



Artificial Intelligence in E-commerce: Global Trends and Georgia

01 What this report is about

This report by BTUAI describes how artificial intelligence is reshaping global e-commerce in 2025 and 2026. The emphasis is on **qualitative change** rather than figures: how AI is moving out of its background role, where it quietly powered recommendations and search rankings, and into the role of an **independent actor** that searches, compares, decides and buys on a shopper's behalf. The final chapter considers what this shift means for Georgia.

02 The global picture: from tool to actor

For years, artificial intelligence worked in the background of commerce. It chose which product to show you, how to rank search results and what price to offer. That logic has now inverted: AI has moved to the foreground and mediates the shopping process itself. For most e-commerce businesses it is already the **first strategic priority**, not an experiment.

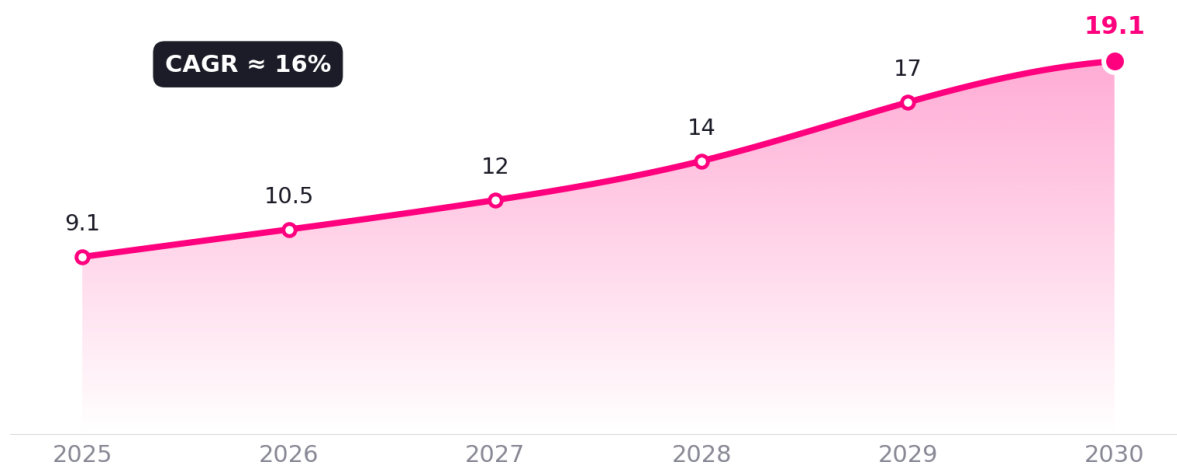


Figure 1. Global AI market in e-commerce, USD bn (industry estimates, 2025–2030).

Personalisation and discovery

Product discovery is shifting from keyword-based search to AI-generated suggestion. Shoppers no longer scroll through pages; they ask an assistant which product suits their budget, specifications and reviews. Traditional search listings lose relevance as a result, while a brand's visibility to the AI becomes decisive.

Use AI somewhere in the shopping journey

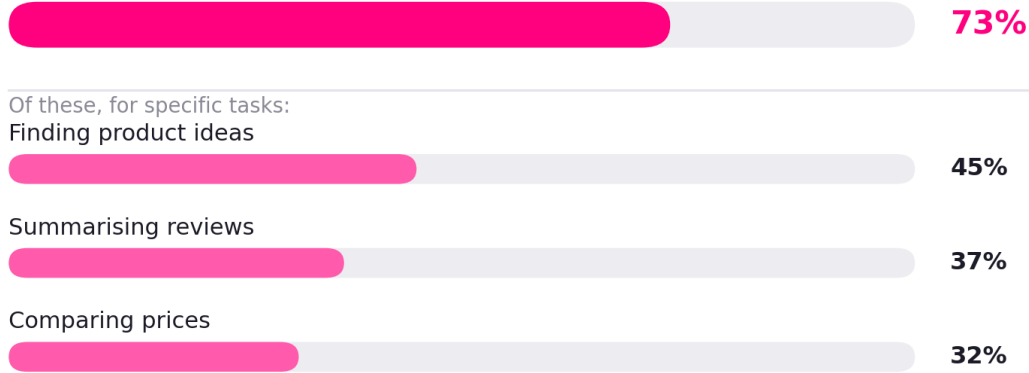


Figure 2. How shoppers use AI during the purchase journey, % (Salesforce, industry surveys).

Conversational commerce and service

Conversational interfaces, meaning chatbots and virtual assistants, handle routine tasks increasingly well. This covers order tracking, returns and frequently asked questions. A large share of customers now prefer an automated channel for these tasks, while companies are under growing pressure to embed generative AI across service operations.

Engaged with an AI chat assistant



No chat interaction



higher conversion

Figure 3. Conversion: shoppers engaging an AI chat assistant vs those who do not (Shopify, Datarefs).

03 Agentic commerce: the central shift

The defining theme of 2026 is **agentic commerce**: AI agents that discover, compare, select and complete a purchase on the user's behalf, often with minimal human involvement. This is so-called “zero-click” commerce, where the shopper may never visit a website at all.



Influenced by AI and shopping agents

2025 holiday shopping season, globally

i.e. one in every five dollars spent online

Figure 4. Share of online spending influenced by AI and agents, 2025 holiday season (Salesforce, Adobe Analytics).

Infrastructure is following this shift. Open standards for interaction between agents and merchants are emerging, and major players, including search engines, payment platforms and global retailers, are already joining these protocols. Instant checkout embedded in chat further shortens the distance between discovery and purchase.

