

nexi

# The Age of Agentic Commerce

A New Era of AI-Driven Shopping & Payments

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Joonas Loueranta  
Senior Director, AI & Agentic Commerce

# The way we discover & buy is changing

From clicks



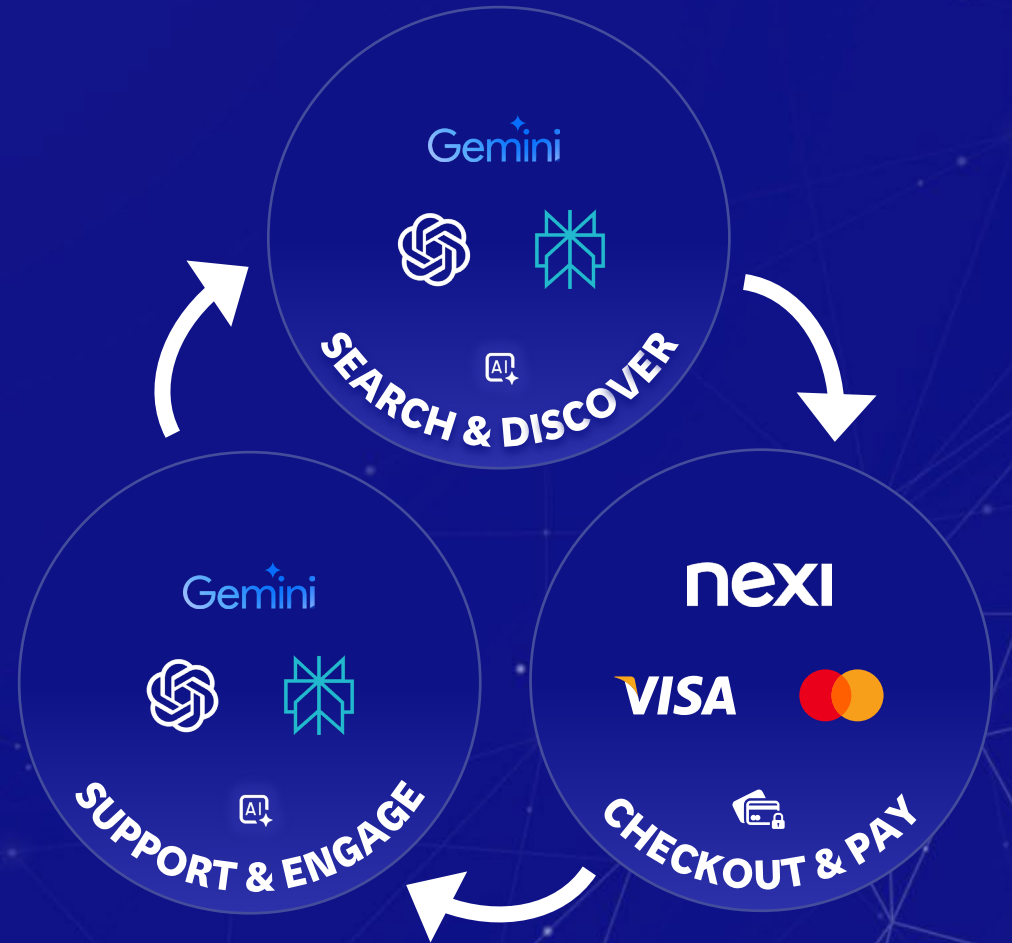
to conversations



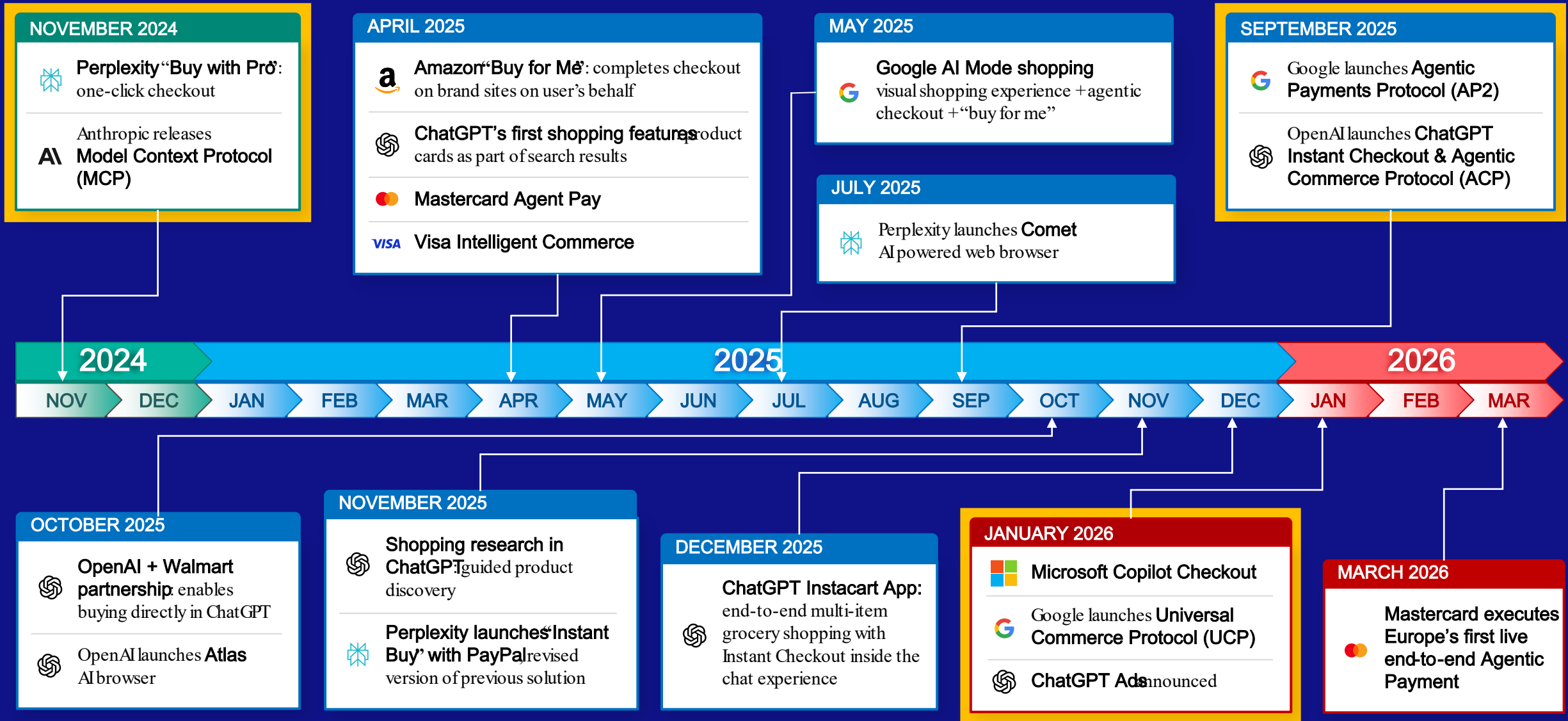
## From eCommerce...



