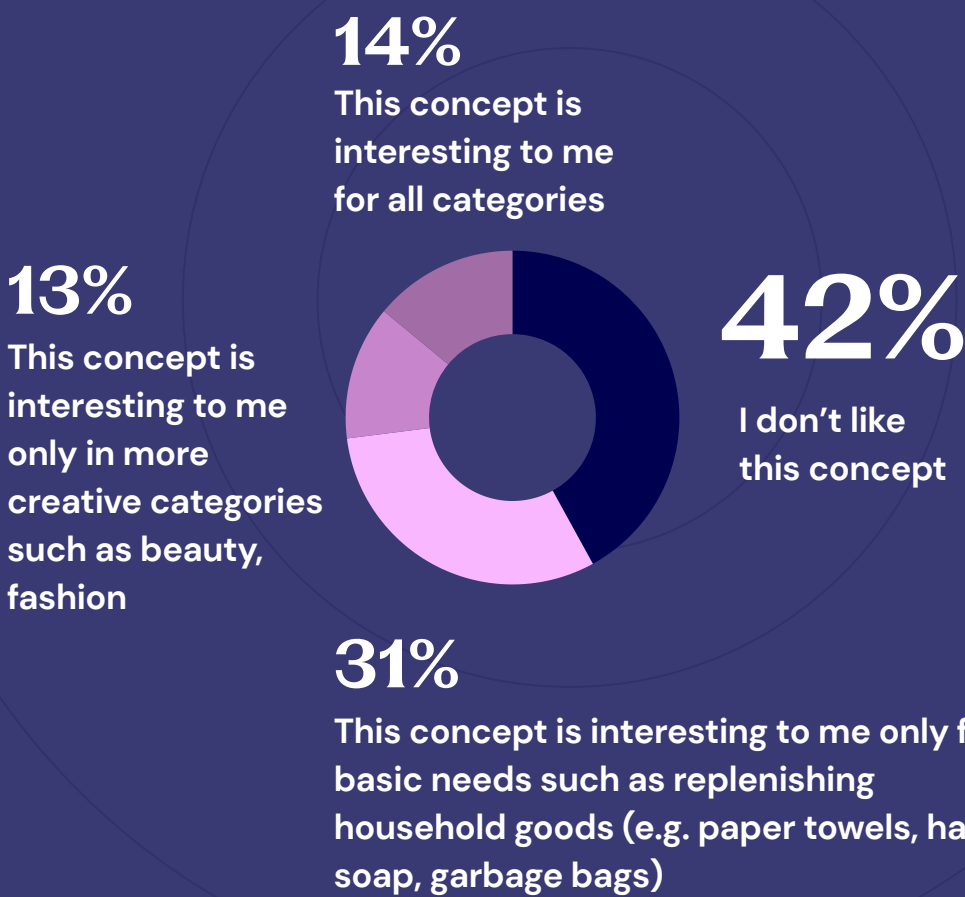
21%

I have heard this term before, but I don't know what it means

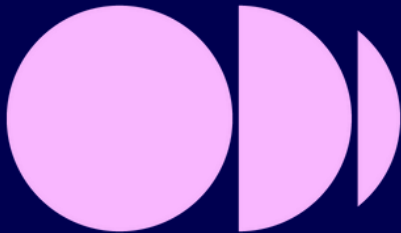
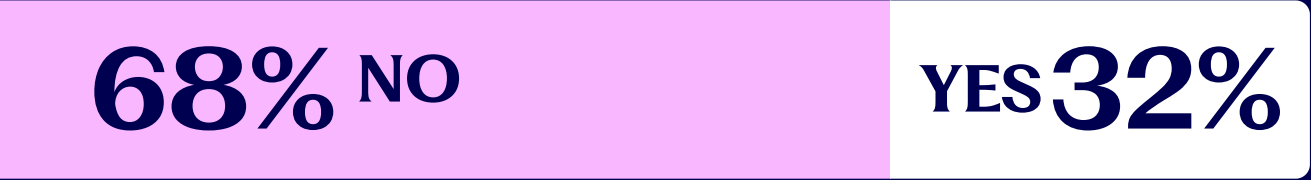
58% of respondents were interested in Agentic AI after reading our definition

Majority of those interested preferred it for basic needs, rather than creative categories

In retail, Agentic AI would mean that a digital assistant could order products for you in a category you choose based on your past purchase history as well as criteria you have set for it. Which of the following statements best characterizes your reaction to this concept?



Can you think of an example of a digital or in-store experience powered by AI that really impressed you?



From those who were impressed by AI-powered retail experiences...



Examples of AI participants found impressive were all centered around finding exactly what they're looking for/recommendations/learning as much as possible to make the right buying decision



"Finding the right home decor by simply describing the color of the decor in my bedroom."



"My search for my Skechers that I purchase few weeks ago was one amazing story of AI tool for my searching experience. Chatgpt actually gave me the entire detail of the Skechers I want to buy (The actual price ranges and all platform that it can be bought we available prices)."