The visibility gap

When an agent is the intermediary, browsing, comparison and decision all happen inside the assistant. The merchant can no longer observe those stages, because behavioral data only begins at the moment of add-to-cart. Traditional attribution collapses and marketing visibility goes dark. This is one of the hardest challenges brands now face.

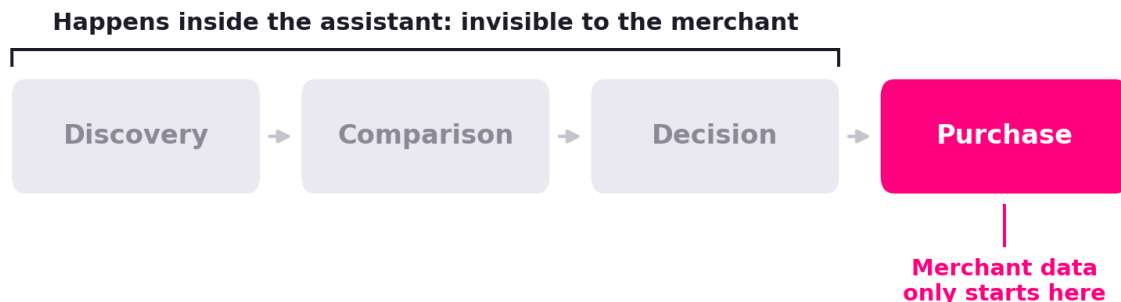


Figure 5. The visibility gap: where merchant visibility ends in agentic commerce (commercetools, MetaRouter).

Risks

Agentic commerce creates new risks. Agent behavior, meaning fast and highly consistent orders across varied categories, looks suspicious to traditional fraud systems, which calls for new authentication frameworks. Brands lose control over how an agent represents their product. There is a risk of commoditization on price, when an agent optimizes only for the cheapest option, and of bias toward brands whose data is better structured.

04 What this changes for business

An agent cannot see visual merchandising; it reads structured data. High-quality, machine-readable product data therefore becomes the new SEO. The definition of “good e-commerce” changes too: what matters is clarity, reliable stock and pricing, and ease of fulfilment, including delivery and returns. The merchant's central question shifts from “how do I persuade a person” to “how do I make the system able to choose me”.

The encouraging part is that most of these capabilities are now available as **off-the-shelf tools**. Personalization, conversational service and data structuring no longer require building a proprietary model; they integrate as SaaS services. The barrier is strategic rather than technical.

05 Georgia: how this works here and why

Georgia's e-commerce market is small but fast-growing, and it has one distinctive feature: it is **heavily cross-border**. A large share of consumers buy on international platforms, including Amazon, Temu and AliExpress. This is where the main conclusion lies: Georgian shoppers encounter agentic, AI-mediated commerce **not through local platforms but through these imported channels**. In other words, AI in e-commerce reaches Georgia in an already “imported” form.

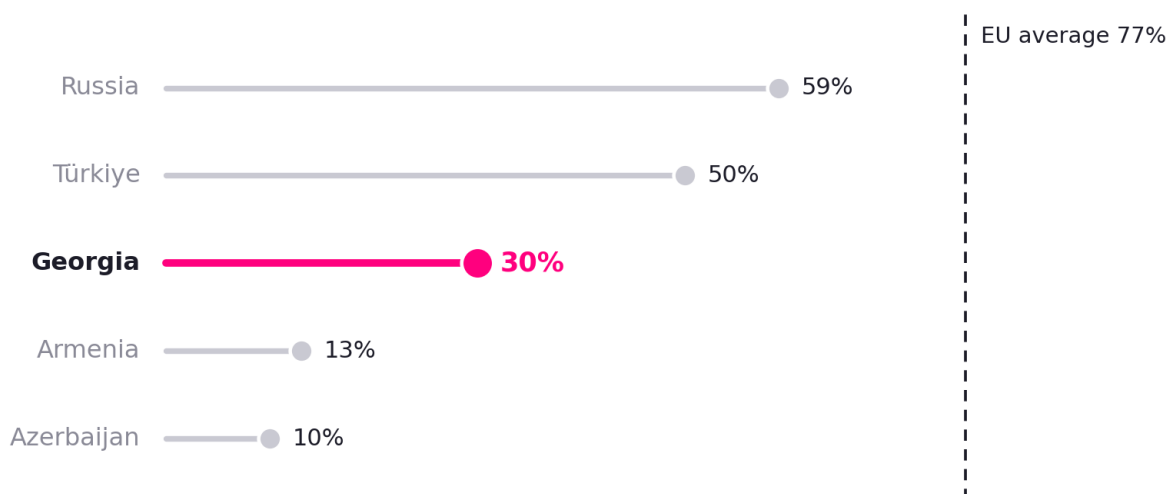


Figure 6. Online shoppers as a share of internet users: Georgia against regional peers and the EU average, % (Geostat, Eurostat).

At the same time, the picture is asymmetric. The country has strong **consumer-side digital adoption**: internet use is widespread, card payments are routine and the population is mobile-first. On the business side the picture differs: systematic use of AI is still at an early stage and concentrated among larger companies. That gap between consumer readiness and company capability is the decisive one.

What this means for local merchants

The risk is twofold. First, local products and sellers may simply be invisible to the agents that a growing number of Georgian, and potential foreign, buyers use to search. Second, market share may shift further toward the international platforms that are already optimized for AI-driven discovery.

Yet the very features that make the market reachable for AI also lower the barrier to local adoption. A small market, high card penetration, mobile-first behavior and established cross-border habits mean that a Georgian

merchant **does not need to build artificial intelligence**. What is needed is the adoption of ready-made tools and the organization of product data so that it is readable and selectable by a machine.

06 Sources

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