## ...to Agentic Commerce



# The speed of change is unprecedented...



# ...and the economic impact will be huge

**25%**

of global eCom will be enabled  
by AI agents by 2030

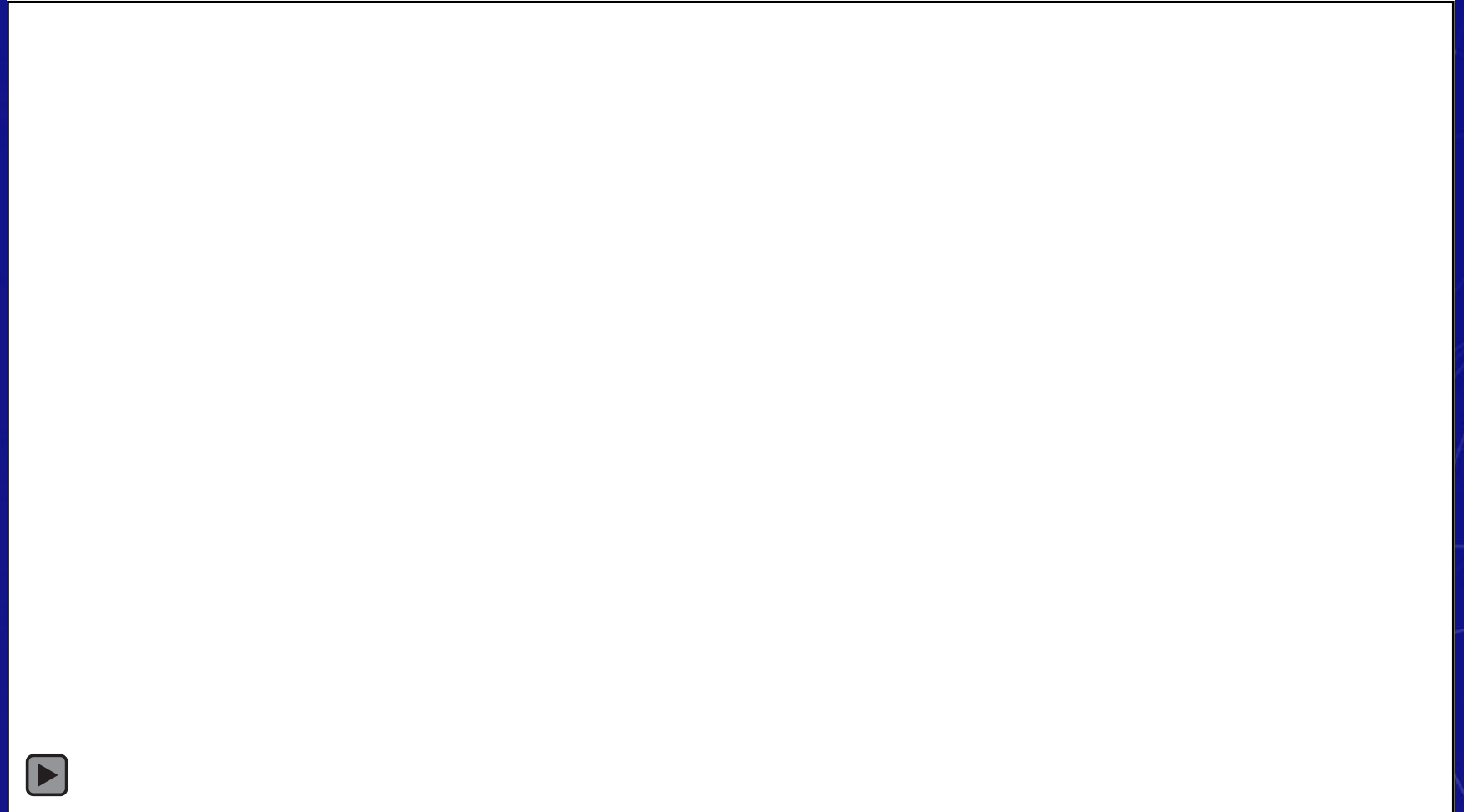