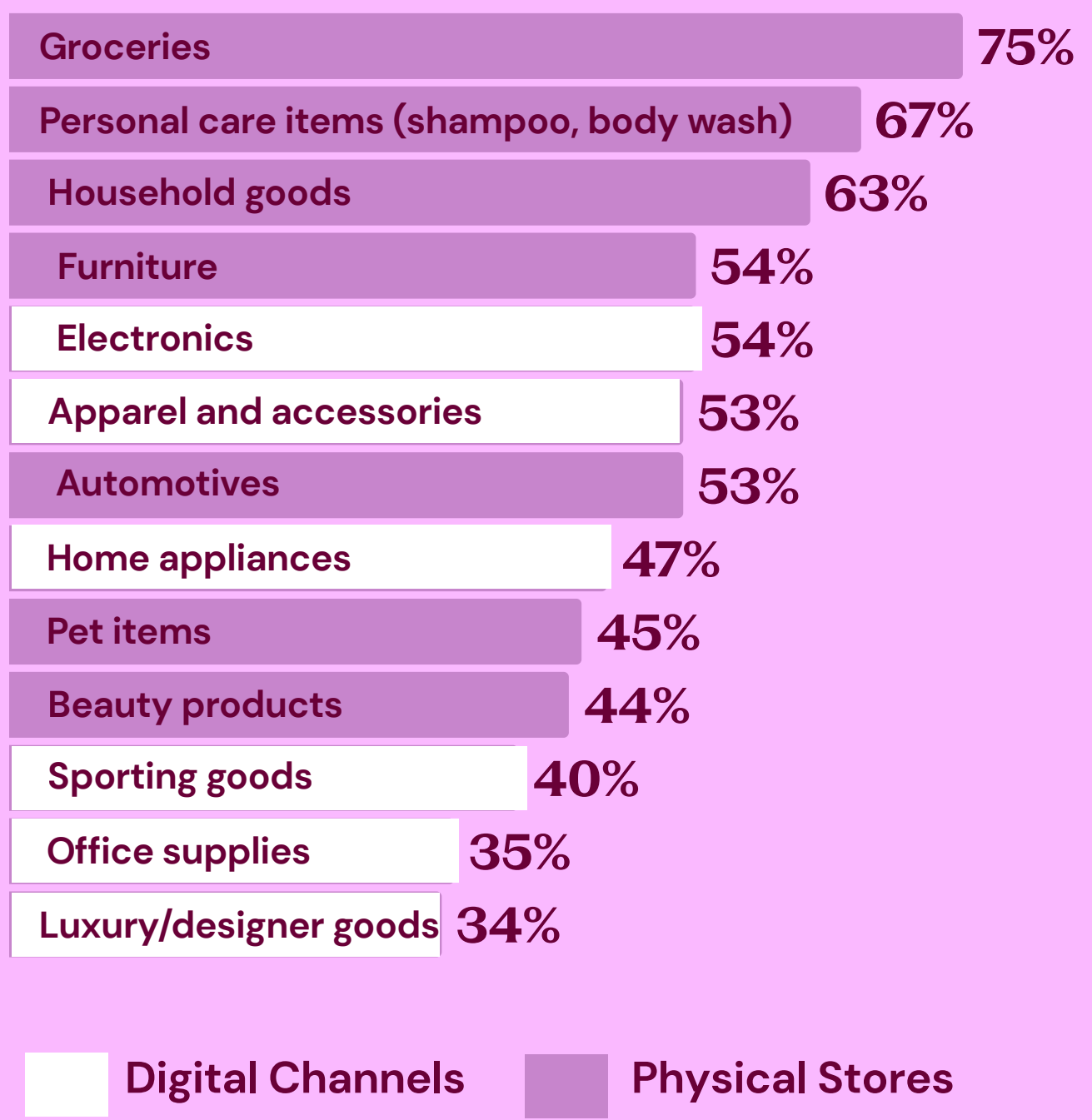
"I was using Google Gemini to find a last minute suit specifically for my size and colour did not matter but Gemini returned back plenty of options in many different colours and patterns..."

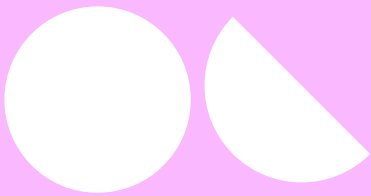


PATH TO PURCHASE

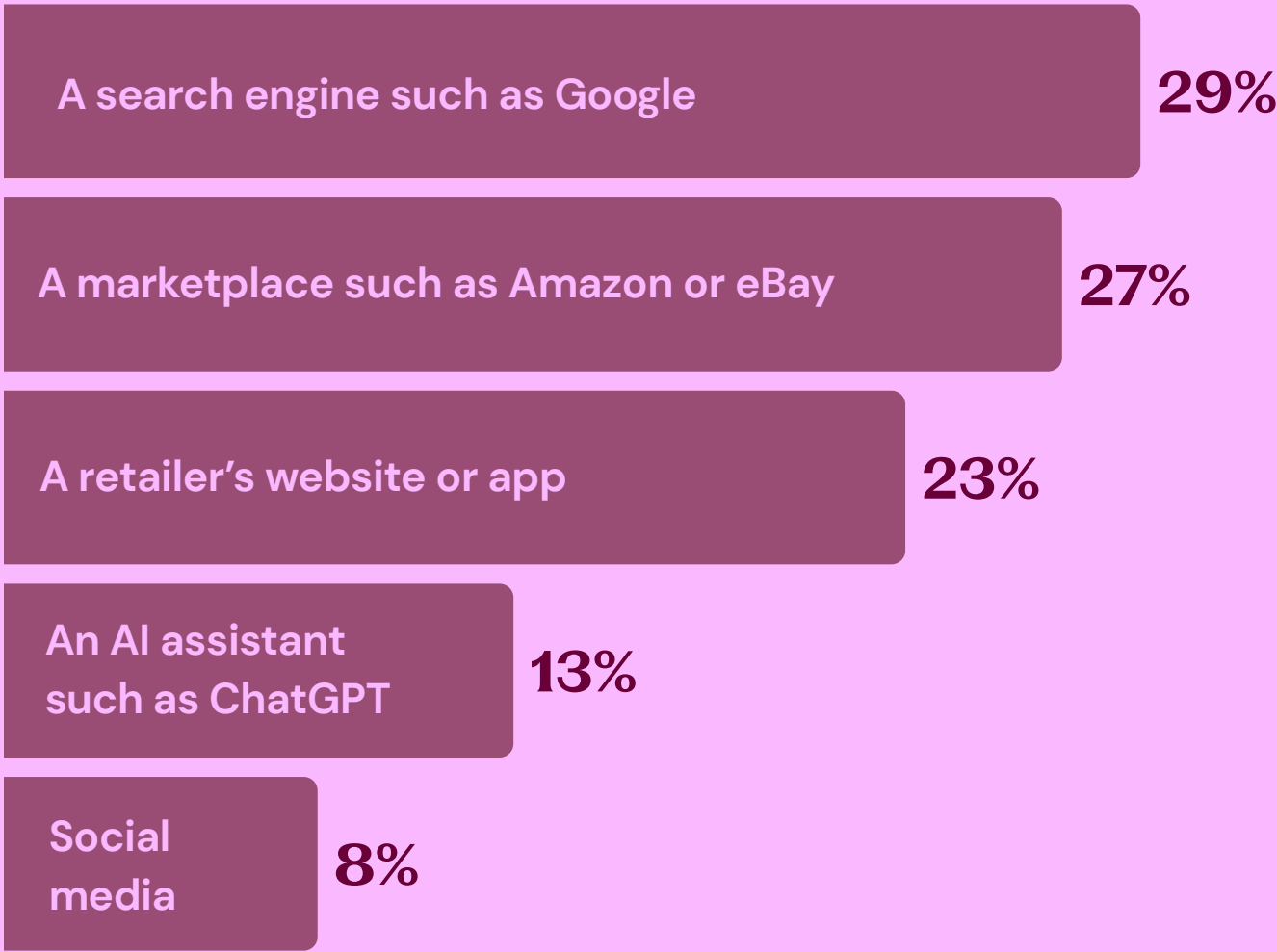
Consumers prefer to begin shopping journeys in brick and mortar for 7 of 13 categories. Digital channels had the highest frequency of being selected as first choice in electronics and apparel & accessories

For each category, where do you typically prefer to begin your shopping journey?





