

Agent Readiness Index 2027

How ready are online stores for AI shopping agents? A 12-check measurement of 471 English-language storefronts.

The basics are in place; the data agents need most is missing

Shopping agents compare stores on price, stock, delivery time and return terms. We examined the public pages of 471 English-language online stores: access and basic product data are in decent shape, but shipping and return terms are almost never published in a form a machine can read.

67 /100

Average agent-readiness score (median 71). 54% of stores score 70 or higher.

5.2%

Of 343 stores with a product page found, only 18 pass all six product-level checks.

9% · 12%

Stores publishing shipping and return terms in machine-readable form.

26%

Of 163 well-known retailers and brands refused our automated homepage request (0 of the other 308 stores did).

5 / 436

robots.txt files that block ChatGPT, Claude, Perplexity or Googlebot: permission is not the problem.

78 ↔ 56

Average score on Shopify vs Magento / Adobe Commerce: the platform shapes the result more than the brand does.

What to do. The three fixes that add the most points are the same: publish **return policy** and **shipping** data on product pages, and define **brand + GTIN/MPN**. All three are done once, in the store template; code examples are in the Recommendations section.

Five findings

- **Permission is not the problem.** Almost no robots.txt blocks shopping-agent bots; the homepage answers automated requests in 89% of stores.
- **Product data is decent, product identity is weak.** 70% of stores have product structured data; brand and GTIN/MPN are complete in only 29%.
- **Shipping and return terms are invisible.** The two conditions an agent has to verify are machine-readable almost nowhere.
- **The platform decides.** Stores on the same platform get similar results; fix the template once and thousands of stores improve.
- **Big brands are the ones that shut agents out.** One in four well-known sites blocked our automated request; no store in the other groups did.

Rates describe this sample, not all online stores (see Method). Store names are not published.

Where shopping starts is changing

“Find me white running shoes under \$80, shipped tomorrow, with 30-day returns.” To an AI agent, that one sentence is a checklist: price, stock, delivery time, return terms. An agent can only compare the stores whose answers it can read and verify.

+138%

Year-over-year growth in AI-referred visits to US retail sites in May 2026, up more than 14x since October 2024. These visits convert 54% better than other traffic.

Adobe Analytics via Digital Commerce 360 · 17 Jun 2026

51%

Share of US consumers who used at least one AI tool for shopping last month, the first time above half.

NIQ Agentic Commerce Tracker via The Next Web · 24 Sep 2026

\$3–5 tn

McKinsey’s estimate of global agentic commerce by 2030, with up to \$1 trillion in the US.

McKinsey via Digital Commerce 360 · 20 Oct 2025

These figures measure the US market (McKinsey’s estimate is global). We did not look for agent-driven sales in our sample. Instead we measured readiness: whether the public pages of a store give an agent what it needs to compare and recommend it.

Why measure readiness? A store that publishes price, stock, shipping and returns as structured data (schema.org) can be placed in an agent’s comparison table. A store that doesn’t is guessed at from page text, or left out. This report shows how common each piece of information is across 471 stores.

What we measured, and how

Sample

483 stores were listed and 471 measured (12 were dropped because the address redirects to another site or did not respond). Three sources: **163 well-known retailers and brands** (named from knowledge, or found among the 5,000 most visited sites in the Tranco ranking); **86 further storefronts** found by screening a random draw of ranks 5,000–150,000; and **222 merchants** from the free Store Leads city reports for Shopify, WooCommerce, BigCommerce and Magento in the US, UK, Canada, Australia, Ireland, New Zealand and Singapore. Only English-language storefronts with their own checkout are included; marketplaces are out of scope.

12 checks, two vantage points

For each store we ran the 12 checks of the first version (v1) of Specoria's free agent-readiness test: homepage, robots.txt, sitemap, llms.txt and one automatically found product page (about 12 requests per store, no logins or forms). A second pass looked harder for a product page where the first found none. The scan ran from two vantage points:

- **Home connection:** a residential line in Türkiye, with full browser headers and an English-language setting. It sees a site like an unblocked visitor; results rest on this view.
- **Cloud egress:** the Cloudflare Workers network. Many shopping-agent services run from cloud infrastructure; this shows how security layers treat cloud-originated automated traffic. Cloudflare chooses the data center.

