

Shoppers Turn to AI Before Retailers This Shopping Season

This holiday season, some shoppers are starting earlier, and using AI tools rather than Amazon or Google. Instead, they're using platforms like ChatGPT or Perplexity as the first stop for gift research, product comparisons, and deal hunting before a retailer site is visited.

Data from Perplexity, shared with ADWEEK, shows multi-category retailers—brands where shoppers can buy multiple items in one place—lead in engagement, outperforming retailers with a singular focus, such as clothing-only stores. The company says this aligns with how consumers approach holiday shopping, often beginning with broad queries, like searching for gifts for a particular family member or staying within a set budget.

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