

Shopper Behavior

A woman in a white suit is walking from left to right, carrying a large stack of white takeout containers and a blue bag. She is walking past a wall with horizontal slats. The text 'Shopper Behavior' is overlaid on the left side, and 'Video & AI Report 2026' is overlaid on the bottom right. A dotted line with an arrow points from the text 'Shopper Behavior' to the text 'Video & AI Report 2026'.

Video & AI
Report 2026

By Maryam Gharemani,
CEO of Bambuser

Introduction



We are entering a new era of “agentic commerce.” Over the past 20 years, e-commerce has been built on a simple assumption: humans browse websites, discover products, and make purchasing decisions. That assumption is starting to change.

AI agents are increasingly becoming the primary discovery layer between consumers and brands. Instead of searching, comparing, and browsing multiple sites, consumers will simply state what they want and let agents do the work. This shift has already begun.

As a result, commerce is moving toward a dual-layer model. On one side is machine-readable discovery: structured product data, pricing, availability, and content that AI systems can interpret. On the other is the human-facing experience: immersive, emotional, and designed for connection, storytelling, and community. Brands that succeed will be those that optimize for both layers simultaneously.

This report explores this shift toward agentic commerce, alongside insights into UK and US consumer attitudes and behaviors around live shopping and video commerce.

At Bambuser, we’ve been preparing for this shift for years. While much of e-commerce infrastructure has focused on transactions, we’ve focused on engagement through video commerce, live shopping, and immersive experiences that build human connection and brand affinity.

Our GEO Discovery tool is also already helping brands improve visibility across AI-driven environments like ChatGPT, Claude, and Gemini.

As functional shopping becomes increasingly automated by AI, experience becomes the key differentiator. The next generation of commerce will not be static product grids, but dynamic, conversational, and immersive journeys powered by AI. Success will hinge on connecting machine-readable commerce with experiences people genuinely want to engage with.

Platforms like TikTok Shop, Whatnot, eBay Live, and ShopMy illustrate this shift, scaling rapidly through livestreaming and video commerce. Discovery is becoming more algorithmic and AI-assisted, while purchase decisions are increasingly shaped in real time through social, interactive video formats. Live shopping is no longer experimental, it is becoming a baseline expectation.

The emerging model is simple: AI is the new search bar, and livestreaming is the new store. AI agents determine what customers find, while live and video commerce shape what they engage with, trust, buy, and return to.

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AI attitudes & adoption



The rise of AI in discovery

In the US, AI Search Engines and ChatGPT are increasingly being used by consumers to discover new products. This means brands need to invest in ensuring they are visible in LLMs.



25%

of US male say ChatGPT / AI Search is their primary method of discovering new clothing.



“

Instead of searching for hours on websites or waiting for ads on social media, consumers are using AI to find bargains and inspiration. It's faster, more convenient, and tailored. This is the start of agentic commerce.

Maryam Gharemani, CEO of Bambuser

ChatGPT vs brand websites

Insights show that the number of consumers preferring to use ChatGPT (19%) to discover new products is almost now the same as those heading to brand websites (21%).

This trend is supported by the fact brand websites and PDPs often lack the personalization and interactivity of AI search engines.