The home connection is outside the stores' home markets; a store that treats visitors by country may look different to a local shopper.

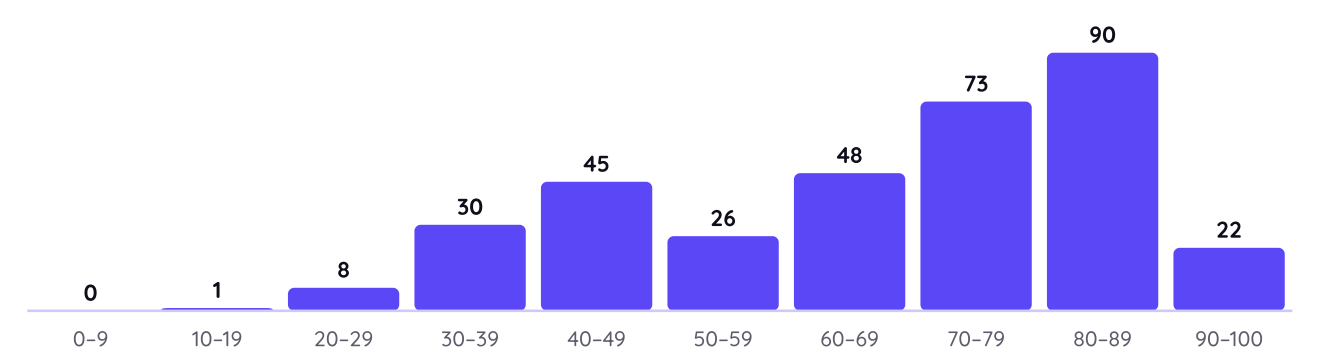
Score

Each check carries a weight (5–15 points, 100 in total) and earns full points for a pass and half for a warning; checks that could not be measured drop out. The score is computed for the **343 stores** with a product page found and at least 8 measurable checks. Six product-level checks (structured data, price/stock, brand and GTIN, shipping, returns, price without JavaScript) apply only to the 343 stores where a product page was found.

Limits. The sample is not random: well-known brands, ranked sites and platform lists favor stores that are visible, and the platform mix was set by us (quotas per platform). Read the platform comparisons and the funnel, not the overall average, as the main results. Measured once, on 6 October 2026. Real agent answers, checkout and agent identities (such as ChatGPT-User) were not measured in this edition.

Average score 67, but “fully ready” is rare

Scores skew high: 54% of stores score 70 or above. But the score weighs access, product data and policies together, while the data an agent needs for comparison (shipping, returns) is a small part of it.