**+30% CAGR**

expected growth in AI solutions  
for payments by 2030

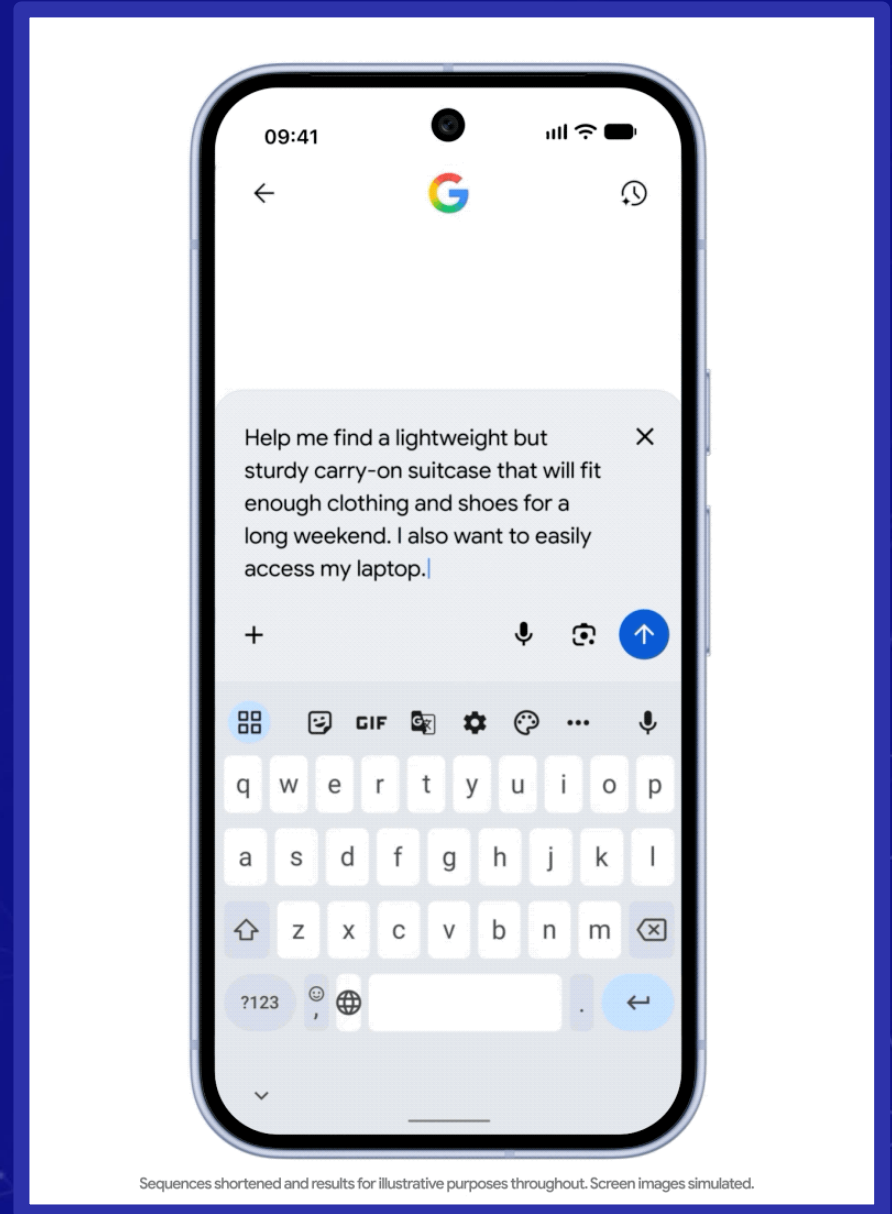
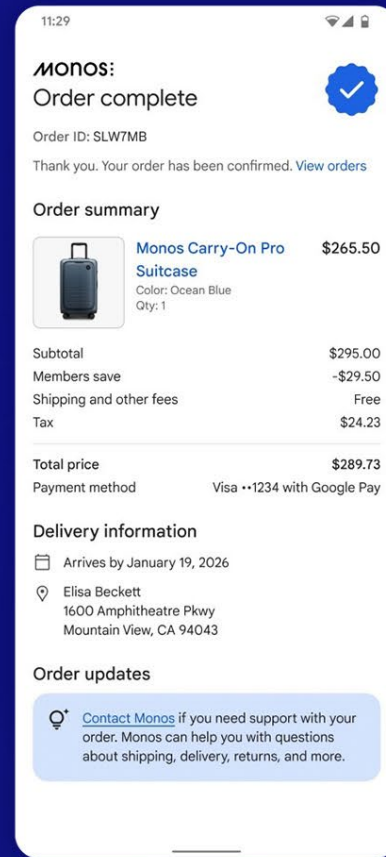
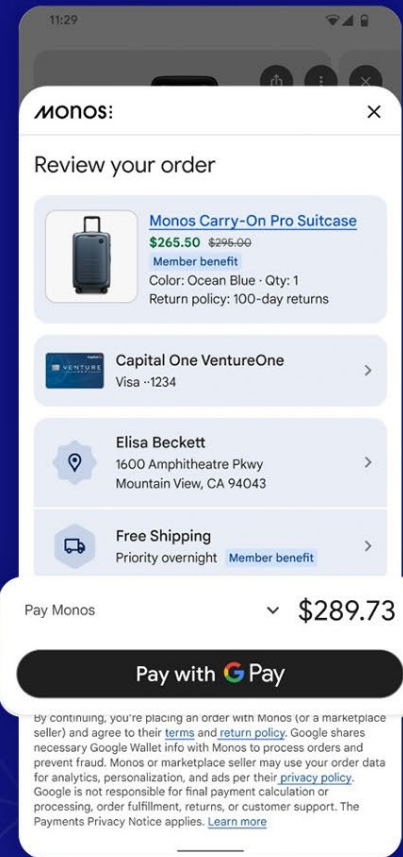
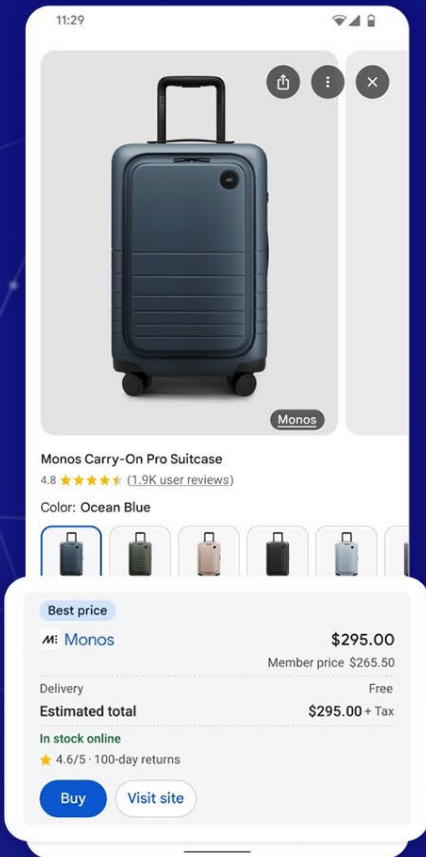
**\$3.5 trillion**

