AGILITY, AI & THE NEXT RETAIL

The age of agility

Why 2026 rewards the businesses that learn, adapt and evolve faster than the market moves.

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Shopping-related AI searches grew

4700%

between 2024 and 2025

41%

of consumers trust generative AI results more than paid ads

$3–5T

projected agentic commerce market by 2030 11-18% of B2C retail

SIDE A

Strategy

Research, define, refine, plan, execute in an agile sequence that outpaces the market

SIDE B

Discovery

Autonomous agents now search, compare, recommend and purchase on behalf of consumers

90%

of AI projects are blocked in pilot phases

DATA

Not ready. Fragmented, unstructured, un-governed

SCOPE

Undefined. Pilots without a business question to answer

COST

Lost discoverability. Paid media bypassed by agents

Five moves for right now

01 Audit content and infrastructure for AI discoverability

02 Build a GEO strategy alongside SEO. Complementary, not competitive

03 Set an agentic AI strategy now, before mass adoption

04 Allocate a dedicated marketing budget to AI visibility

05 Keep human storytelling and brand identity front and centre

What are you doing today for your business?

If this resonates, share your thinking in the comments, or reach out. The window for a first-mover advantage is closing by the day.