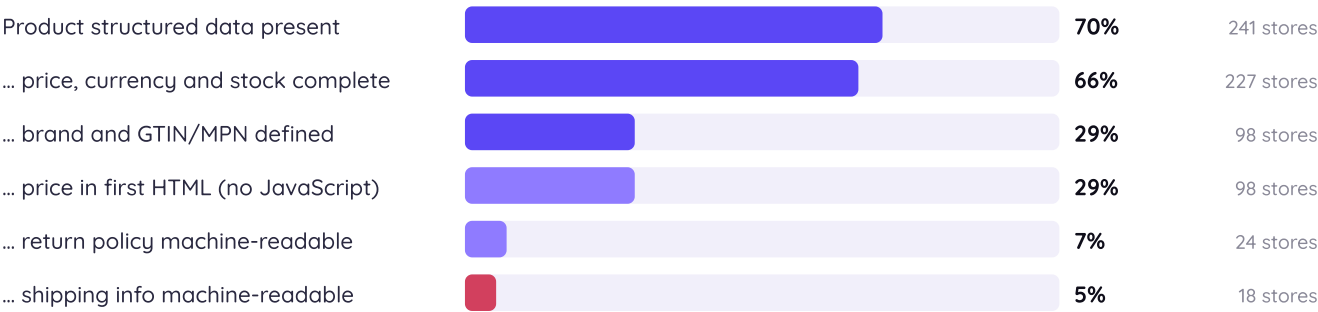


343 stores · home connection · score = weighted sum of 12 checks



The “fully ready” funnel at product level

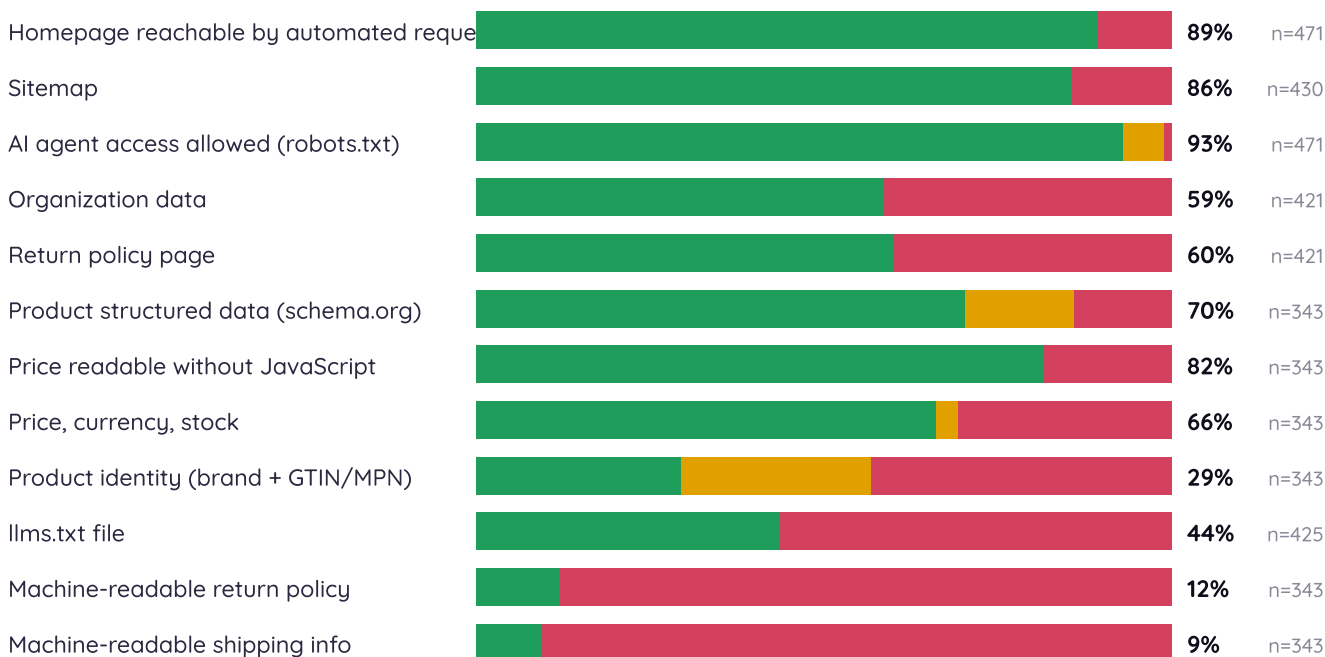
We took the 343 stores with a product page and kept those passing the six product checks one after another. Each step removes many:



Even a high-scoring store typically gives no machine-readable answer to “shipped tomorrow, 30-day returns.” The score can be high; **full readiness** is rare at 5.2%.

Access is strong; machine-readable delivery and returns are weak

Green: pass, yellow: warning, red: missing. The percentage at the right of each bar is the share that pass; n is the number of stores where the check could be measured.



Home connection · measurable stores only · product-level checks only for stores with a product page found

The good news

- The homepage answers automated requests in 89% of stores.
- 86% have a sitemap.
- Product structured data is present in 70%; price, currency and stock are complete in 66%.
- The price is readable without JavaScript in 82% of stores.

What is missing

- Shipping terms are machine-readable in only 9% of stores, return terms in 12%.
- Brand and GTIN/MPN are complete in 29%: an agent cannot match the same product across channels.
- 60% link to a return policy page in HTML, but only 12% publish it in machine-readable form.

95% confidence intervals (within the sample): shipping 7–13, returns 9–16, product identity 25–35, product structured data 65–75 (percent).

Almost no store can answer “shipped tomorrow, 30-day returns”

The two conditions an agent most often has to verify are delivery time and the return window. Of 343 stores with a product page, **32** publish shipping and **41** publish return terms as structured data; only **26** publish both.

