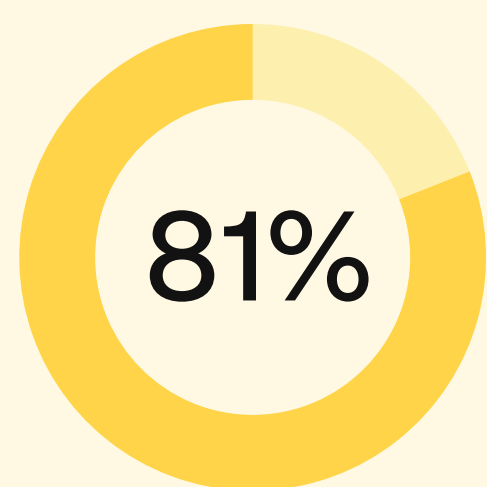


The Future of AI Shopping Depends on Trust

When asked what matters most in an AI shopping experience, consumers rank keeping their data secure (82%) and clear about how data is used (77%) as the highest priorities.

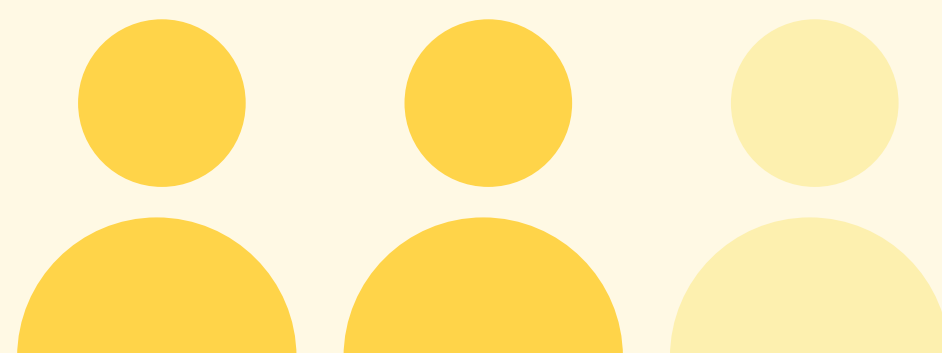


Compared to saving time (58%). Consumers still want convenience, but only after they feel protected, informed, and in control.



For purchases under \$50, 81% would allow AI some role in the transaction: with 47% letting AI suggest options for review and approval.

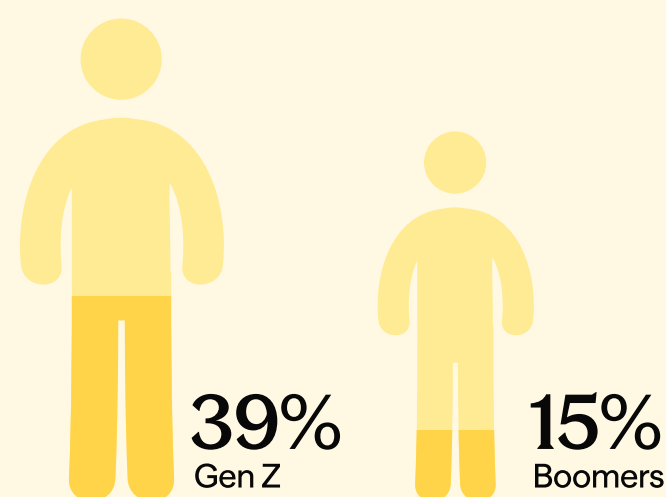
34% would let AI act on its own based on preferences and past behavior.



Two-thirds (67%) of consumers would use AI more for shopping if it came with fraud protection guarantees.

When something goes wrong, accountability, not capability, closes the gap.

Gen Z is more comfortable letting AI handle payment info.



Broader adoption depends on stronger protections and clearer control, not more explanation.