

KANTAR

**Win at  
Retail**  
with Kantar

# Unified Shopper

## Moments that matter

### How to master unified commerce as AI reshapes retail

#### Generative AI platforms are reshaping the path to purchase

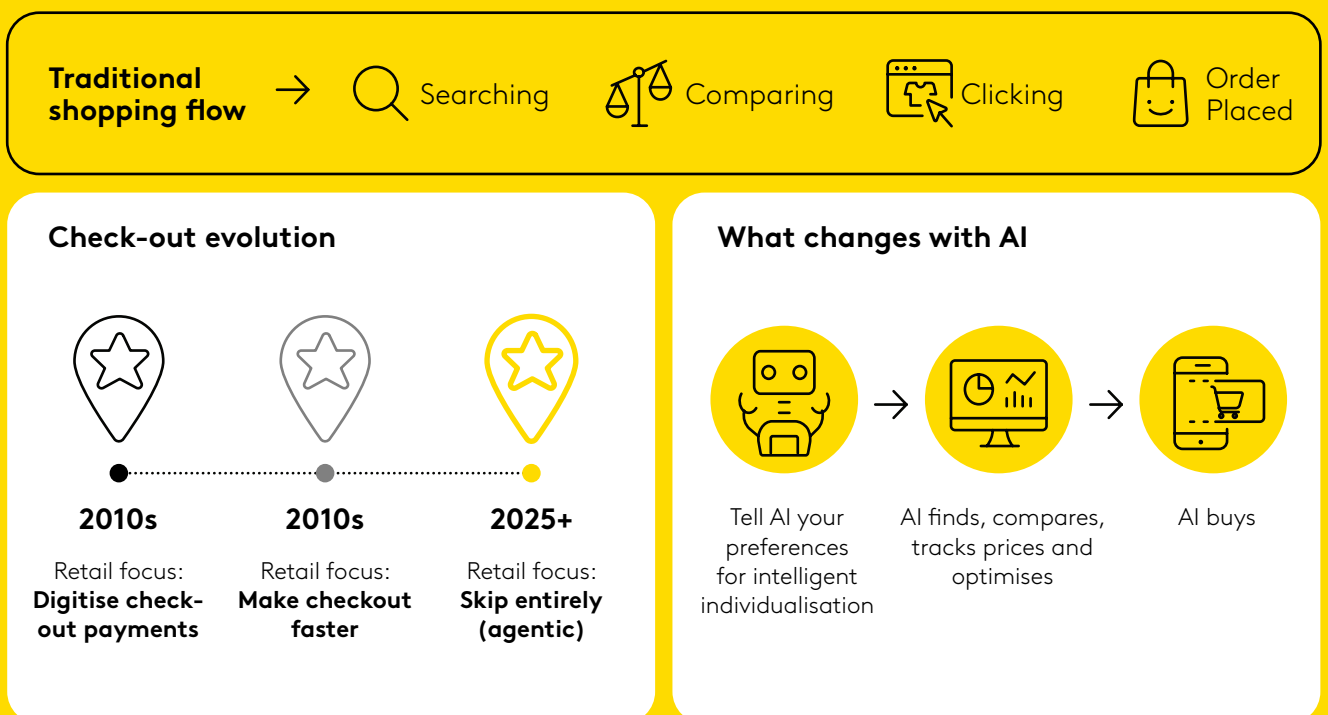
In today's rapidly evolving landscape, closing the gap between predisposition and conversion is an imperative. The digital commerce landscape is undergoing a seismic shift. Traditional search engines are being rapidly replaced by AI-powered platforms like ChatGPT, Gemini, and Meta AI that are becoming central to how people shop, research and compare products.

