ADWEEK Commerce Advantage: Agentic Commerce Is the Hottest Buzzword That Nobody’s Figured Out

It was hard to avoid the chatter about agentic commerce at this year’s Shoptalk. From panels to private side discussions, it was everywhere, our retail editor Kathryn Lundstrom reported.

The only problem: No one—platforms, retailers, third-party tech companies, or marketers—have figured it out.

Agentic commerce is such a nascent concept that it’s uncertain how consumers will use it, and it’s not clear what infrastructure is needed to support it. But the talk is what eventually spurs more decisive action, and even the failures can be informative.

In March, OpenAI shut down its buzzy six-month-old ChatGPT commerce pilot, which let users buy products directly from ChatGPT’s Instant Checkout feature.

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