Flagship Market Tracker: Agentic Commerce
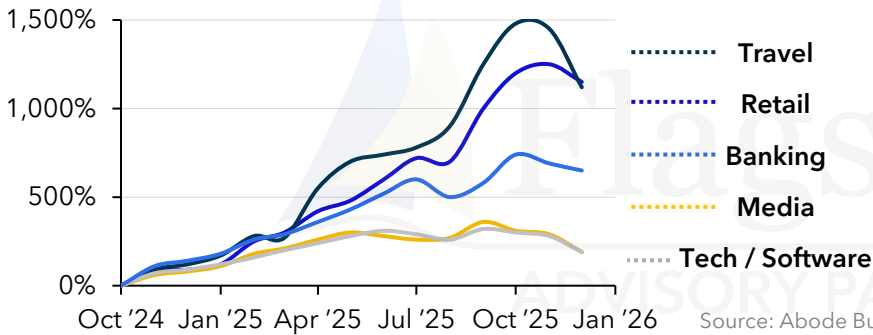## January 2026

1 Agentic Solutions Observed at Top US/EU Merchants
(Implemented solutions across US & EU Top 10 companies ranked by revenue, n=80)

Vertical		Generative AI	Agentic Commerce	Agentic Payments	Enablers
Entertainment & Travel	🇺🇸	10 — LIVE NATION ENTERTAINMENT, MGM RESORTS INTERNATIONAL, Marriott INTERNATIONAL, CAESARS ENTERTAINMENT	6 — airbnb, UNITED, American Airlines, DELTA, Booking.com, expedia group	0	OpenAI, Microsoft, Azure, Google Cloud, aws
	🇪🇺	10 — Lagardère TRAVEL RETAIL, easyJet, InterContinental, ACCOR	3 — TUI GROUP, Lufthansa, RYANAIR	0	
B2B Software	🇺🇸	10 — servicenow, snowflake, workday, intuit, IBM	5 — Adobe, ORACLE, salesforce,	2 — Microsoft, shopify	OpenAI, Microsoft, Azure, Google Cloud, aws, NVIDIA, stripe
	🇪🇺	10 — experian, sopra steria, Dassault Systèmes, AMADEUS, WORLDLINE	1 — SAP	0	
Retail & Consumer Goods	🇺🇸	8 — Apple, NIKE, THE HOME DEPOT	5 — LOWE'S, BEST BUY, TARGET, ebay	1 — amazon	OpenAI, Microsoft, Azure
	🇪🇺	10 — H&M, zalando, INDITEX, PRIMARK	2 — IKEA, ASOS	0	
Food & Drugs	🇺🇸	10 — COSTCO WHOLESALE, 7-ELEVEN, H-E-B, Walgreens Boots Alliance	4 — Walmart, Albertsons Companies, Kroger, amazon Whole Foods	0	OpenAI, Microsoft, Azure, Google Cloud
	🇪🇺	10 — Carrefour, ALDI, TESCO, coop, SCHWARZ, Lidl, Kaufland	0	0	

DEFINITIONS

Generative AI
Customer-facing AI that generates or summarizes content (answers, recommendations, descriptions) in response to a user prompt

Agentic Commerce
AI agents that orchestrate multi-step shopping tasks across the customer journey (discover, compare, plan, build cart / itinerary). But does not execute payments

Agentic Payments
AI agent can initiate and complete checkout on the customer's behalf using permissioned payment tokens, virtual cards, digital wallets, stablecoins or other rails

USE-CASES

Generative AI
- Website Q&A bot
- Conversational Product Guidance
- Virtual Try-On Imagery
- Visual Search Support

Agentic Commerce
- Personal Shopping Assistant
- Automated Cart Assembly
- Deal-hunting Agent
- Virtual Travel Planning Agent

Agentic Payments
- In-Chat Checkout
- Voice-Activated Purchase
- Autonomous Walk-Out Payment
- Agent-Triggered Payment Approval

Source: company websites, news articles, primary research by Flagship Advisory Partners

