



WELLVEST CAPITAL

Wellness Investing™

*"THE SECRET OF CHANGE IS TO FOCUS ALL YOUR ENERGY
NOT ON FIGHTING THE OLD, BUT ON BUILDING THE NEW."
—SOCRATES*

“AGENTIC COMMERCE” THE EMERGENCE OF A NEW CHANNEL

MORE OF THE SAME

September 18, 2025

Not so very long ago the developed world had two fundamental ways for consumers to get the products they wanted. They could “go to the store” or they could order something from a catalog. Oh, the glory of the Sears Christmas Catalog is now just a warm memory in a grown child’s mind. (*Gen Z and Millennials, sorry you missed out on this wonderful bygone analog holiday tradition!*) Interestingly Sears was an early adopter of omni-channel selling. Most of the items in their world-famous catalogs could be purchased in their stores and all of them could be purchased via mail order and shipped directly to the consumer. For many rural Americans this was the Amazon of the day! Of course, as we all know, the evolution of retailing and the internet changed all that. Enter multiple retail channels; drug, grocery, mass, natural, Amazon and DTC. With the advent of smart phones, social media and the proliferation of global on-line access, these channels have all blended. What was once siloed channels with unique strategies and tactics for marketing, retailing, promotions, and selling are today a mash-up with no clear lines of distinction. Just as you were getting acclimated and adjusting to this old-new world, it’s all going to change again, possibly dramatically. Enter “Agentic Commerce”, an emerging new channel enabled by the rapidly advancing miracle of AI.

Agentic is a term used to describe an AI tool that can act on one’s behalf, an “agent” if you will. For example, an on-line agent that can book a flight for you based on a prompt and access to your personal information, credit card, preferred airlines, contact information, etc. without you going to the airline’s website to manually book it. This is “Agentic Commerce”. Taking it a step further, the future of these tools includes a higher level of sophistication. For instance, your personal AI Agent could order groceries to be delivered based on your preferences, habits, work schedule and other inputs that drive grocery decision making. Imagine a world where the Agent knows enough information about you to make recommendations regarding diet, nutrition, recipes, and delivery times. Then it orders the products, has them delivered and pays for them. All autonomously without your intervention. With each order and new information about you,

“AI AGENTS” ARE A GAME CHANGER

IT’S A CHANNEL AND AN INFLUENCER COMBINED

your family, your needs, medical records, diagnostic test results; it adapts in real time. Development of Agents of this scale, scope and capabilities are already underway.

A CHANNEL IN NAME ONLY

In a sense, the AI agent is a digital manifestation of what occurs in some very wealthy households today. Families that employ domestic staff may have a person or team who takes care of travel arrangements, procures food, secures wellness services, and sources other common household goods and services. These domestic decision makers could be viewed as a “sales channel”, since they are the gatekeeper between the brands and the end consumer. Alternatively, these individuals are also influencers, given that their opinions and recommendations help the end consumers determine what products and services to buy. Given the very limited size of these domestic arrangements, only a tiny fraction of companies market directly to the domestic staff of wealthy families. However, when you scale up this “channel/influencer” model via a digital platform it becomes something much more important. As AI Agents become ubiquitous around the world, like the internet before it, their impact on commerce will grow exponentially.

What accelerated during the COVID pandemic is now common practice. Brands reach consumers through various digital platforms both commercial and social. The consumer then chooses where to make a purchase; Amazon, local store, personal shopper (Instacart, Door Dash), and how to receive the products they want; pick up or home delivery. The marketing touchpoint is primarily between the brand and the end consumer, a person. In the world of Agentic Commerce, the AI Agent becomes a new layer in the decision-making process, which becomes an intermediary between the brands and the end consumer. The new twist is that unlike current intermediaries, a retail buyer or distributor salesperson, this new player is not a person, it's a neural network of computers that learns on its own. In some cases, the AI Agent will be the customer; it will never be the end consumer, but it could be the customer.

AI AGENTS ARE A NEW INTERMEDIARY

BRANDS WILL NEED TO ADAPT TO HOW IT THINKS

GENERATIONAL SHIFTS

On the surface it appears to be a nearly impossible task; how to convince a computer system, that no one truly understands how it thinks and learns, to believe that a given product or service is the best fit for its mandate. The same could be said about any up-and-coming generation. In the 90's marketers sat in conference rooms scratching their heads trying to figure out how to sell to Millennials. The largest cohort in nearly a century, born digitally native, mission driven and unlike any generation prior. But at the end of the day Madison Ave figured it out. Since the dawn of sales and marketing, the messaging, narrative and delivery has had to adapt to change. Change from the aging out of the consumer base to changes in communication methodologies to the constantly evolving whims, fads and trends that shape the everyday. The Printing Press killed the Town Criers, Radio impacted Newspapers, Television crushed Radio, the Internet killed

Newspapers, Social Media usurped them all. Each time all the stakeholders in the chain had to adapt or perish.

At this juncture it's only a fool that could tell you how Agentic Commerce will play out. What can be confidently said is that it is here to stay; billions upon billions, maybe trillions of dollars by the time it's built out, are being invested in the technology and its ecosystem. The technology will create tremendous opportunities and benefits for all stakeholders; brands, suppliers, investors, service providers and consumers. For those that are bold enough and nimble enough to invest, test and learn, and fail fast; this revolution will be a game changer. The dawn of the internet in the mid-1990's offers a compelling case study. Consider the newspaper business; the early innovators recognized quickly that the internet was a very low-cost medium to deliver the news, share information, and broadcast entertainment while selling ads and creating new revenue streams. The legacy players that hung on to their capital and labor intensive business models died off. Taking a "wait and see" approach may not be the best course of action during this AI revolution. AI and Agentic Commerce is moving so quickly, and its capabilities are so extensive that early adaptors have the potential to capture sizable market share and/or create entirely new markets very quickly. Those who are not embracing this technology today are already falling beyond and they may not even know it yet.

Coil the Spring – be prepared

What better way to determine how to be ready for the world of Agentic Commerce than to ask an AI chatbot. After a series of related questions and answers, here is what Google AI had to say:

"In conclusion: While traditional SEO remains valuable for building online presence, AI recommendation systems introduce a new paradigm where the focus shifts from chasing clicks to becoming a trusted source for information and delivering personalized, high-quality experiences. Brands that embrace this evolution and tailor their strategies to meet the demands of both traditional search and AI recommendations will be better positioned for success in the dynamic digital landscape."

Sage advice taken directly from the horse's mouth so to speak!

For more information on this and other topics please visit www.wellvestcapital.com or call us at 617-801-3100.

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