**In this new era, AI is the front door to commerce, and brands must evolve or risk being left out of the conversation. Delivering the triple win with retailers, shoppers and brands can become tricky.**

#### Commercial behaviour is taking shape in AI ecosystems

According to Forbes, 66% of the world's population now uses AI regularly. This trend is especially pronounced among younger audiences, with about 20% of 16 to 24-year-olds using generative AI daily. Within that age group, ChatGPT leads the pack, with 22% using it daily and 68% using it monthly — significantly outpacing both Gemini and Meta AI. This growth is also about commerce, with 25% to 45% of users now shopping, researching products and comparing prices on these platforms. As AI models become more personalized, develop memory and add innovative new features, distinct user journeys will emerge both online and offline.

### The Shopper has left the chat: AI handles the journey from start to finish



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# New Rules

## of Retail Visibility

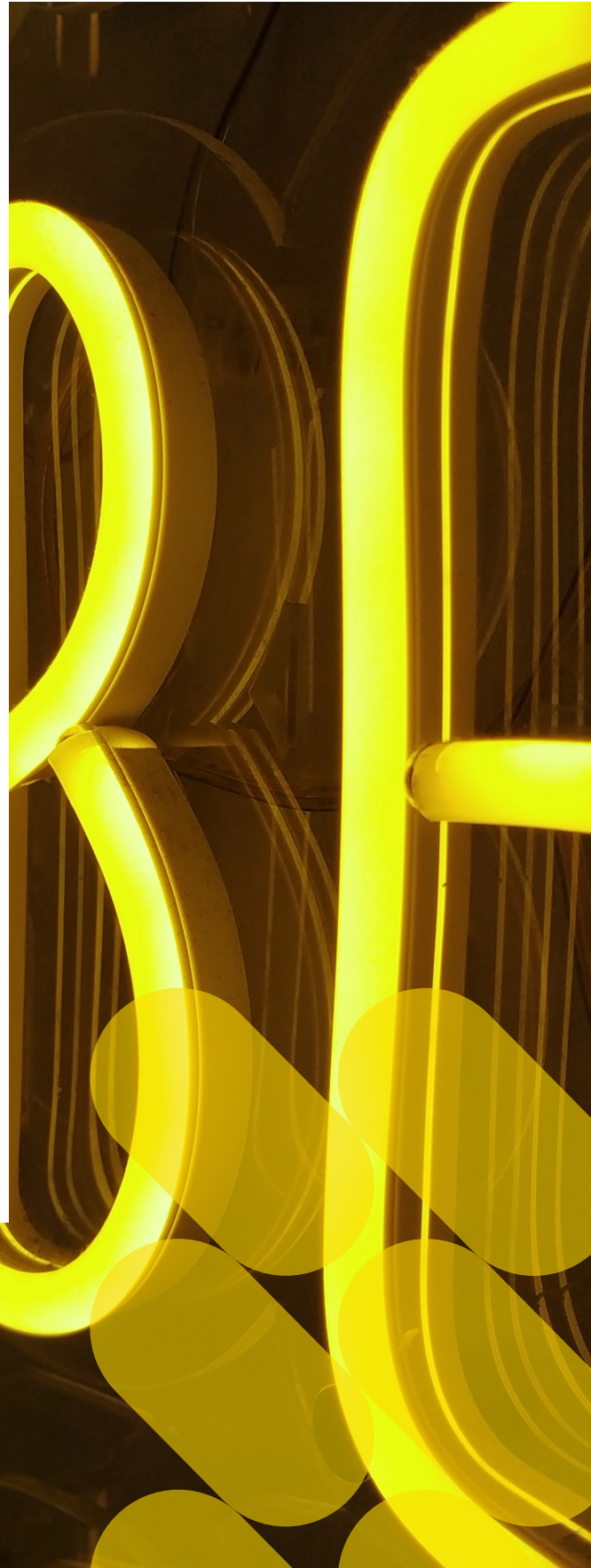
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**Visibility is becoming fragmented and decentralised,** shifting from Brand DTC or Retail websites as the ultimate destination for search or paid media efforts.