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2 | AI-Driven Commerce

Growth in AI Visit Share Since Oct 2024

- Travel
- Retail
- Banking
- Media
- Tech / Software

AI Visit Share, Since Oct 2024

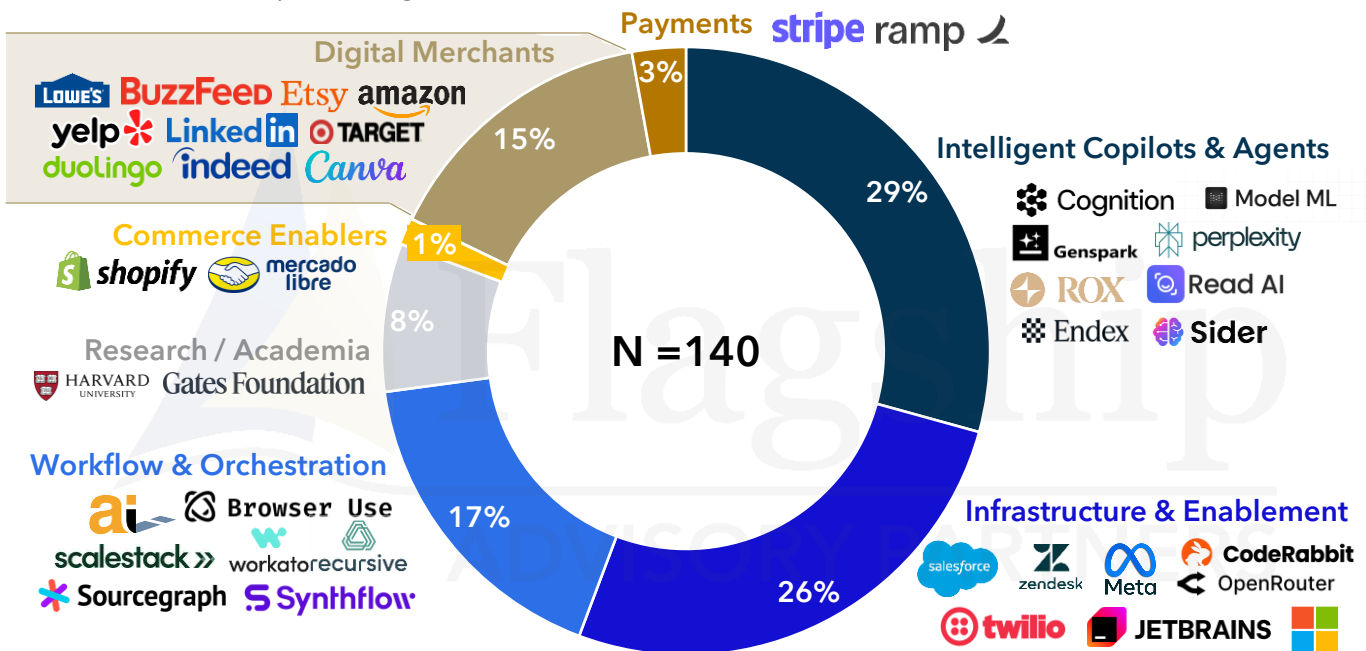|	
Travel	0.7%
Retail	0.7%
Banking	0.4%
Media	1.3%
Tech / Software	3.0%
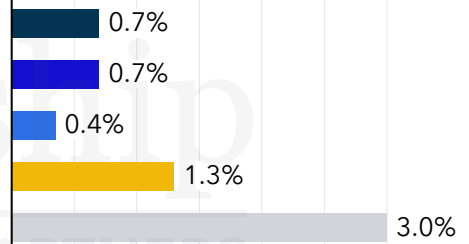
Source: Abode Business, Flagship Advisory Partners

- AI-driven visits to merchants are up 10x over October 2024 but growth tapered or retreated during late 2025, which may be a sign that expansion beyond early adopters may require deeper integration with web browsers, search, social platforms, or other experiences beyond LLM chat.
- While data on agentic payments is not available, we believe they are still de minimis given Adobe's data on AI-driven visits.
- New standards like Google's Universal Commerce Protocol should help companies across the commerce value chain collaborate more effectively on monetizing agentic traffic.

3 | OpenAI's Largest Users by Vertical
(selected companies' logos)

Payments — stripe ramp — 3%

Intelligent Copilots & Agents — 29%
Cognition, Model ML, Genspark, perplexity, ROX, Read AI, Endex, Sider

Infrastructure & Enablement — 26%
salesforce, zendesk, Meta, CodeRabbit, OpenRouter, twilio, JETBRAINS

Digital Merchants — 15%
Lowe's, BuzzFeed, Etsy, amazon, yelp, LinkedIn, TARGET, duolingo, indeed, Canva

Commerce Enablers — 1%
shopify, mercado libre

Research / Academia — 8%
HARVARD UNIVERSITY, Gates Foundation

Workflow & Orchestration — 17%
ai, Browser Use, scalestack, workato, recursive, Sourcegraph, Synthflow

N = 140

Source: OpenAI, Adobe Business, Flagship Advisory Partners

Flagship Commentary & Highlights

- **Intelligent Copilots & Agents** (29%) and **Infrastructure & Enablement** (26%) account for more than half of total token use, showing that most consumption supports the systems and tooling behind AI applications rather than end-user interfaces.
- **Workflow & Orchestration** (17%) forms the connective layer, driving automation and integration across agents, networks, and APIs.
- **Digital Merchants** (15%) are actively leveraging LLMs, introducing AI into the checkout page and assisting during the checkout flow
- **Research / Academia** (8%) organizations are applying generative AI to technical exploration and innovation
- **Payments** (3%) and **Commerce Enablers** (1%) are a small share of company count but play a key enabling role for others, especially platforms like Shopify and Mercado Libre which enable millions of SMBs.

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For any questions, please do not hesitate to contact the author(s):

Ben Brown
Partner

Ben@FlagshipAP.com

Pavle Stamenic
Senior Analyst

Pavle@FlagshipAP.com

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