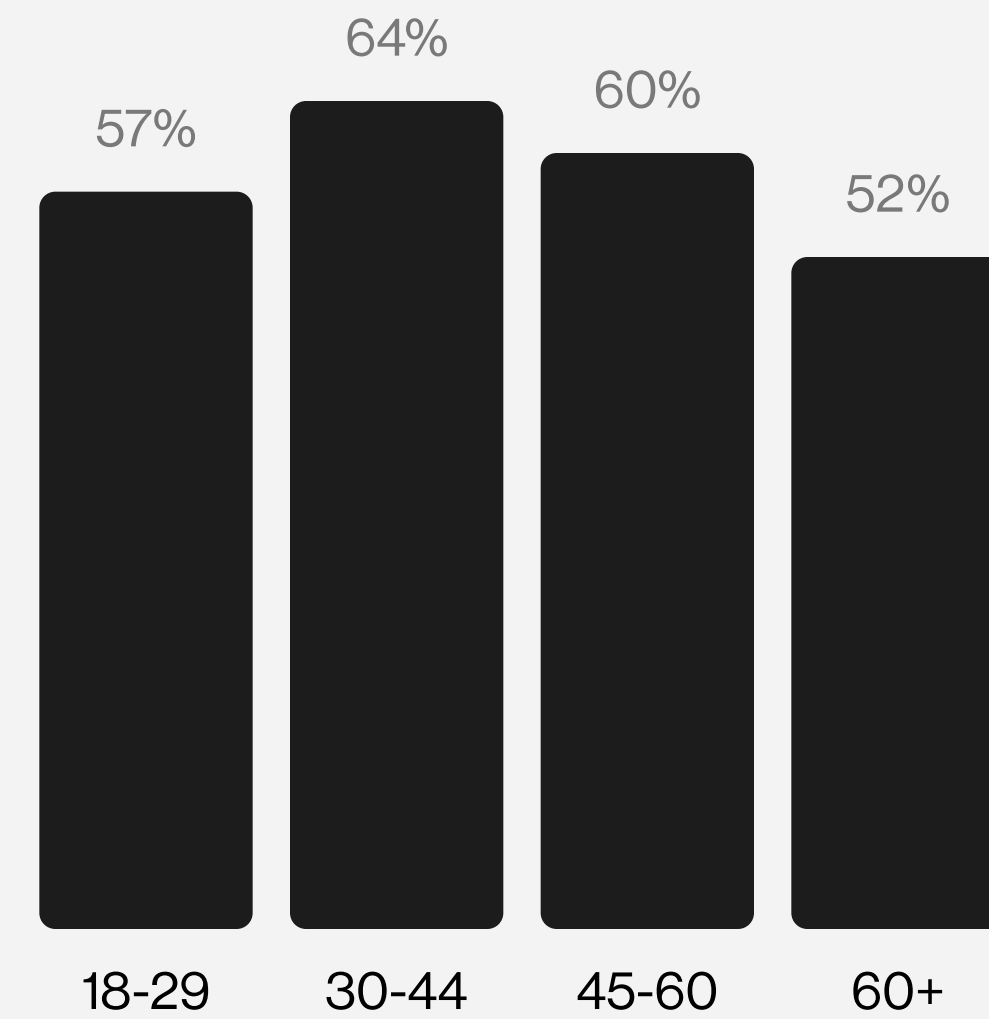
The top way that respondents said AI is most impactful when shopping was for Deals & Price Comparison.

Younger shoppers believe AI can recreate the social experience of shopping

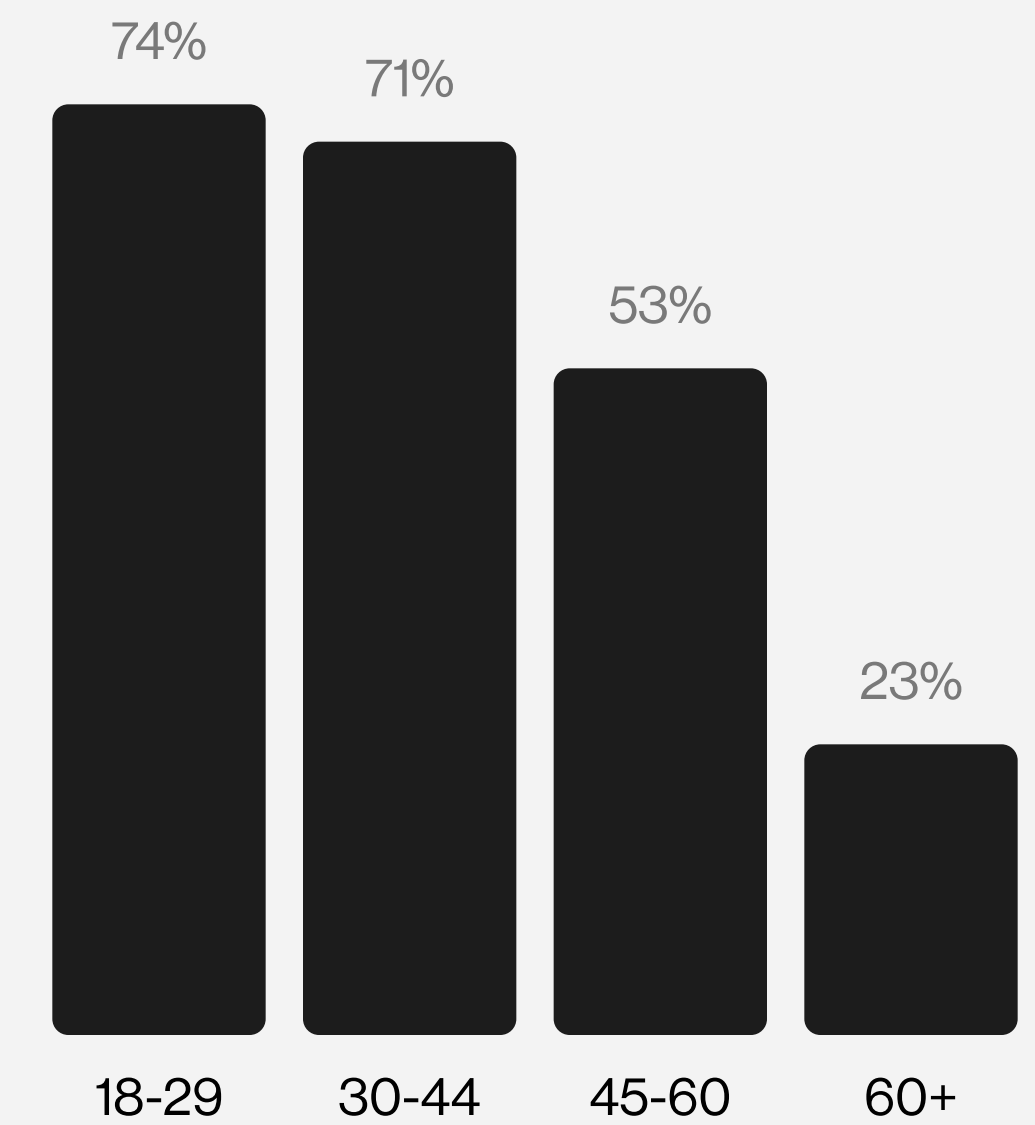
Analysis of the attitudes towards the future potential of AI in commerce showed that the younger generation were optimistic about its ability to recreate the social experience of physical shopping.

