



The AI-powered consumer

Consumer adoption of generative AI is moving from experimentation to everyday use. From product discovery to purchase decisions, AI is becoming an increasingly influential part of the shopping journey.

We surveyed 1,000 New Zealand consumers who have used AI as part of their shopping journey to understand how AI is influencing behaviours.

AI adoption



56%

of consumers who shop online weekly also use AI weekly for shopping



25-44

year-olds are the most active users of AI for shopping

How consumers use AI



64%

use AI to compare products and prices



52%

use AI for shopping inspiration



62%

use AI to research planned purchases

Changing behaviour



#3

shopping research channel for those who use AI



44%

are using search engines less because of AI



30%

are shopping online more and visiting stores less

Trust and future use



97%

of current AI users trust AI recommendations*



54%

expect AI shopping use to increase



31%

are comfortable with AI agents completing purchases



77%

say AI helps them find better value

*Percentage of users who somewhat or highly trust AI recommendations