SHIPPING · SCHEMA.ORG

32 / 343

OfferShippingDetails present: Shopify 16, Magento / Adobe Commerce 5, Other / custom 4, BigCommerce 4, Salesforce Commerce Cloud 3.

RETURNS · SCHEMA.ORG

41 / 343

MerchantReturnPolicy present: Shopify 23, Other / custom 5, Magento / Adobe Commerce 5, BigCommerce 5, Salesforce Commerce Cloud 2, WooCommerce 1.

The terms are on the page, in prose: 253 stores link a return policy page. But an agent cannot reliably verify “30 days” or “free returns” from text written for people; structured data makes it one field.

Add once to the store template

```
"hasMerchantReturnPolicy": {
  "@type": "MerchantReturnPolicy",
  "applicableCountry": "US",
  "returnPolicyCategory": "https://schema.org/MerchantReturnFiniteReturnWindow",
  "merchantReturnDays": 30,
  "returnFees": "https://schema.org/FreeReturn"
},
"shippingDetails": {
  "@type": "OfferShippingDetails",
  "shippingRate": { "@type": "MonetaryAmount",
    "value": "0", "currency": "USD" },
  "shippingDestination": { "@type": "DefinedRegion",
    "addressCountry": "US" },
  "deliveryTime": {
    "@type": "ShippingDeliveryTime",
    "handlingTime": { "@type": "QuantitativeValue",
      "minValue": 0, "maxValue": 1, "unitCode": "DAY" },
    "transitTime": { "@type": "QuantitativeValue",
      "minValue": 1, "maxValue": 2, "unitCode": "DAY" }
  }
}
```

Why it matters. An agent’s first filters are often “free shipping,” “fast delivery” and “easy returns.” Stores that leave these fields empty drop out of them unnamed.

The platform shapes the score more than the size of the brand

When one store template produces the product data, most stores on that platform get the same result. Average scores run from 56 on Magento / Adobe Commerce to 78 on Shopify and 79 on Salesforce Commerce Cloud.



PLATFORM	N	SCORE	PRODUCT DATA	PRICE/STOCK	BRAND+GTIN	SHIPPING	RETURNS	LLMS.TXT
Salesforce Commerce Cloud	13	79	100%	91%	73%	27%	18%	8%
Shopify	143	78	83%	83%	48%	11%	16%	96%
WooCommerce	56	61	75%	69%	0%	0%	2%	19%
BigCommerce	51	60	65%	63%	13%	8%	10%	8%
Other / custom	95	58	55%	46%	25%	7%	9%	27%
Magento / Adobe Commerce	52	56	45%	36%	18%	15%	15%	4%

Share passing · platform from homepage fingerprint (98% agreement with the platform listed by Store Leads) · n = stores found; score and product columns use stores with a product page

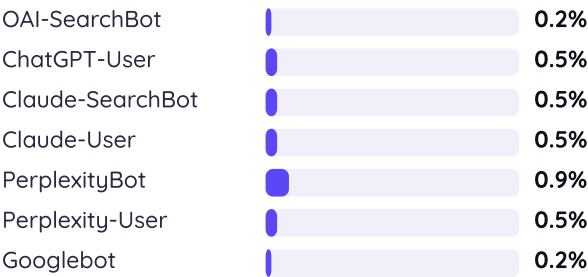
- **Shopify** stores mostly have product data (116/140) and almost all serve an llms.txt (137/143), but shipping and returns data is rare (16/140 and 23/140).
- **WooCommerce** stores have product data but almost never brand/GTIN (0/48), shipping or returns.
- **Magento** and **BigCommerce** stores more often lack product structured data in the page (15/33 and 31/48 pass).

Platform shares in the sample were set by us, so the overall average mixes a chosen platform mix; compare within a platform. By store type, average scores were 62 for well-known retailers and brands, 72 for mid-ranked storefronts, 75 for long-tail storefronts and 66 for platform-list merchants, but the well-known group excludes the many sites that blocked access and so had no product page measured.

robots.txt isn't the barrier; well-known sites do shut automated visitors out

Of 436 readable robots.txt files, only 5 block one of the bots shopping agents use. Stores are not keeping agents out with rules they wrote.

