

# **Agentic Commerce Market Size, Share & Trends Analysis Report By Interaction Model (C2A, A2A, B2A), By Technology (Multi-Agent Systems, On-Device AI), By Application (Retail & E-commerce, Financial Services & Payments, Travel & Hospitality), By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global agentic commerce market size was estimated at USD 5.71 billion in 2025 and is projected to reach USD 65.47 billion by 2033, growing at a CAGR of 35.7% from 2026 to 2033. This expansion is fueled by the increasing adoption of AI agents that can perform autonomous transactions. Companies are utilizing these agents to deliver personalized customer experiences and improve engagement.

Moreover, operational efficiency across e-commerce and digital platforms is driving further market adoption. The global market is witnessing the integration of AI-driven conversational interfaces with seamless payment systems. Users can now complete purchases directly within chat environments, creating frictionless commerce experiences. AI agents are increasingly handling interactions, recommendations, and transactions in real time. Partnerships between AI firms and payment providers are helping establish secure, standardized protocols. This approach ensures interoperability with existing merchant infrastructure and broadens adoption. Agentic commerce is moving toward practical, scalable solutions in everyday digital interactions. For instance, in September 2025, OpenAI, a U.S.-based artificial intelligence company, partnered with Stripe, Inc. to launch Instant Checkout in ChatGPT, allowing users to purchase products directly within the chat using the Agentic Commerce Protocol. The system securely handles orders and payments through merchants' existing infrastructure, with Stripe providing the underlying payment framework and co-developing the protocol for AI-

driven commerce.

Shopping patterns are moving away from keyword-based search toward AI systems that guide decisions through contextual recommendations. Consumers are increasingly asking assistants what to buy instead of browsing product listings. This change is pushing enterprises to be visible inside conversational AI environments. It raises the need for structured data that AI agents can easily interpret. Companies such as commerce tools are launching agent-ready solutions that make product and pricing data accessible to these systems. This shift is becoming a major driver of growth in agentic commerce. For instance, in November 2025, commercetools GmbH, a digital commerce technology company, launched Agentic Jumpstart. This enterprise solution exposes product, pricing, and availability data to leading AI platforms and enables secure transactions through its AI Hub and Agent Gateway. Built on a composable, cloud-native platform with MCP and ACP support, Agentic Jumpstart lets enterprises test AI-driven channels while keeping governance, security, and operations stable.

Data integration and unified AI platforms are becoming a key focus in the agentic commerce landscape. The most effective systems are those seamlessly embedded within CRMs, marketing automation tools, and data warehouses, ensuring consistent and context-rich operations. Disconnected point tools often create data silos that fragment customer information and reduce outreach precision. Companies such as Outreach and Whistle Ltd are enhancing integration capabilities to unify sales and marketing workflows. These platforms enable real-time synchronization across multiple systems, improving the accuracy of AI-driven insights. Agentic Commerce systems with visibility across all touchpoints, emails, LinkedIn interactions, web activity, and form submissions, gain a competitive edge in targeting and engagement. This integration allows for a more complete understanding of customer intent and behavior. AI models are now required to process a wide range of data types, including text, behavioral logs, and enrichment datasets.

## Global Agentic Commerce Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global agentic commerce market based on interaction model, technology, application, and region:

### Interaction Model Outlook (Revenue, USD Billion, 2021 - 2033)

Consumer-to-Agent (C2A)

Business-to-Agent (B2A)

Agent-to-Agent (A2A)

Technology Outlook (Revenue, USD Billion, 2021 - 2033)

Generative AI & Large Language Models (LLMs)

Multi-Agent Systems

On-Device AI

Blockchain & Smart Contracts

Application Outlook (Revenue, USD Billion, 2021 - 2033)

Retail & E-commerce

Financial Services & Payments

Travel & Hospitality

Enterprise Procurement (B2B)

Customer Support & Engagement

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

## Asia Pacific

China

Japan

India

Australia

South Korea

## Latin America

Brazil

## Middle East & Africa (MEA)

KSA

UAE

South Africa

**This report can be delivered to the clients within 3 Business Days**

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