

E.l.f. Beauty Says AI Answer Engines Are Already Changing How People Shop

There is fierce disagreement around how much generative AI models, which are changing the way that people find and discover products, will also disrupt retail media and ecommerce systems.

Scot Wingo, co-founder and CEO of ReFiBuy, argued onstage at Shoptalk 2026 in Las Vegas that 10% of commerce will be fully agentic by 2030.

“Not a chance,” quipped retail media analyst Andrew Lipsman.

While large language models are collapsing the traditional marketing funnel and changing how people discover products, truly agentic “bot-to-bot” commerce isn’t where it’s all heading, he said.

Regardless of how much AI models and automation can improve the efficiency of each part of the funnel, he said, shoppers still have to go through each of the stages of the funnel from discovery and awareness down to purchase.

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