Shopping-agent bots



Training bots



Among 436 stores with a readable robots.txt; bar scale 10%. 35 stores have no robots.txt or it could not be read.

The real barrier: security layers

Our automated homepage request was refused (HTTP 403 and similar) by **42 of 163** well-known retailers and brands (26%), against **0 of 308** other stores. Those stores are not measurable, so they are missing from product-level results; the measured picture is therefore kinder than reality. From cloud egress, 39 of 469 stores (8.3%) refused us, compared with 42 (8.9%) from the home connection.

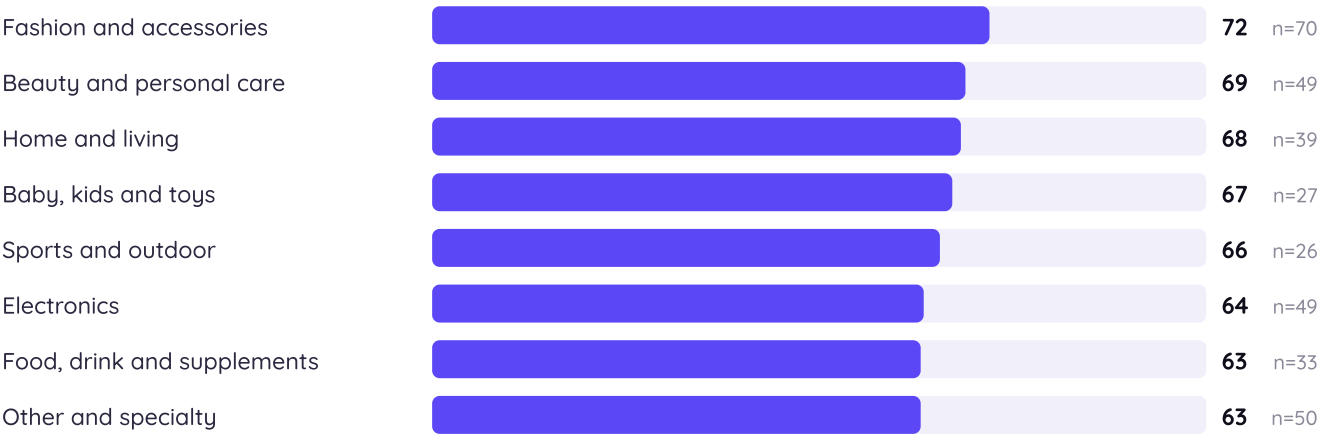
STORE TYPE	N	REFUSED FROM HOME LINE	REFUSED FROM CLOUD
Well-known retailers and brands (top 5,000 sites)	163	26%	23%
Mid-ranked storefronts (ranks 5,000–30,000)	26	0%	4%
Long-tail storefronts (ranks 30,000–150,000)	60	0%	2%
Merchants from platform city reports	222	0%	0%

Share of stores whose homepage answered the automated request with an access-denied style status (401, 403, 418, 429, 451)

Note: Real agents (ChatGPT-User, Claude-User, PerplexityBot...) arrive with their own documented identities and IP ranges, and many security layers allow them. This measurement shows the response to a generic automated client, not whether a specific agent is blocked. Verifying access with real agent identities is a topic for the next edition.

Sectors differ modestly; the gap is the same everywhere

Average scores run from 63 (other and specialty) to 72 (fashion and accessories). In every sector shipping and returns data is low, and product data moderate to high.



SECTOR	N	SCORE	PRODUCT DATA	PRICE/STOCK	BRAND+GTIN	SHIPPING	RETURNS
Fashion and accessories	103	72	79%	77%	41%	14%	19%
Beauty and personal care	57	69	71%	67%	31%	6%	10%
Home and living	62	68	77%	69%	26%	10%	10%
Baby, kids and toys	32	67	70%	67%	22%	7%	11%
Sports and outdoor	38	66	69%	65%	23%	8%	8%
Electronics	69	64	63%	57%	29%	12%	14%
Food, drink and supplements	43	63	70%	70%	27%	6%	9%
Other and specialty	67	63	60%	54%	24%	6%	8%

Share passing · home connection · sector assigned from the page title and description keywords (and from our list for well-known retailers)

Sector samples are small (32-103 stores) and their platform mixes differ. The real divide is not the sector but **the platform and the template**.