Do you prefer to start your online shopping journey on...

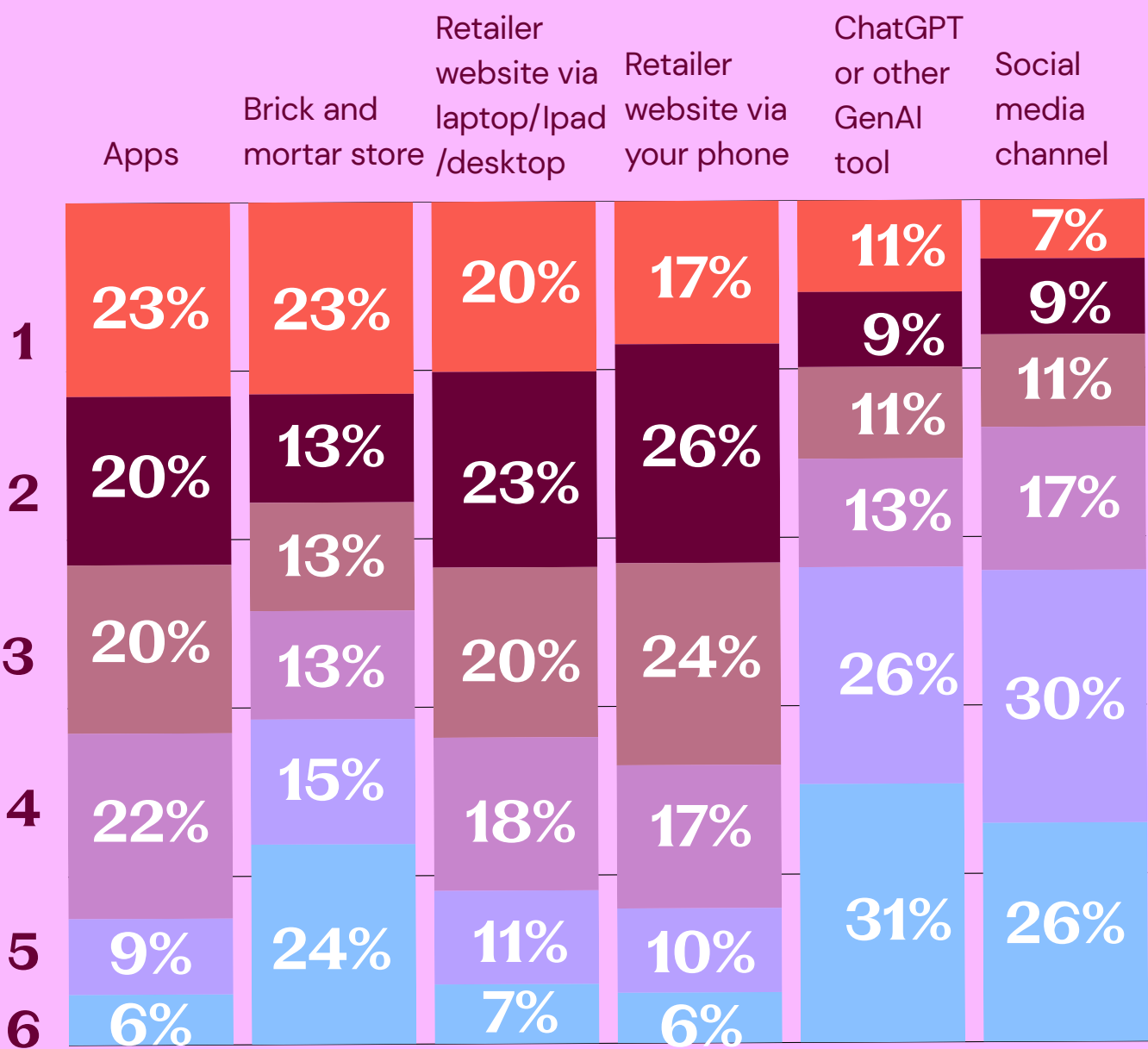


Consumers are coming back to shopping via search engine as a result of AI's increasing role in retail

Apps are the preferred channel to shop, followed by brick and mortar stores.

