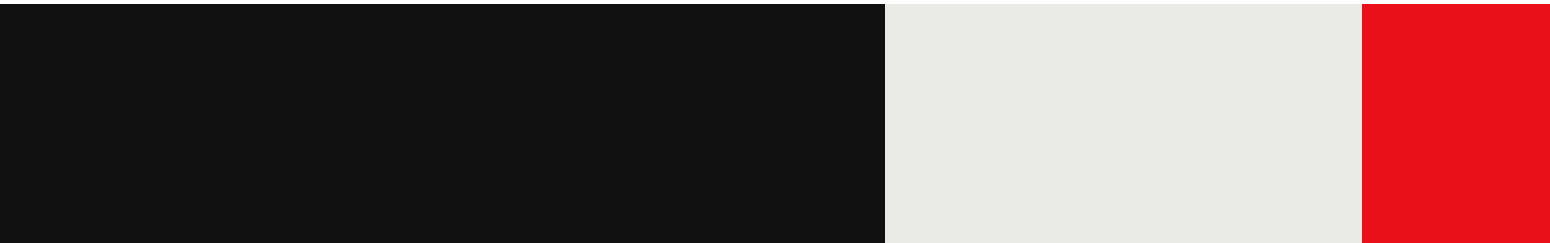


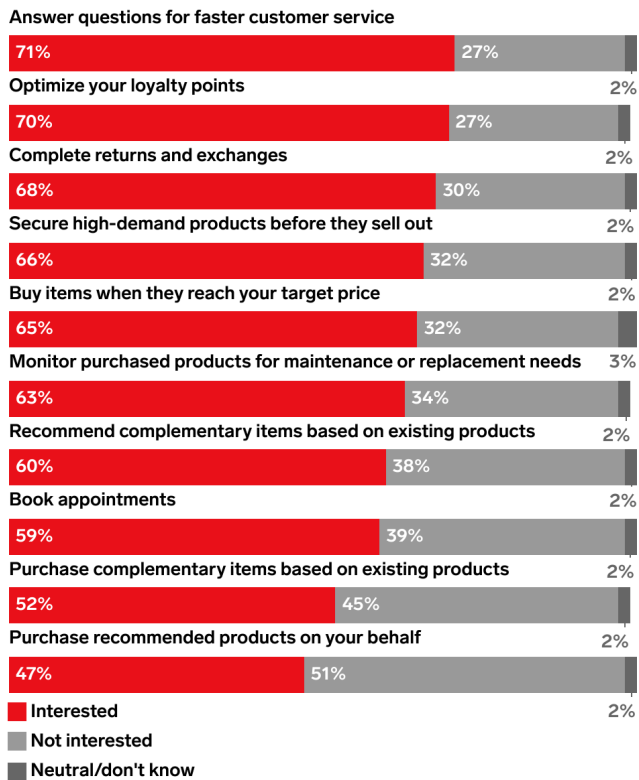
# Consumers welcome AI agents across the shopping journey

Article



## Consumers Are Interested in Agents That Ease Pain Points in the Customer Journey

% of shoppers worldwide who indicated their level of interest in using AI agents for each task, Dec 2024



Note: numbers may not add up to 100% due to rounding

Source: Salesforce, "Connected Shoppers Report, Sixth Edition" as cited in company blog, March 24, 2025

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**Key stat:** 71% of consumers worldwide are interested in [AI](#) agents that can answer questions for faster customer service, according to December 2024 data from Salesforce.

### Beyond the chart:

- Consumers are divided on agentic AI's role in purchase decisions—nearly two-thirds (65%) are interested in AI that can buy an item when it reaches a target price, but only 47% want AI that purchases recommended products on their behalf.
- However, only 24% of US consumers are comfortable sharing data with an AI shopping tool, according to a December 2024 survey from EMARKETER and CivicScience.

**Use this chart:** [Marketers](#) and [retailers](#) should prioritize AI tools that remove common friction points—like returns, price tracking, and loyalty management. Start with AI-powered chat and

loyalty integrations—where customer interest is already high—and expand to smarter upsells once trust is built.

**Related EMARKETER reports:**

- [AI Agents and the Consumer Journey](#) (EMARKETER subscription required)
- [A Marketer's Guide to AI Agents 2025](#) (EMARKETER subscription required)

*Methodology: Data is from the March 2025 Salesforce "Connected Shoppers Report, Sixth Edition" as cited in company blog. 8,350 shoppers worldwide and 1,700 retail professionals worldwide were surveyed online during November 27-December 26, 2024.*