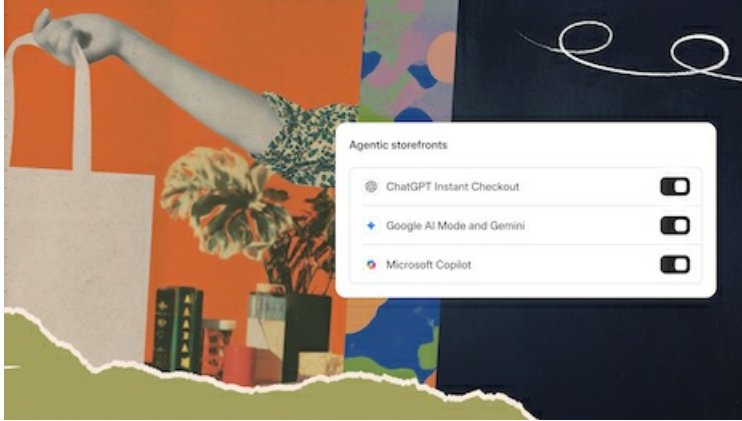SOFTWARE AND TECHNOLOGY

Google to power AI-native purchases

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Google's launch will allow AI agents to complete shopping tasks on behalf of consumers. Image credit: Google

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Technology giant Google is investing in the future of online shopping.

The company announced the launch of Universal Commerce Protocol (UCP) at the National Retail Federation's 2026 Expo. The open-source framework is designed to enable shopping in "AI Mode" across Google Search, the Gemini app and other AI platforms, allowing AI agents to complete shopping tasks on behalf of consumers.

Agentic commerce

With UCP, AI agents can handle checkout flows, apply loyalty and discount codes, and work with any payment processor, giving retailers the ability to reach consumers directly within conversational AI interfaces.

Google co-developed UCP with Shopify. It is supported by more than 20 major retail and payments partners, including Etsy, Mastercard, PayPal, Salesforce, Stripe and Visa.

[video width="465" height="262" mp4="https://www.luxurydaily.com/wp-content/uploads/2026/01/Checkout_feature_lve04er.mp4"][/video]

The collaboration between Google and Shopify opens UCP to merchants on any platform, not just Shopify stores, through Shopify's Agentic plan. This allows brands to surface products across AI-powered surfaces including ChatGPT, Microsoft Copilot, Google AI Mode, and Gemini without building a separate storefront.

A buy button will roll out soon on Google's platforms (see story), including AI Mode in Search and Google's AI assistant, Gemini.

"The shift to agentic commerce will require a shared language across the ecosystemand the Universal Commerce Protocol provides that framework," said Ashish Gupta, vice president and general manager of merchant shopping at Google, in a statement.

"Through our collaboration with partners like Shopify we're ensuring the protocol is interoperable and ready to meet the evolving demands of retailers and their customers," Mr. Gupta said. "We're excited to work together and bring this to life soon starting with a new checkout feature in AI Mode in Google Search and the Gemini app."