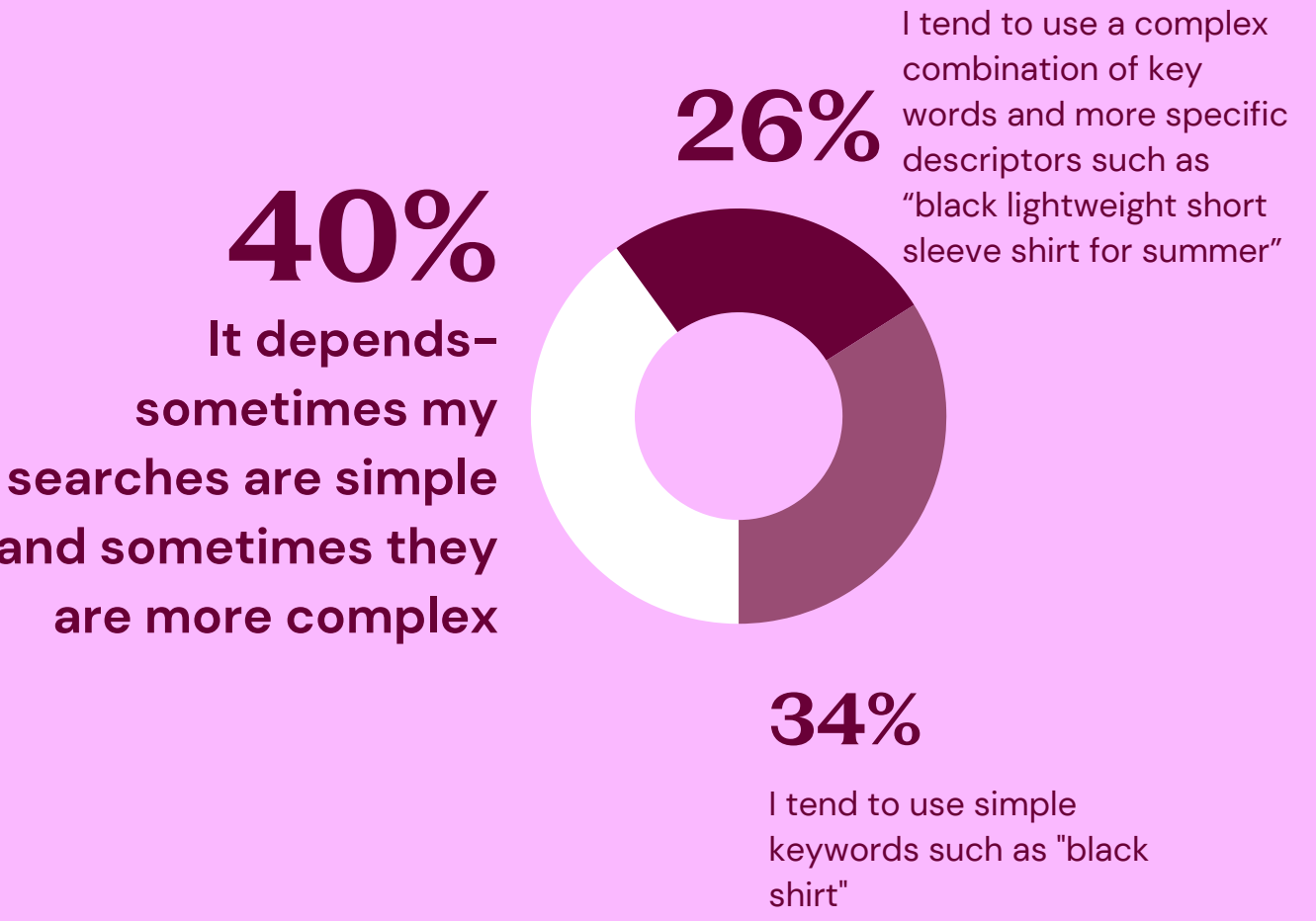
ChatGPT and other GenAI tools are preferable to social media.

Please rank in order from 1 MOST favorite to 6 LEAST favorite channel for shopping



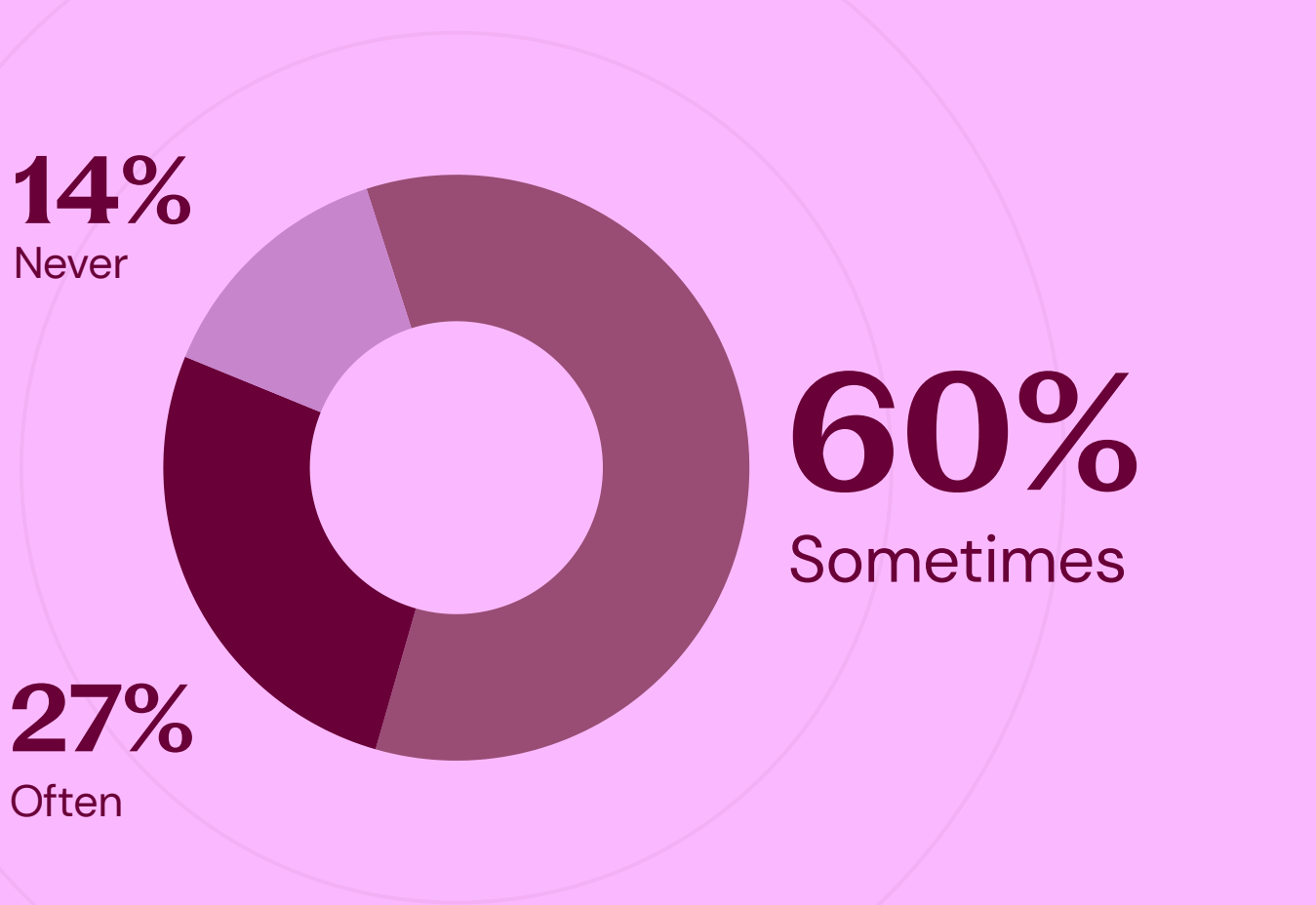
Consumers are more likely to use simple key words rather than complex combinations, but the majority say their approach to search varies between the two

When shopping for products, which would you say best characterises your approach to the search process?



