klaviyo® The B2C CRM

The Klaviyo AI shopping index

✦ 2025 AI CONSUMER TRENDS REPORT

The shopping journey is now AI-first, from search to loyalty.

AI has changed commerce. Again.

Shoppers can now discover products, click "buy," and check out inside ChatGPT. This isn't experimental anymore, AI commerce is quickly becoming one of the biggest new discovery and purchase channels in years.

History shows what comes next: every new channel gives consumers more choice, and creates more complexity for brands. More signals scattered. More tools to juggle. Now, a new phase of autonomous commerce is emerging where agents, channels, and tools work together to anticipate what customers want and act on their behalf.

What hasn't changed is what separates successful brands: owning the customer relationship. Whether a first purchase happens on your site, in a store, on social media, or in an AI conversation, the real opportunity is turning a single transaction into a long-term connection.

To succeed, brands need to keep pace with how consumers adopt AI and understand how it fits into the broader omnichannel journey. That means unifying data, acting on it in real time, and strengthening relationships across every touchpoint.

Channels will keep changing. Last year it was TikTok. Today it's ChatGPT. Tomorrow it will be something else. The principle remains the same: discovery is everywhere. Loyalty belongs to you.
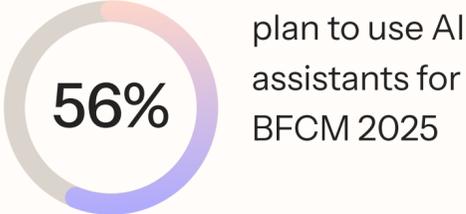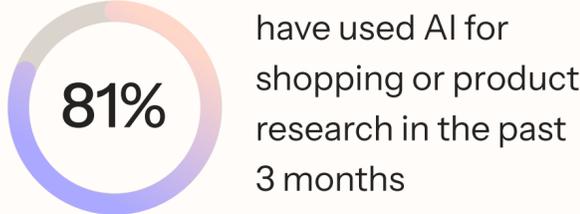
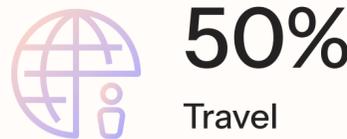**Andrew Bialecki**
CEO and Co-Founder
Klaviyo

Consumers lead, brands lag

AI isn't a gimmick. It's a performance driver. Every delay, missed personalization opportunity, and unanswered question is lost revenue. The data suggests that consumers will reward brands that use AI to create better shopping experiences.

The rise of the AI shopper:

81% have used AI for shopping or product research in the past 3 months

56% plan to use AI assistants for BFCM 2025

The categories where people are most comfortable using AI:

53% Apparel

51% Entertainment

50% Travel

AI and the post-purchase experience:

Nearly 9 in 10 are open to AI managing order tracking

84% are open to AI handling reorders

81% are open to AI escalating support

The consumer AI confidence curve

Consumers are already moving from seeing AI as a convenience to treating it as a trusted problem-solver. And in an era when shoppers are looking for instant gratification, AI can provide quick-turn solutions.

🟪 AI ⬜ Human

The consumer AI confidence curve:

Instant answers

| 68% | 32% |

Personalized recommendations

| 56% | 44% |

But confidence is extending further:

Post-purchase support:

| 48% | 52% |

Changing orders:

| 41% | 59% |

Questions on an order:

| 40% | 60% |

Even for more complex tasks, some consumers still prefer AI:

Managing returns:

| 32% | 68% |

Getting advice on complex purchases:

| 31% | 69% |
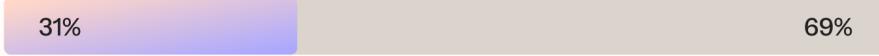
Reporting damaged/missing items:

| 29% | 71% |

Resolving a billing issue:

| 19% | 81% |
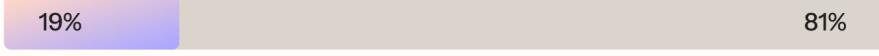
The trust and perception equation

As more consumers start leaning on AI to help them shop, marketers need to keep their finger on the pulse of how AI affects brand perception and trust. Our research shows that early movers that integrate AI into their shopping experience will enjoy not just efficiency gains, but stronger consumer loyalty.