Brands now need to connect with shoppers at various stages of their journey across multiple channels. Google's role as the starting point for most journeys is being challenged by generative engines and social media, where discovery, research and conversion can occur. These channels are evolving to facilitate shopping experiences and conversions without users leaving the platform.

**This shift underscores the necessity for brands and retailers to update their digital strategies and understand the respective roles of online versus offline interactions in building brand equity and driving conversions.**

Shoppers will arrive in stores informed by their 'personal agents', expecting quick and seamless execution of pre-made decisions influenced by AI-driven social channels featuring shoppable videos, live shopping and Google's intelligent features — such as their recently announced shopping agent that can make purchases on behalf of users. The goal is to create a straightforward and efficient path to purchase. Content remains crucial as brands need to engage and attract shoppers with limited attention spans both online and offline. This trend suggests fewer impulse purchases and more mission-driven visits, guided by prior digital preparation.



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## In the agentic era physical retail must plug into the AI journey

In this new phase of commerce, the edge in physical retail won't come from what's on the shelf, but from how intelligently a store connects to agent-driven shopping journeys. As AI agents increasingly guide, filter and finalise decisions, integration becomes the new differentiation. Google and Amazon are already developing "Buy for Me" agents designed to automate discovery and decision-making at scale. Meanwhile, Walmart is building an end-to-end agentic commerce ecosystem that will seamlessly link its digital and physical assets. The future isn't just omnichannel; it's agent-connected, and brands/stores will need to evolve to remain visible and valuable in that newly defined path-to-purchase.

## Omnichannel Path-to-Purchase with AI considerations

As AI agents disrupt the path-to-purchase, from discovery to destination, the messy middle has evolved into a complex web of interactions across multiple channels, both online and offline. Kantar Connect norms indicate that 20-30% of touchpoints contribute to 70-80% of brand impact, so finding the right one in this messy shopper path-to-purchase journey and understanding how AI fits in is critical.

**Brands need to ensure a seamless and consistent experience at every touchpoint to effectively guide shoppers from predisposition to conversion. Understanding the role online plays for offline conversion, or vice versa, will ensure investment is spent where it counts. Decoding the omnichannel path-to-purchase and shopper decisions within this context, and linking this to category and brand growth strategies, will allow brands to stay ahead of the curve and deliver growth.**



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# Catalysing and Capturing Growth

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Not all shopper journeys or touchpoints are created equal. Finding the moment (or the right AI agent/ model) that creates a point of meaningful difference for your brand is what Kantar can help with. Catalysing and capturing growth in the current climate will require deliberate interventions and clear strategy, but there is good news. New category

leadership approaches, enabled by deep shopper and commerce understanding, modern data, and AI, can generate momentum to reignite growth. Partnering with Kantar will ensure that we can support you end-to-end, delivering the triple win with retailer, shopper, and brand, and mastering unified commerce in this era of change.

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## How Kantar Commerce Strategy and Insights helps brands **be more Present**

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### Channels and Customers

#### Develop winning strategies for prioritised channels and customers

- Maximise your category
  - Future-proof channels
  - Drive strategic customer collaboration
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### Shopper Strategy

#### Activate the omnichannel category shopper to improve conversion

- Decode the path-to-purchase
  - Shopper-centric experiences
  - Optimise shopper execution
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### Excellent Execution

#### Design Excellent Perfect Store Execution and Revenue Growth Management

- Define perfect category
  - Build perfect store
  - Maximise RGM for growth
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### Embed and upskill teams with future-fit tools, skills and way of working

# KANTAR

Want to learn more  
about how we can  
help you unlock  
sales growth?

Please reach out if you'd like to find out more:

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"Kantar's seamless integration of rich qualitative insight, deep quantitative rigor, sharp digital analytics and strategic consulting, unlocked a truly holistic understanding of shopper behaviour to drive decisive action. These powerful insights haven't just set a new benchmark for excellence—they're inspiring global training and fuelling strategic direction across our business."

**Diageo Global Insights Lead**