

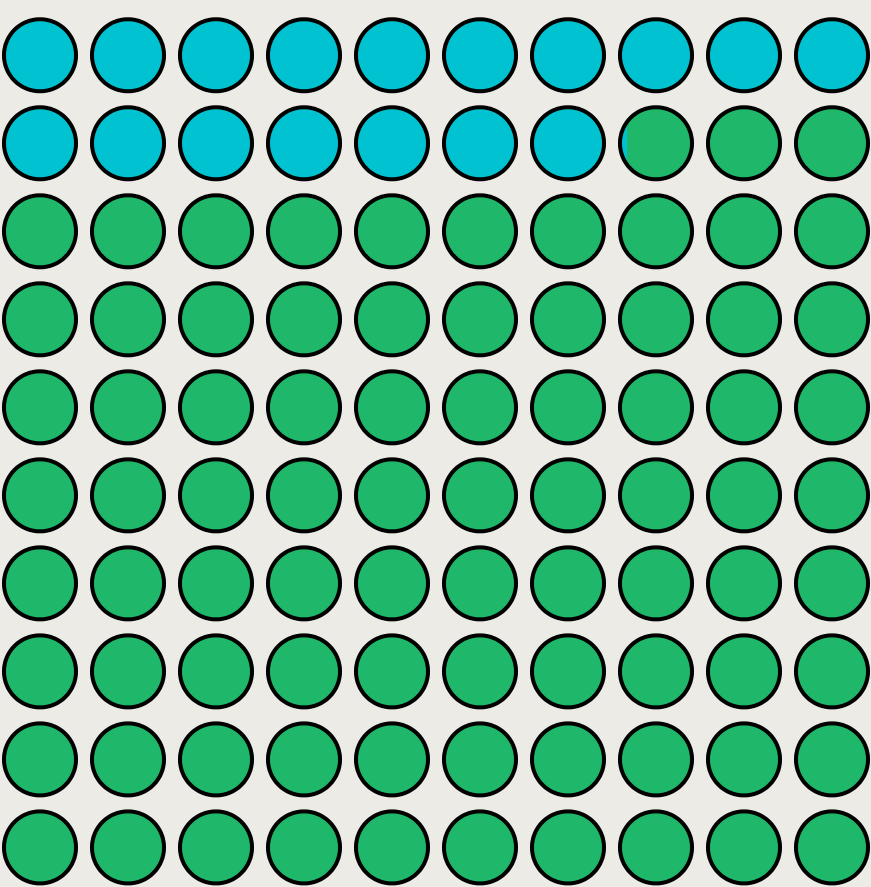
WHERE DOES THE AGENT SIT?

Image: studio study.



THE AGENT DOESN'T HAVE A SEAT AT THAT TABLE. YET.

Out of every \$100 of US retail sales, April to June 2026:



83

NOT ORDERED ONLINE

17

ORDERED ONLINE

Most of the money still changes hands where the agent can't follow: in the room.

US Census Bureau, Quarterly Retail E-Commerce Sales, 2nd Quarter 2026, released 18 Aug 2026, seasonally adjusted: e-commerce \$340.2 billion of \$1,986.5 billion total retail, 17.1%. Retail here excludes food services; an order placed online counts as e-commerce wherever it is paid.

THE AGENT IS KNOCKING.

+693%

AI TRAFFIC TO US RETAIL SITES, 2025 HOLIDAY SEASON, YEAR ON YEAR

+130%

ADOBE'S FORECAST FOR
THIS HOLIDAY SEASON

From what Adobe calls a modest base. It publishes no share of total traffic.

THE MERCHANT SAYS YES.

Where Google’s agent or cart can buy today, it buys from merchants who signed up.

 NOV 2025 · GOOGLE

agentic checkout in Search, “from eligible merchants in the U.S.”

 OCT 2026 · GOOGLE

Universal Cart, with merchants like Nike, Sephora, Target, Ulta Beauty, Walmart, Wayfair

The stock, the hours, the fitting room and the person who knows are still the store’s.