87% of consumers say they deal with an item not being available in store after looking it up online at least sometimes

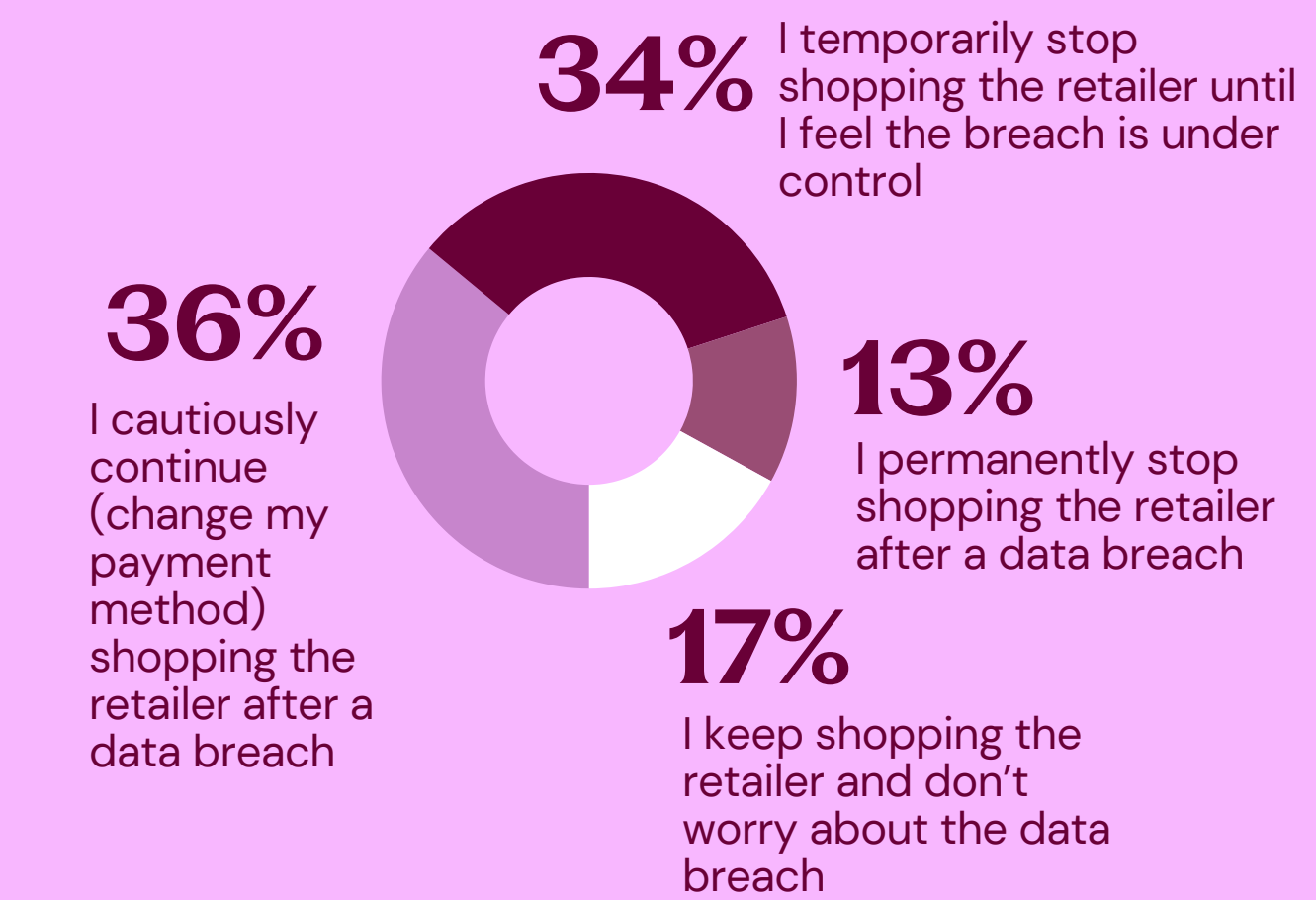
How often do you find that an item you looked up online in order to buy in store did not end up being available in store?



83%

of consumers say a data breach has an impact on their shopping behaviours with that retailer

What impact, if at all, does a data breach have on your shopping decisions?





