

Flagship Market Tracker: Agentic Commerce

August 2026

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Agentic Solutions Observed at Top US/EU Merchants, Aug 2026

(implemented solutions across US & EU Top 10 companies ranked by revenue, n=80)

Vertical	Generative AI	Agentic Commerce	Agentic Payments	Enablers
Entertainment & Travel	10 	6 	0	
	10 	2 	0	
B2B Software	10 	7 	3 	
	10 	4 	0	
Retail & Consumer Goods	9 	5 	1 	
	10 	0	0	
Food & Drugs	10 	4 	0	
	9 	0	0	

Source: company websites, news articles, Agentic market tracker index, primary research by Flagship Advisory Partners

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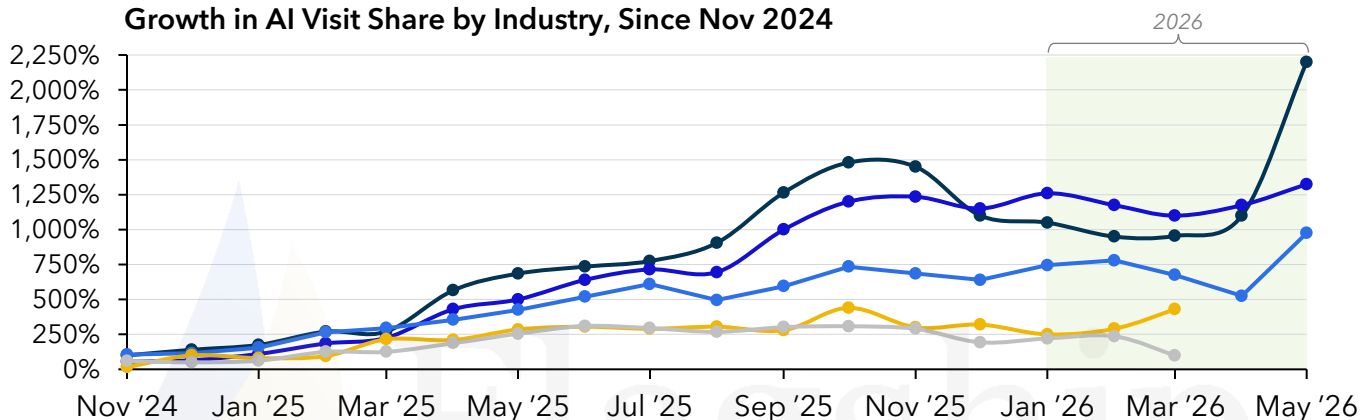
Agentic Commerce Top Use-cases per Vertical

(customer-facing use cases Aug 2026, select companies, non-exhaustive)

Entertainment & Travel	Retail & Consumer Goods	Food & Drugs
28 use cases	54 use cases	16 use cases
 Agentic Trip Planning, Booking, And Optimizing 	 Multi-Merchant Shopping 	 Automatic Grocery Lists & Reorders
 Automated Rebooking (IROPS proxy agent) 	 Buy-For-Me Agents 	 Recipe-to-Cart Fulfilment
 Social-to-Itinerary Conversion 	 Personalized Shopping Concierge 	 Agentic Meal Planning

Source: company websites, news articles, Agentic market tracker index, primary research by Flagship Advisory Partners

Growth in AI Visit Share by Industry, Since Nov 2024



AI traffic quality by industry, May 2026

AI vs non-AI Traffic	Travel	Retail	Fin. Services
Engagement rate	+21%	+15%	+8%
Time on site	+70%	+53%	+27%
Bounce rate	-41%	-36%	-18%
Revenue per visit	-	+53%	-

May 2026 YoY % Growth in AI Traffic

Travel	+194%
Financial Services	+105%
Retail	+138%
Media*	+85%
Tech / Software*	+63%

Note: *Media and Tech / SW are as of Mar 2026
Source: Adobe Digital Insights AI Traffic Report

- **AI traffic for Travel, Retail, and FIs at new highs.** AI traffic in travel skyrocketed during April and May, showing summer trip planning heavily moved into AI assistants, which travelers now use for research (48%), inspiration (44%), and budgeting (30%). Usage during the 2025 holiday season declined, which may indicate occasional shoppers don't use AI as much or people just generally want to put more personal thought into gifts for others.
- AI-referred visitors are more engaged, stay longer, and bounce less than non-AI visitors in every vertical. For retail specifically, they generate 53% more revenue, opposed to last year where non-AI retail site visits were worth twice as much as AI-referred ones.
- AI-driven traffic for retail and travel industries is up ~13x and ~20x respectively, showing consumer trust and comfort with AI is rising.