Brand perception shifts with AI

40% 40% say AI assistants improve brand trust
- 56% of Gen Z
- 55% of millennials

51% In the US, 51% say an AI shopping assistant would improve their perception of a brand
- 52% in the UK
- 47% in AU

25% Consumers with household incomes over $200K are 25% more likely to believe AI assistants improve their perception of a brand.

Where consumers exhibit skepticism around AI

36%
Misuse of personal data

15%
Inaccurate or misleading answers

15%
Failure to escalate to a human

13%
If it feels too pushy or manipulative

When AI lacks empathy, trust disappears

Not all consumers judge AI the same way. For many, empathy and tone matter as much as accuracy. Helpful, human-feeling AI builds trust and loyalty, but the wrong interaction can undo progress instantly.

Where consumers draw the line:

Gen Z

Gen Z is 31% more likely than the average consumer to lose trust if AI feels too aggressive or sales-driven.

23%

In the UK, consumers are 23% more likely than the average consumer to reject brands whose AI comes across as pushy.

The new omnichannel reality

Commerce has always expanded through new channels. From the rise of department stores to ecommerce sites, from Amazon to TikTok Shop, and now ChatGPT, each wave has given consumers more choice in how they shop—and created more opportunities for brands to earn the sale.

What feels new today is part of a much larger story: as shopping journeys spread across more surfaces, the challenge and the opportunity for brands is learning how to meet customers everywhere they are.

New channels, same principles
Discovery and purchase paths change. But whether a shopper finds you on Google, TikTok, or inside an AI conversation, the opportunity for brands is the same: build a relationship that outlasts a single transaction.

Ownership still matters
No single channel has the ability to capture the entire customer profile. A ChatGPT checkout doesn't tell the full story of who your customer is, nor does an Amazon order or an in-store swipe. That's why ownership of your customer data is critical.

With Klaviyo, every interaction— wherever it starts—flows into a unified profile. That profile becomes the source of truth for personalization, segmentation, and long-term retention.

Turning fragmentation into loyalty
Omnichannel shoppers expect convenience, but they also expect recognition. When a first-time purchase is followed by a tailored email, SMS, or loyalty offer, brands prove they understand the context of the customer, not just the transaction. That's how one-off orders become repeat business.

Customer relationships at the heart of commerce
Channels evolve quickly. What endures is the need to know your customers better than anyone else. The future of commerce won't be won by owning a single channel, but by owning the relationship across every channel.

That's what Klaviyo enables: giving brands the power to unify data, act on it, and serve customers wherever they shop.

Turning new channels into long term growth

AI is reshaping how people shop. From discovery to checkout, consumers are adopting new channels at record speed. But while the surface changes, the principle doesn't: brands still win by owning the relationship and turning one-off transactions into long-term loyalty.

That's where K:AI comes in.

As the AI foundation of Klaviyo's B2C CRM, K:AI connects every new channel—whether it's ChatGPT, TikTok, or Amazon—back to a unified customer profile. This makes it possible for brands to act on real-time context and build stronger relationships across every touchpoint.

Brand perception shifts with AI

K:AI Marketing Agent
turns a URL into a marketing plan in minutes, drafting on-brand campaigns, flows, and forms without prompting.

K:AI Customer Agent
delivers 24/7 brand-trained support by answering questions, recommending products, updating orders, and escalating with full context across chat, email, SMS, and more to come.

Consumers made it clear: they want faster answers, personalized recommendations, and seamless support. K:AI helps brands deliver exactly that—meeting rising expectations today while building the relationships that last.

Explore K:AI now   **Get a custom demo**

The timeline of consumer expectations

AI's role is shifting from novelty to necessity. Every year, consumer expectations deepen, raising the bar for brands.

Consumer expectations for AI

2025

37% Find deals

16% Save time

14% Personalize recommendations

2026

50% Help compare products

41% Help stick to a budget

33% Suggest complete outfits

2030

40% Consistently help save money

12% Predict what I need

9% Build my wardrobe

Appendix

About this research

Survey of 3K consumers
across the US, UK, and AU,
conducted August 2025
via Pollfish

Respondents ages 18–65
who made at least 3 non-essential
online purchases in the past
3 months

Balanced by gender
(57% female, 43% male)
and income distribution