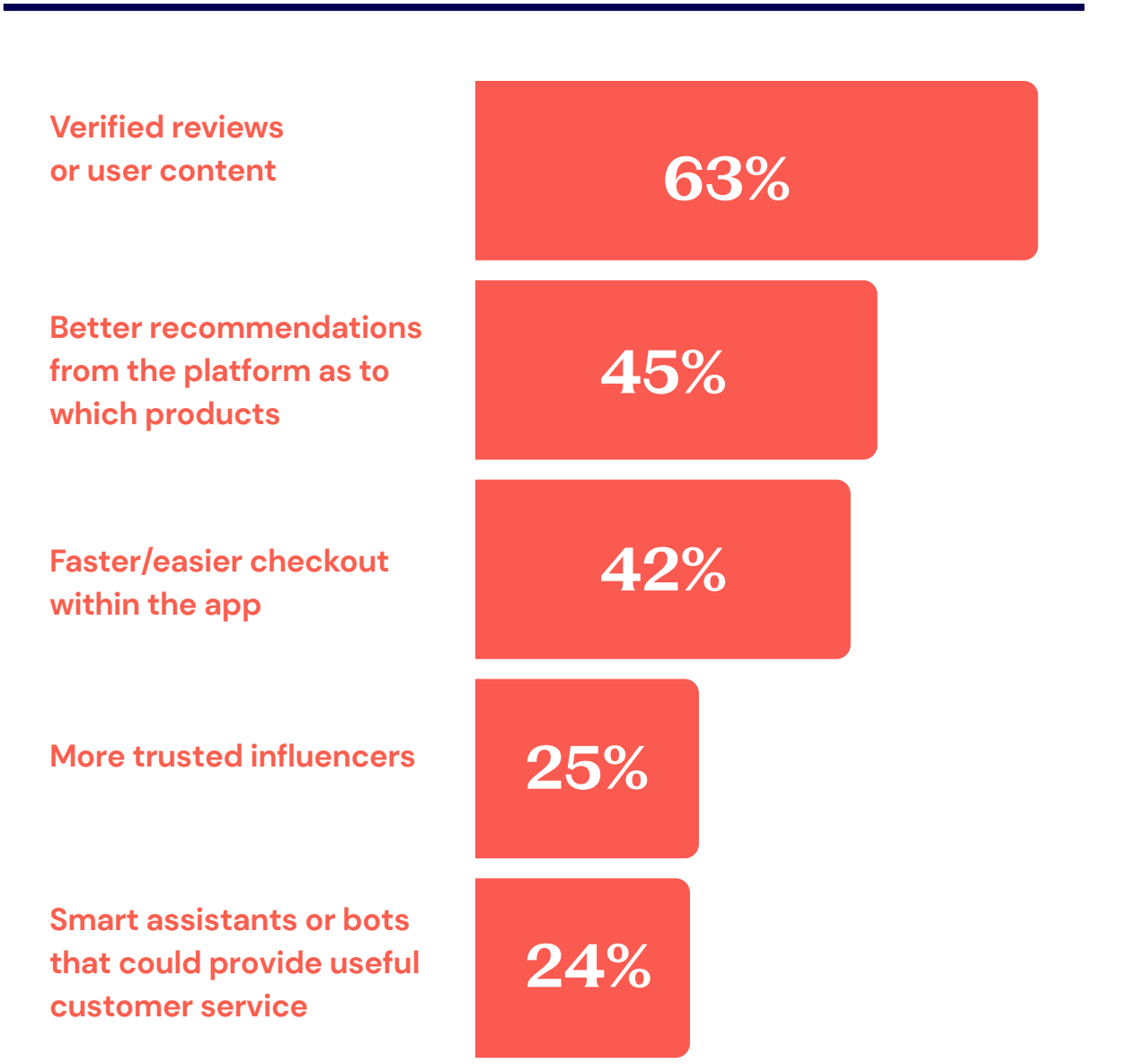
SOCIAL MEDIA

**Facebook and TikTok
are the platforms
consumers are most
likely to have used
when it comes to
retail**

Followed by Instagram and YouTube

**70% of respondents
have bought
something directly or
indirectly from social
media**

Which of the following would improve your shopping experience on social media?





PAYMENTS & CHECKOUT

How often would you say you use your phone’s mobile wallet feature to pay for something other than public transportation?

31%
Never



41%
Somewhat
often

29%
Often



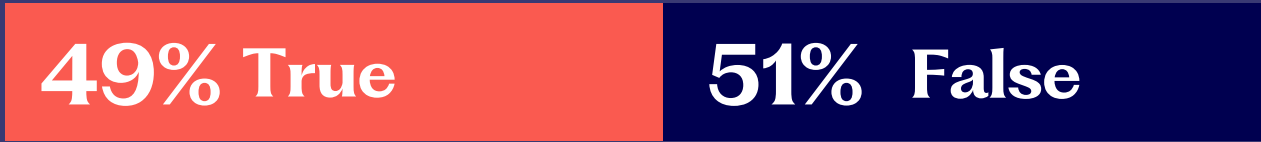
57%

of consumers would like to see retailers offer scan and go for paying, compared to 49% interest in just walk out technology

TRUE OR FALSE: I would like to see more retailers let me scan QR codes in stores on my phone in order to pay for items while I shop.