Graph shows % of respondents that see AI and technology being able to fully recreate the social experience associated with physical shopping.

United States



United Kingdom



“ “It’s no longer just about producing great content, but about making that content understandable and actionable for AI.

With GEO Discovery, brands ensures its products are accurately represented, recommended, and surfaced where decisions are increasingly being made”

Bruno Giordani, Vice President of Data & Intelligence at Bambuser

Product video trends



Video is a key conversion tool for brands

Short-form content platforms like TikTok are accelerating the impact of product video, helping consumers make more informed purchase decisions across social, product pages, and now AI search.

While both the UK and US respond strongly to video, American consumers are more likely to purchase after watching.

78%

of Americans report that they are more likely to buy a product after watching a product video.

67%

of Brits report that they are more likely to buy a product after watching a product video.



Video reduces abandonment

One of the most commercially significant findings was that when UK 18–29s find something they like on a brand website, 78% either "always" or "often" leave to search for real-life video on TikTok or YouTube before buying.

This site-abandonment behavior is common in the US too, particularly in US 30–44s where a huge 72% (always or often).

50%

of UK & US respondents reveal that they either 'always' or 'often' leave a brand's website to search for "real life" videos of the product on TikTok or YouTube before buying.

A woman in a white dress is holding a smartphone, looking at the screen. The background is a blurred, warm-toned setting.

“Video is no longer a nice-to-have - it’s essential. Short-form content has raised consumer expectations, with shoppers now expecting rich visual context everywhere they engage with brands. For businesses, video must be present across every commerce touchpoint.”

Maryam Gharemani, CEO of Bambuser

Cross-category analysis shows consumers watch fashion videos the most

The fact that fashion is the number one category reflects the fact that it is a highly visual, comparison-driven category where video helps consumers assess fit, style, performance, and real-world use. It's clear that there is a real opportunity for wider categories to leverage video to market products.

United States

- 1 Fashion
- 2 Electronics
- 3 Beauty

House & Garden, Travel, Sports and Homewear

United Kingdom

- 1 Fashion
- 2 Electronics
- 3 Beauty

Food & Beverage, Travel, Health, and Homewear

Respondents ranked the **top categories** that they watch videos for to help them with their shopping, the table shows the top 7 across the US & UK.

