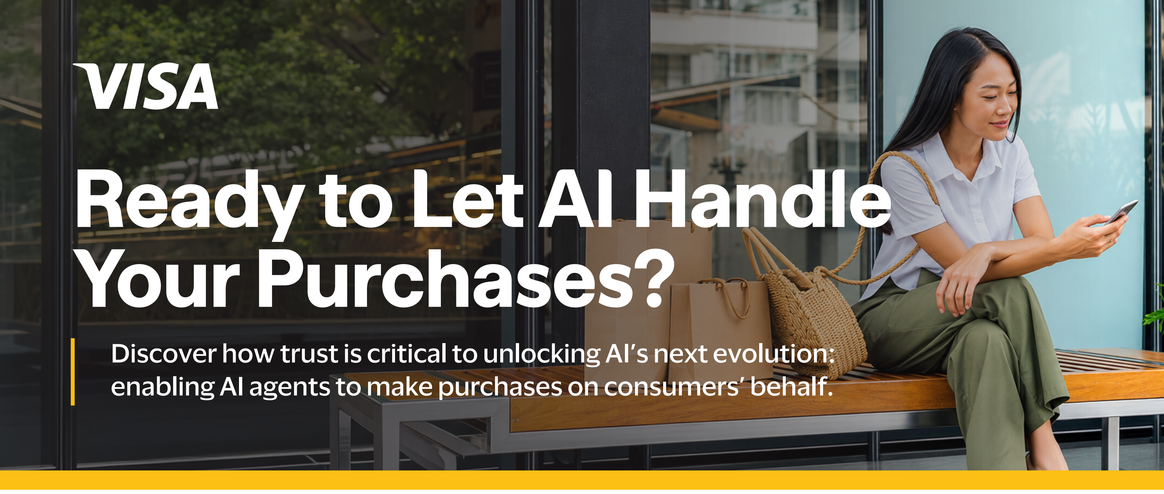


Ready to Let AI Handle Your Purchases?

Discover how trust is critical to unlocking AI's next evolution: enabling AI agents to make purchases on consumers' behalf.

Visa Ranked Most Trusted Among 24 Brands in Canada to Handle Agentic Transactions

62%

of Canadians trust Visa to handle a payment made by an AI assistant.

#1

Visa ranks first among 24 brands evaluated in Canada for AI-powered transactions.

Visa Trust Index for agentic commerce

Canadians Are Open to Shopping with AI, but Few Have Let It Buy

83%

of current AI users would allow AI to help compare products, prices and reviews.

Yet, **only 2%** have used it to prepare or complete an order.

Canadians Want to Stay in Control

What current AI users need to trust AI shopping agents:

- **39%** want the ability to immediately pause or turn off all purchasing
- **38%** want control over which personal information AI can access
- **35%** want spending limits for each purchase and over time
- **39%** say they would always want to approve a purchase first when using AI
- **39%** of current AI users would feel more confident if they were not held responsible for unauthorized or fraudulent purchases

Visa Canada's Agentic Commerce Readiness Report

What this Means for Canadian Businesses

Finding better deals is the top benefit shoppers see in AI agents.

42% of current AI users identify finding lower prices or better deals as a benefit they already experience or hope to gain from AI shopping agents.

Opportunity: Build confidence through clear approvals, spending limits and trusted payment experiences.

Visa Canada's Agentic Commerce Readiness Report

Data Source

Visa Trust Index for agentic commerce, conducted by The Harris Poll on behalf of Visa among n=1,020 Canadian adults, July 7 to 9, 2026.
Visa Canada's Agentic Commerce Readiness Report conducted by Angus Reid on behalf of Visa among n=1,502 Canadian adults (including n=926 current AI users), September 9–14, 2026.