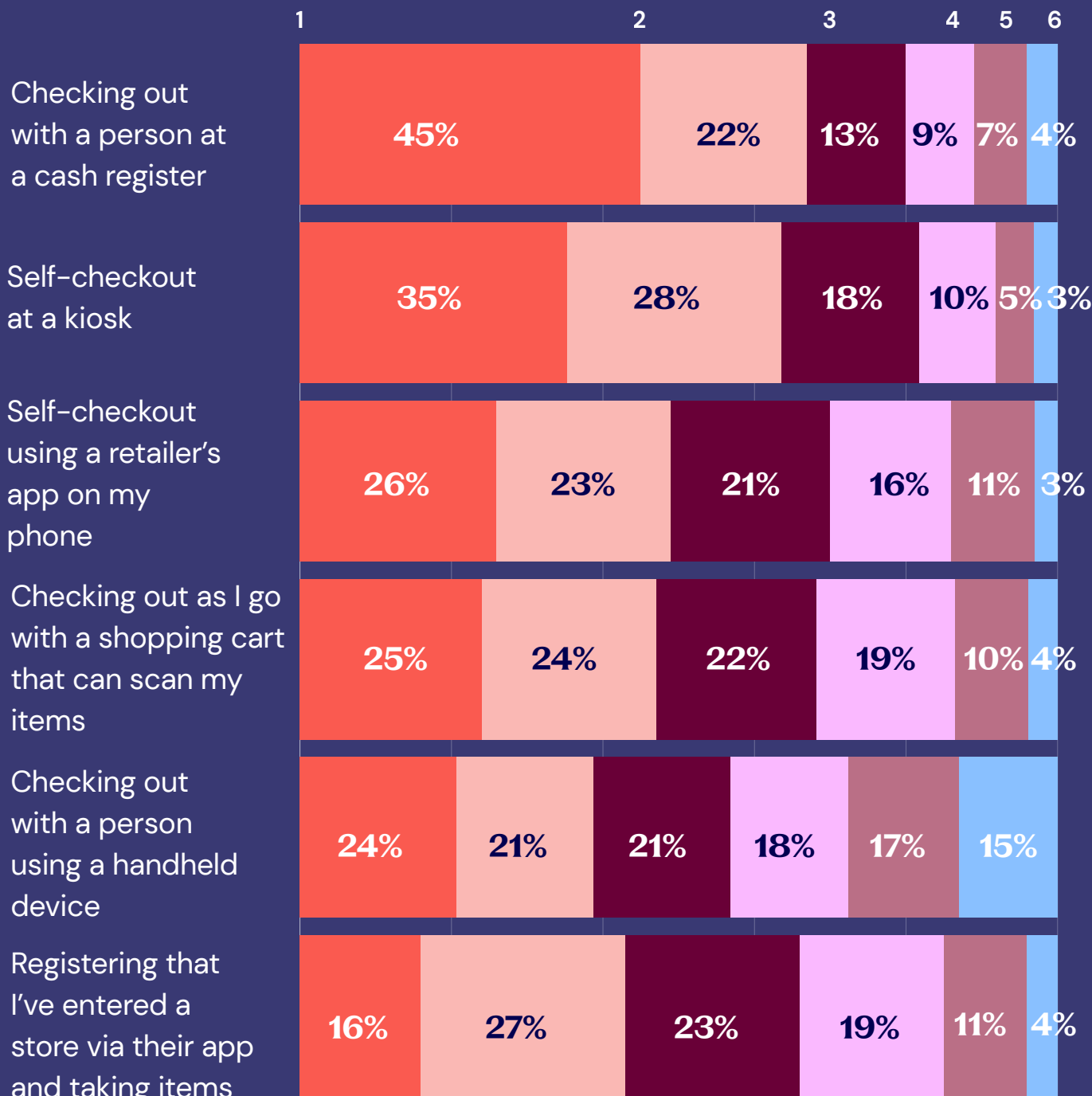


TRUE OR FALSE: I would like to see “just walk out” technology in more stores so that I can use a retailer app to enter a store and then leave by grabbing items without ringing them up in any way.



Consumers are more likely to say checking out with a person at a register is the easiest form of checkout.

RANK IN ORDER OF 1 EASIEST TO 5 LEAST EASY:





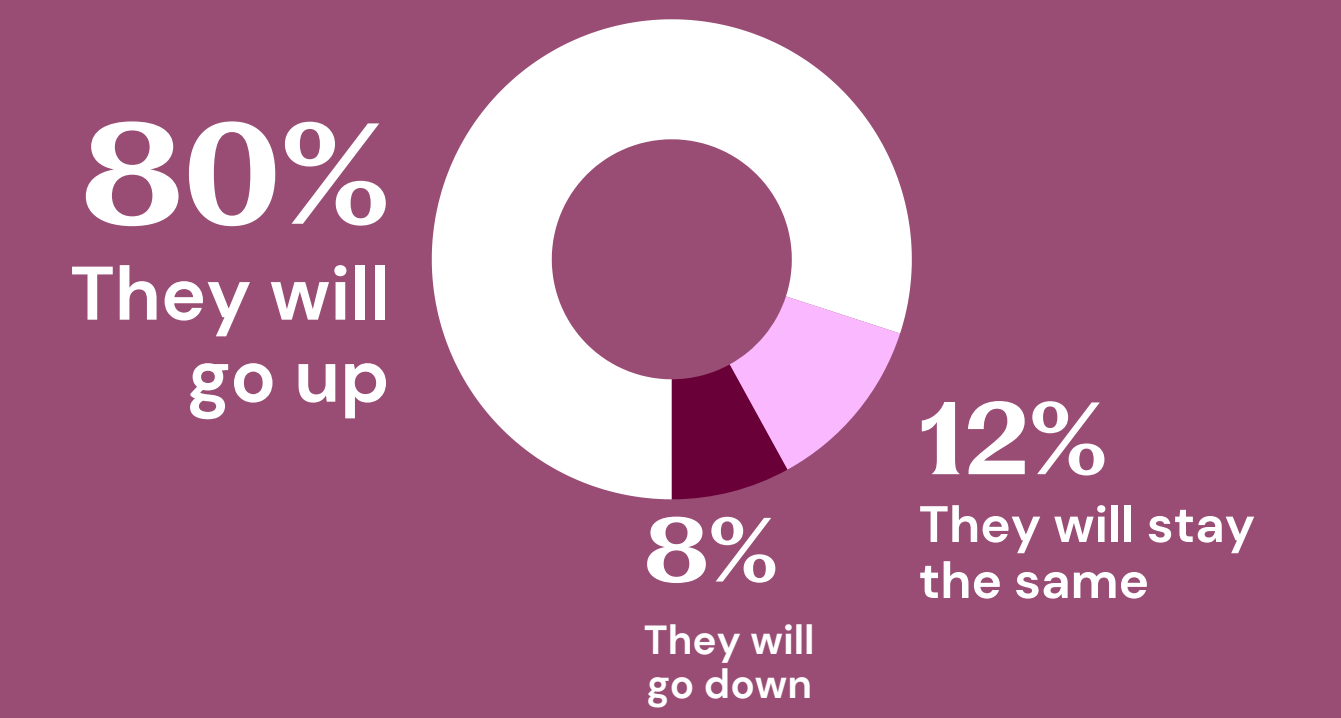
PRICE & SPENDING

87%
of consumers
feel prices
have gone up
on most
goods
compared to
a year ago

Consumers feel price increases most in routinely purchased categories (e.g. groceries, household goods, pet products, electricity, petrol, etc.).