The rise of live shopping

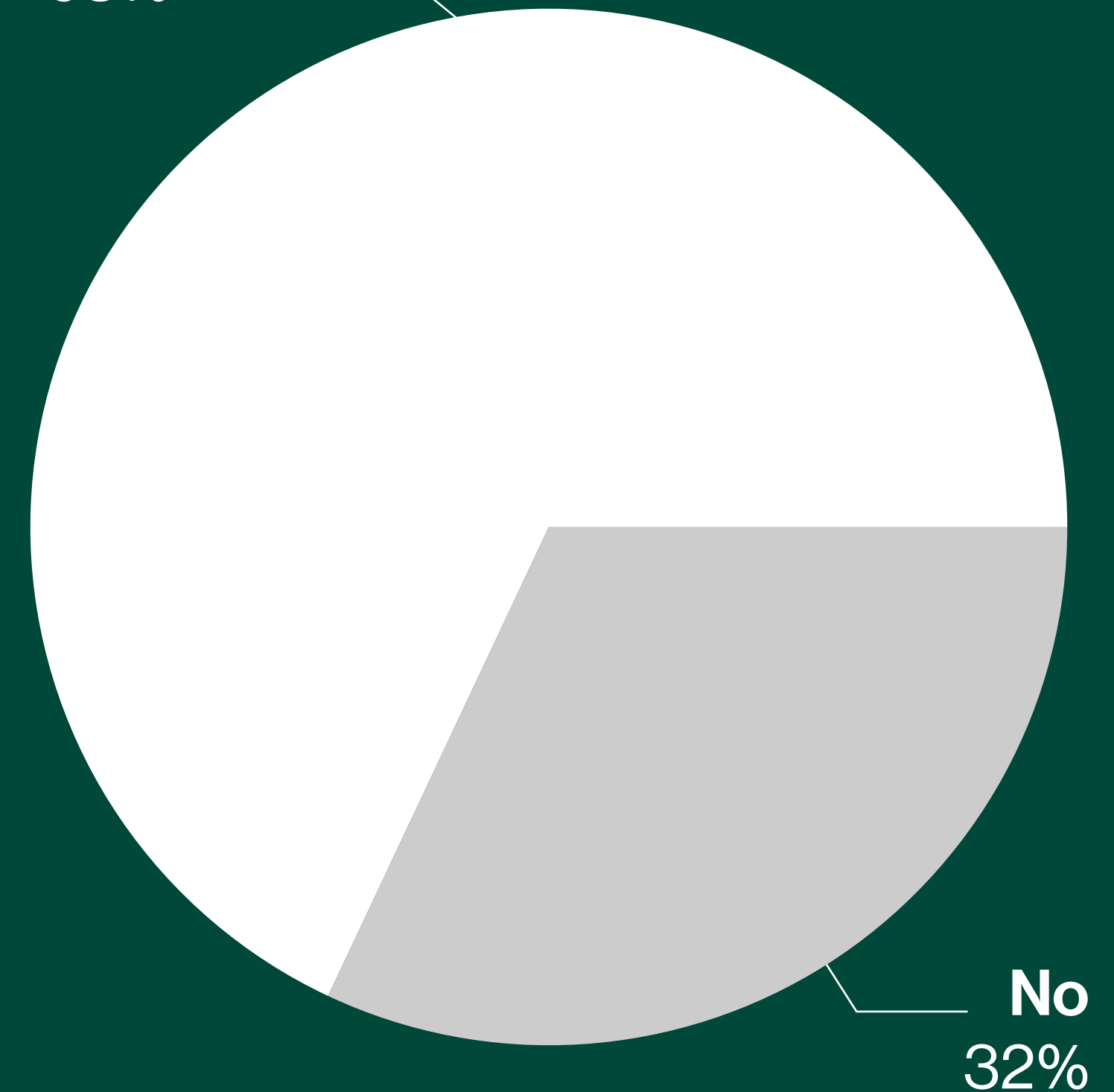


More than half of US consumers have tried live shopping

A total of **51% of Americans have tried live shopping** (a livestream where a product is being promoted or sold). Interestingly 37% of +60s have also tried the format, while the 30-44s were the most likely to be found watching (58%).

In a followup question to those unfamiliar with the format, the survey polled openness to trying it with 68% saying they'd be willing.