4 Plug-ins for OpenAI and Claude per Industry

OpenAI # Apps, not exhaustive

Industry	# Apps	Select logos
Total	+1400	
Travel	125+	Expedia, Turkish Airlines, TripAdvisor, Booking.com, Skyscanner, Omio
Finance	100+	Stripe, PayPal, Razorpay, Intuit Quickbooks
Retail	70+	Etsy, Walmart, Target, ASOS
Media	35+	Canva, Adobe, Spotify, Figma
Tech / SW	100+	Microsoft 365, Slack, GitHub

Claude # Connectors, not exhaustive

Industry	# Apps	Select logos
Total	+300	
Travel	10+	Kiwi.com, TripAdvisor, Booking.com, Trivago
Finance	35+	Square, Revolut, PayPal, Xero, Airwallex, GoCardless
Retail	10+	Shopify, Instacart, Shop
Media	4+	Wix.com, Canva, Figma, Adobe
Tech / SW	60+	Zoom, Slack, AWS, Cloudflare

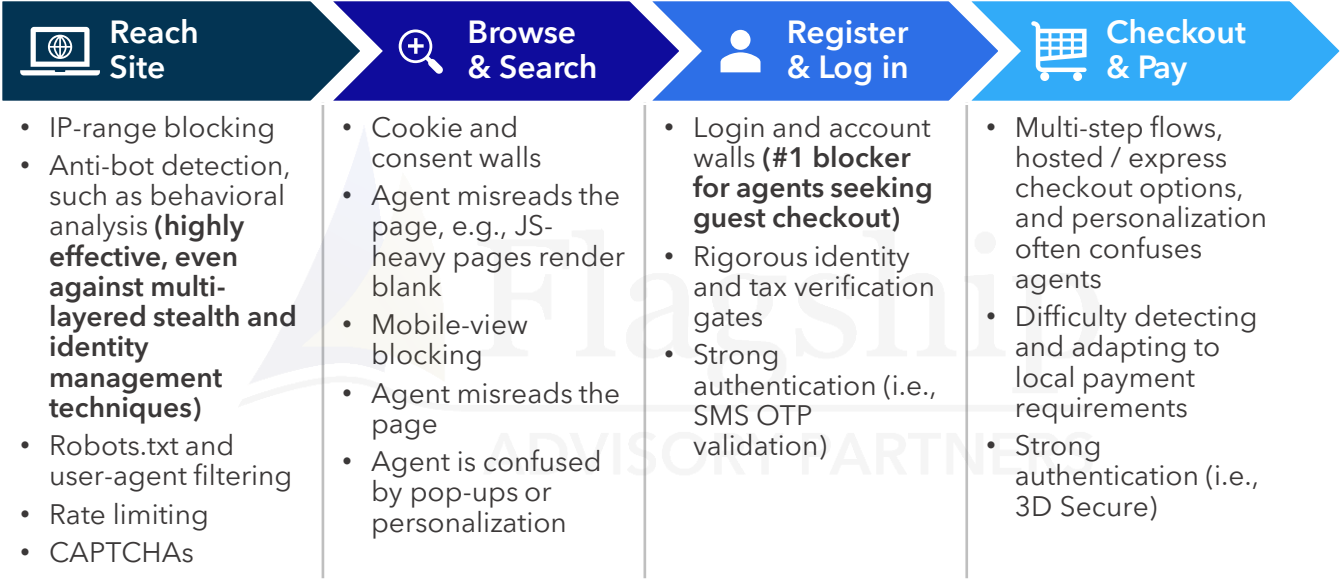
- **Product discovery** is increasingly starting inside LLM conversations using apps and connectors. We see Travel and Finance brands (the same verticals posting the strongest AI traffic growth) leading the way on building apps/connectors.
- Apps/connectors provide an integrated, personalized experience and make it more likely that customers will look to merchants they know for information because those apps/**connectors make it easier for LLMs to access the right data**. This all converts into more AI-referred website visits.

Source: Adobe Digital Insights, OpenAI, Anthropic, Flagship Advisory Partners

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Agentic Barriers Across the Online Shopping Journey
(non-exhaustive)



Sources: Flagship primary research, Flagship market research and observations

- eCommerce sites are set up with layered defenses against bots, implemented over the years when **retailers could assume all bots are bad bots**
- Merchants have been slow to tune their models or implement new infrastructure to allow good bots because of **open commercial questions** around liability, customer ownership, and behavior/performance

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B2B Specific Barriers
(20 major B2B providers with headquarters in each market across different verticals, n=80)

Checkout Model Definition		US	UK	SG	BR
Level of Friction	Guest Checkout	45%	35%	15%	10%
	Account / Login	15%	30%	5%	45%
	Membership / Registration	30%	35%	45%	35%
	Quote Required / Offline	10%	0%	35%	10%

Sources: Flagship Advisory Partners market research and observations

- Agentic payments have a strong value proposition in B2B**, where efficiency is paramount and complex AP/AR processes sit just upstream of most payments. However, more than half of US B2B sales still take place offline, either in-person or through MO/TO and paper invoices. Our recent desk research found 90% of suppliers in a small sample had some sort of eCommerce site; a global survey of 4,000 B2B decision-makers by McKinsey found 71% of B2B companies have an eCommerce site.
- For the 45% of B2B sales that do occur online, almost half happen over EDI networks. General-purpose desktop and browser agents are likely to struggle to access and navigate those platforms.
- A recent scan by Flagship of 20 large B2B tools (ERP systems and cloud accounting platforms, spend management tools, and AR/AP automation platforms) found that **almost everyone has built and shipped native AI agents or MCP servers, but almost none of them will let an agent move money**. Ramp, Coupa, Melio, and BILL appear to be leading the way on B2B agentic payments.

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