80%
**of consumers expect
prices on most goods
to go up in the next few
years**

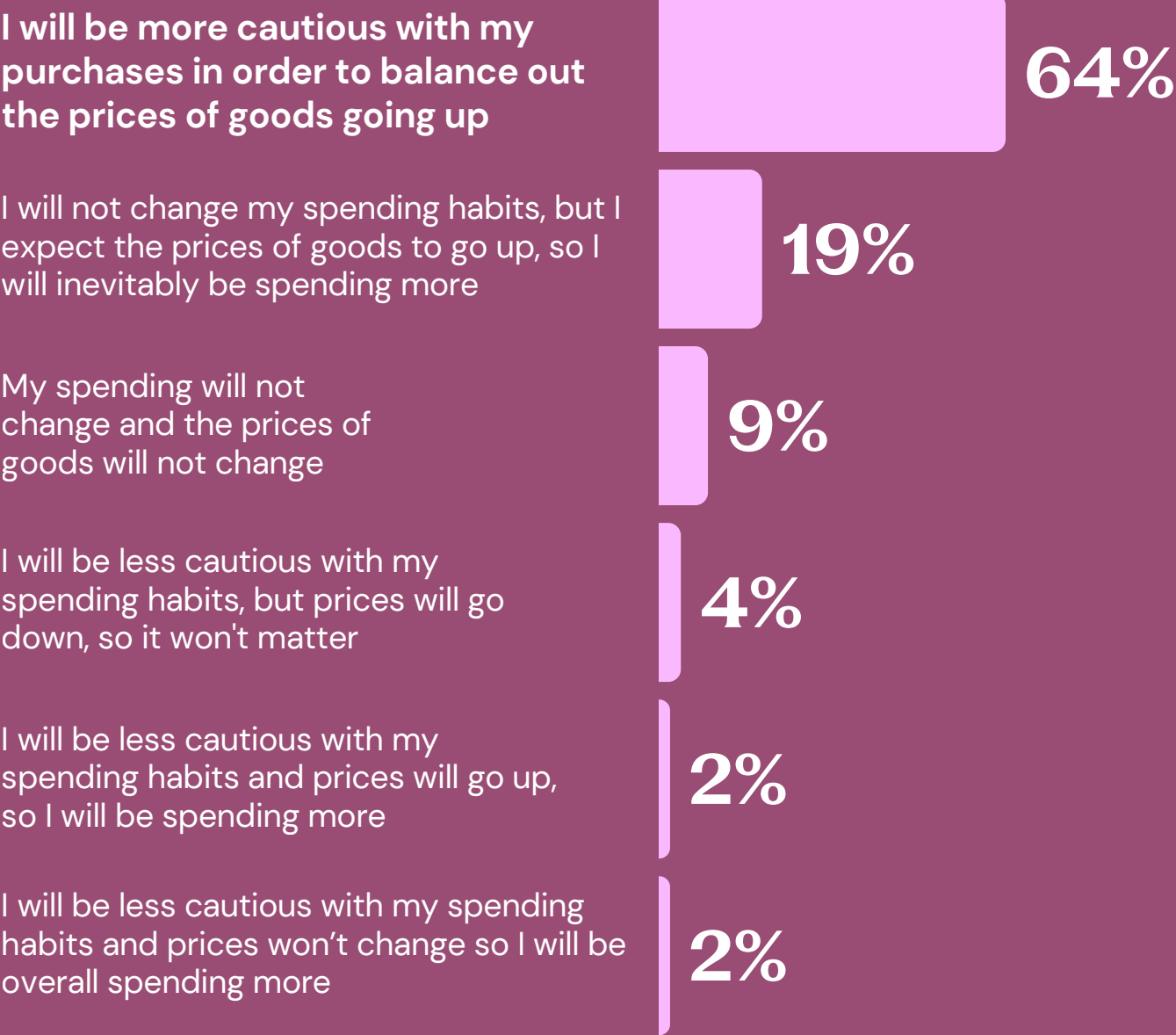
How do you expect prices on most goods to change over the next few years?



64%

of consumers say they intend to pull back on spending so that they can balance out the impact of increasing prices.

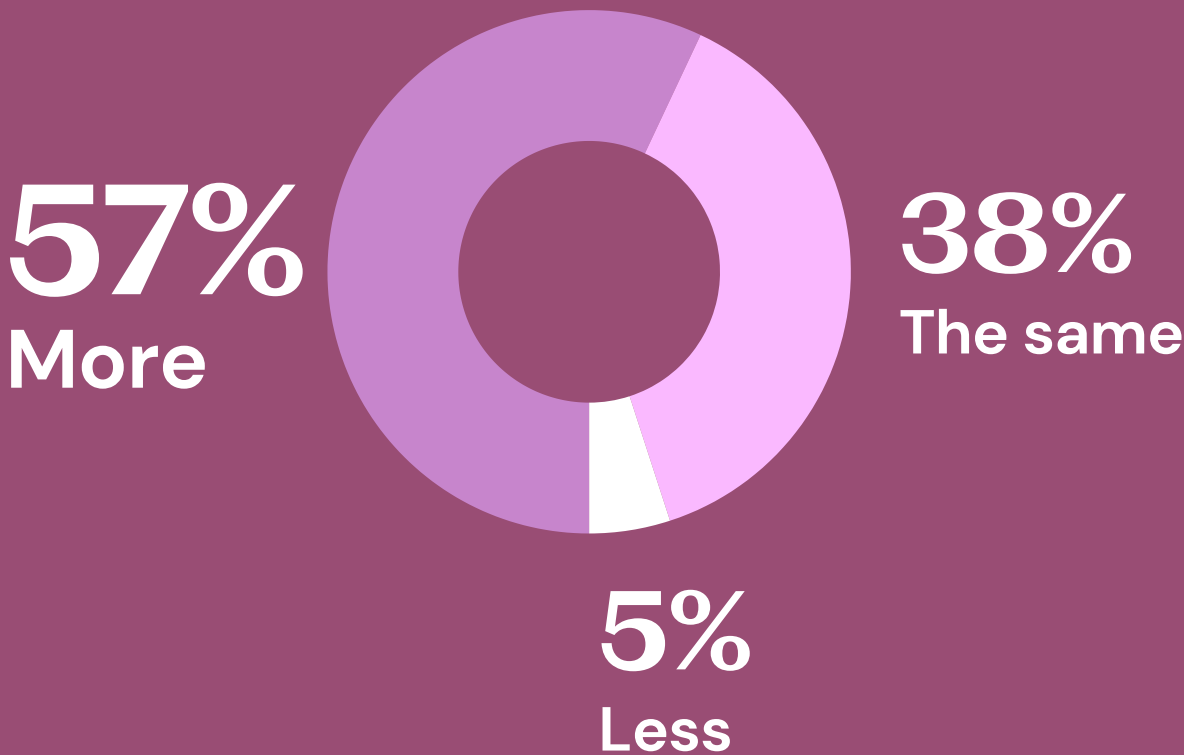
How, if at all, do you anticipate your spending will change over the next year?



57%

of consumers say they are more interested in deals and discounts than they were a year ago

Would you say you are _____ interested in deals and discounts now than you were a year ago?



KEY TAKEAWAYS & IMPLICATIONS

AI is changing the way consumers shop: they're starting their purchase journey in research mode, more often on search engines than they were previously. Consumers are most receptive to Agentic AI for habitual purchases.

→ **Optimise digital channels for search (both GenAI and non), Build Agentic AI tools for routine items, create transparent messaging that communicates impartiality and quality search results**

Consumers want retail technology that improves decision certainty (virtual trial tools, ratings and reviews, etc) and fast tracks purchases

→ **Provide ample opportunities for certainty across the path to purchase, but especially in the early phases**

87% of consumers feel prices have gone up compared to a year ago, and 80% of consumers expect prices to go up further

→ **Protect low prices wherever and whenever you can, leverage dynamic pricing, build discount offerings into every channel**

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Meet our Expert



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