Shopping Agent Opportunity Assessment

Online shopping is ubiquitous in the US. Online retail sales account for 15.3% of total US retail sales.

Shoppers spend time online comparison shopping. According to E-tailing Group, over ⅓ of online shoppers spend 30+ minutes comparison shopping and about ⅔ spend 16+ minutes. 51% visit 4+ sites before finalizing a purchase.

AI agents can help shoppers save time and avoid overpaying by doing the work of querying shopping search engines for the desired product, collecting information for each seller, and collating information such as price, shipping speed/cost, and return policy.

AI agents can search daily for items that interest the user and can notify the user when price decreases. Think of AI agent alerts as alerts not for just one website, but for the entire web.

Target users have the following profile.

1. Savvy with technology. Experienced with browser plugins or willing to try.
2. Engages in online shopping comparisons because they are cost conscious.
3. Makes $500+ retail purchases per month.
4. Patient enough to wait for data collection work to complete rather than “just do it myself and get it over with.”

Existing players in the space include:

Product Category	**Players**	**Weaknesses**	**Strengths**
Meta Search Engine Websites	Google, Bing, Yahoo	High manual effort to sort through manual effort	Broad perceived coverage
Browser Plugins	Honey PayPal, Capital One Shopping	Limited scraping coverage, outdated prices, low trust	Low latency suggestions
AI Agent, the Opportunity	“Shopping Beaver”	Take time to complete, requires trust shift	Fully automated comparison, broad coverage

Computer vision technologies and LLMs can now enable agents to complete data collection/collations tasks on the web. What was done via brittle scraping jobs with limited coverage can now be done scalably while maintaining broad coverage.

AI shopping agents offer a convenient way to save money and achieve peace of mind that you did not overpay.