Yes, I'm willing to try live shopping
68%



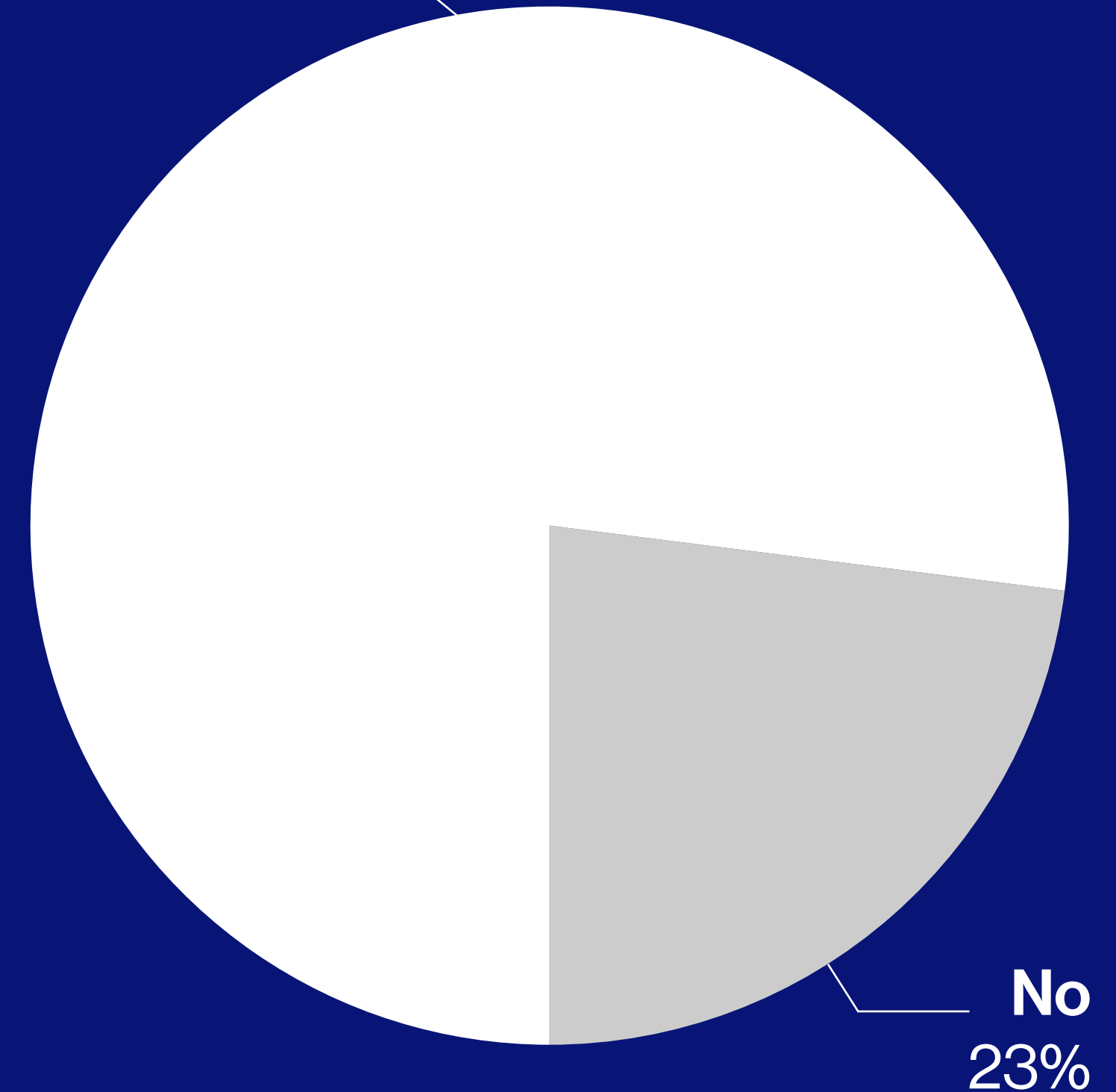
Less Brits have tried live shopping, but more open to it

A total of **23% of Brits have tried live shopping** (a livestream where a product is being promoted or sold).

In a followup question to those unfamiliar with the format, the survey polled openness to trying it with 66% saying they'd be willing.

A further 77% of UK 18–29s and 75% of UK 30–44s say they'd be open to it. Even 42% of UK 60+ said yes as well.

Yes, I'm willing to try live shopping
77%



Graph includes Brits age 18–29 who previously have not tried live shopping.

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