

## **commercetools and Vision Healthcare expand partnership to accelerate AI-powered shopping experiences for health and wellness brands across Europe**

- commercetools and Vision Healthcare are expanding their collaboration across Europe through commercetools AI Hub to support innovative AI-driven commerce experiences for health and wellness brands.
- The partnership will ensure commercetools and Vision Healthcare remain at the forefront of making products discoverable and transactable across emerging AI-powered shopping environments, including large language models (LLMs), conversational commerce and agentic channels.
- According to PwC, agentic commerce could drive up to 15% of European eCommerce spending by 2030, generating more than €100 billion in revenue.

**MUNICH — JUNE 4, 2026** — commercetools, the leading digital commerce platform for global enterprises, today announced an expanded partnership with Vision Healthcare, one of Europe’s fastest-growing digital-first consumer healthcare firms. Together, the companies will drive commerce innovation for multiple health and wellness brands, making them discoverable and transactable across emerging AI-powered shopping environments.

In a first of its kind partnership in Europe, commercetools and Vision Healthcare will through commercetools AI Hub enable its healthcare brands to connect product data, pricing, availability and checkout capabilities to AI-powered shopping channels like ChatGPT and Gemini, including large language model (LLM) ecosystems, conversational commerce channels and future agentic purchasing experiences.

“The real challenge is no longer simply building a website or app, but ensuring your products, pricing, inventory availability and checkout capabilities are discoverable, machine-readable and ready to transact across entirely new interfaces,” said **Dirk Hoerig, Founder and Chief Innovation Officer at commercetools**. “Large language models are quickly becoming a new discovery layer for commerce. By investing early in AI-ready commerce foundations, Vision Healthcare is positioning itself to participate in the next generation of commerce experiences as they emerge.”

Founded in 2017, Vision Healthcare has rapidly expanded through a combination of organic digital growth capabilities and strategic acquisitions, becoming the European leader in digital-first health and wellness. Today, the company manages a portfolio of health, nutritional and supplement brands across European markets through D2C and B2B channels.

Through the partnership, commercetools and Vision Healthcare are embarking on an initiative focused on AI-assisted purchasing journeys, LLM discoverability and agentic checkout readiness.

“AI is fundamentally changing how consumers discover, evaluate and purchase products,” said **Joost Hunfeld, Chief Digital and Growth Officer at Vision Healthcare**. “The number of digital commerce channels is constantly increasing, so staying at the forefront of development requires

a flexible and scalable commerce foundation. Our goal is to ensure that our brands remain hyper-visible, relevant and easy to transact regardless of where the customer journey begins, whether that's a social ad, a website, a marketplace, a conversational interface or an AI agent.”

Since partnering with commercetools in 2022, Vision Healthcare has significantly increased the speed and agility of its digital operations, enabling faster integration of acquired brands, rollout of new websites, improved scalability across brands, greater flexibility and business growth.

In partnership with commercetools, Vision Healthcare's key milestones include:

- Successfully integrating multiple active brands onto their centralized commerce stack
- Enabling small brand acquisitions to go live on their platform in under three months through a proven four-phase integration approach
- Delivering on major high-traffic events like Black Friday with zero downtime and no active incident management required
- Maintaining a highly reliable 99.9% system uptime while delivering weekly releases from their in-house engineering team

According to [PwC](#), agentic commerce could account for up to 15% of European eCommerce spending by 2030, with adoption accelerating at up to 4 times the rate of traditional eCommerce growth. As AI assistants increasingly influence product discovery and purchasing decisions, enterprises are facing growing pressure to ensure their product catalogs, pricing and checkout systems are machine-readable and AI-ready. A [recent McKinsey study](#) showed AI usage in Europe is strongest in research-intensive areas, such as healthcare and medical products.

commercetools AI Hub provides enterprises with a centralized way to activate AI-powered commerce experiences across multiple channels and ecosystems without requiring one-off integrations for every new AI platform or agent framework.

Today's announcement builds on commercetools' continued momentum in AI-powered and agentic commerce innovation, including investments in infrastructure like [AgenticLift](#), designed to help enterprises prepare for the next era of AI-driven buying across all types of business models.

## **About commercetools**

For global enterprises, commercetools provides the leading AI-first digital commerce platform, delivering unmatched revenue growth and performance. Our modular, scalable technology is the foundation for innovation — from agentic commerce to conversational experiences — giving businesses the flexibility to respond to changing business needs fast and with confidence.

By removing the constraints of legacy systems, commercetools enables enterprises to realize new opportunities faster, meet the evolving demands of their customers, and expand across offline and online channels, regions, brands and business models without compromise.

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**About Vision Healthcare**

Vision Healthcare is a fast-growing consumer healthcare company based in Europe. Through its digital-first omnichannel platform, the company offers a wide range of healthcare and wellbeing products.

With market leading, digital-first brands across Europe, Vision Healthcare has grown into one of the largest players in nutritional supplements via D2C and B2B channels over the last years.