Global B2C revenue from  
agentic commerce by 2030

AI  
Shopping  
is already  
here....



# ...with agentic checkout\*



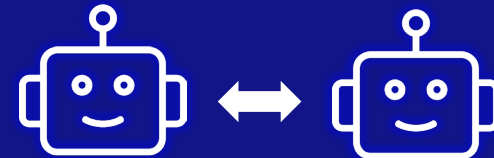
Google AI mode with UCP

\* Live only in 

# AI shopping tomorrow



Autonomous agents



Agent-to-agent

# The Battle for Agentic Commerce is on

## Walled Gardens

Goal: Protect current dominance



**eCommerce leaders, like Amazon**, use proprietary AI assistants to funnel users into their own retail platforms, while blocking external agents



**Social media giants, like Meta**, position their native AI as the exclusive gatekeeper to their massive user base to prevent user leakage to other platforms

VS

## Open Ecosystems

Goal: Build a new market or pivot to survive



**New players, like OpenAI**, create new standards, keeping merchants as the merchant of record to preserve their brand and customer data



**Incumbents under threat, like Google**, promote open protocols to remain an indispensable layer in the new agent-driven web, a necessary pivot to protect their core search/ad business from being bypassed

The outcome of this fight will define the next era of commerce

# The three core challenges for EU Merchants



The future demands  
**new skills**



**Security and Compliance**  
too rigid to evolve fast



**Technology and solutions**  
fragmentation



## The layer that simplifies **complexity**



Agentic commerce  
**expertise on demand**



**EU-compliant**  
ready to use solutions



**One endpoint**  
for all use cases

**Get clarity, scalability and control in one place**

# Operating & Selling in the Agentic Era with Nexi

## AGENTIC SERVICING

### Merchants need to...

- ❑ **Automate routine servicing** via natural language interfaces while maintaining secure, traceable control over every agent-initiated action

### Nexi helps by...

- ✓ **Providing AI already access to payment operations** with granular permissions and a full audit trail of agent actions

## AGENTIC PAYMENTS

### Merchants need to...

- ❑ **Enable secure agentic payments** while maintaining customer control through policy-driven automation and clear transaction evidence

### Nexi helps by...

- ✓ **Enabling agentic transactions** across all relevant European payment methods with built-in policy, auth, and compliance controls

## AGENTIC COMMERCE

### Merchants need to...

- ❑ **Become discoverable** by verified AI agents to support autonomous purchasing while filtering malicious bots and tracking customer journeys

### Nexi helps by...

- ✓ **Making merchants discoverable** by verified agents while filtering malicious bot traffic and tracking their journeys

repi

ACA

Google

WOO

Microsoft

nexi

VISA

OpenAI



The Nexi logo is displayed in a bold, white, lowercase sans-serif font. The letters are thick and modern, with a slight shadow effect. The background is a dark blue gradient with a subtle geometric pattern of white lines and dots, resembling a network or constellation.

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**Joonas Loueranta**  
Senior Director, AI & Agentic Commerce

[joonas.loueranta@nexigroup.com](mailto:joonas.loueranta@nexigroup.com)