Even the top quartile lags on shipping and returns data

The 93 stores in the top score quartile almost all have product structured data and complete price, currency and stock. But only 30% of the same stores publish shipping and 40% publish returns in machine-readable form.

CHECK	TOP QUARTILE	BOTTOM QUARTILE	GAP (POINTS)
Product structured data (schema.org)	100%	3%	97
Price, currency, stock	99%	1%	98
Product identity (brand + GTIN/MPN)	60%	0%	60
Price readable without JavaScript	100%	33%	67
Organization data	96%	31%	65
llms.txt file	89%	22%	67
Return policy page	89%	47%	42
Machine-readable return policy	40%	0%	40
Machine-readable shipping info	30%	0%	30

The score is a weighted sum of these checks, so high in the top quartile and low in the bottom is true by construction; the table’s real message is what the top quartile is still missing.

llms.txt: common mostly because Shopify serves one

44% of stores (186) have a real /llms.txt. **137 of them are Shopify stores** (96% of Shopify stores), where a default file is served; 127 of those start with the same “Agent Instructions” template. Elsewhere it is rare: 24 stores on custom builds, 10 on WooCommerce, 4 on BigCommerce, 2 on Magento. Files containing only a heading were not counted. llms.txt is still a proposed standard and comes after structured data; its adoption here is mostly a platform decision.

Prices missing from the HTML

In 18% of stores with a product page (63 stores) the price is not in the first HTML response; it is loaded afterwards by JavaScript. Most AI crawlers do not run JavaScript and cannot see that price.

Ten steps to agent readiness, ranked by score gain

Ranked by how many points each step adds to the sample's average score (more for a store that lacks it). The top three add 17.3 points on average.

01 Publish your return policy as structured data

MerchantReturnPolicy: return window, fees and category. Done once in the template; it reaches every product page.

302 stores missing or warned · raises the average score by 6.2 points

02 Define brand and GTIN/MPN

Add the barcode (GTIN) and brand name to the product data so an agent can match the same product against listings elsewhere.

242 stores missing or warned · raises the average score by 5.7 points

03 Publish shipping time and cost as structured data

OfferShippingDetails: shipping rate, handling and delivery time. "Free shipping" and "arrives tomorrow" filters read this field.

311 stores missing or warned · raises the average score by 5.4 points

04 Complete price, currency and availability

price, priceCurrency and availability must appear together; a missing one makes the offer impossible to compare.

116 stores missing or warned · raises the average score by 3.2 points

05 Add llms.txt

A short file at the site root pointing agents to your important pages. If your platform does not generate one, add it by hand; it is about half an hour of work.

166 stores missing or warned · raises the average score by 2.9 points

06 Link the return policy page in HTML

Link a plain HTML page from the homepage, not a PDF or a script-injected link.

120 stores missing or warned · raises the average score by 2.8 points

07 Add product structured data (JSON-LD)

schema.org Product data on every product page. JSON-LD is read more reliably than microdata.

102 stores missing or warned · raises the average score by 2.6 points

08 Add organization data

Organization data on the homepage: name, address, logo and contact.

131 stores missing or warned · raises the average score by 2.3 points

09 Serve the price in the first HTML response

Do not load the price afterwards with JavaScript; render it on the server.

63 stores missing or warned · raises the average score by 0.9 points

10 Allow agent bots in robots.txt

Do not block bots such as OAI-SearchBot, ChatGPT-User, PerplexityBot and Claude-User; filter abusive bots separately.

5 stores missing or warned · raises the average score by 0.2 points

Product data example

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "White Running Shoe",
  "sku": "RS-001",
  "gtin13": "00000000000000",
  "brand": { "@type": "Brand", "name": "Brand Name" },
  "offers": {
    "@type": "Offer",
    "price": "79.00",
    "priceCurrency": "USD",
    "availability": "https://schema.org/InStock",
    "url": "https://yourstore.com/products/white-running-shoe"
  }
}
</script>
```

Template first. Add these fields to the store template, not to individual products. Find the product-page template in your platform's theme code and generate the JSON-LD block there: it covers thousands of products in one change.

What this report does and does not say

What we measured

- Machine readability of public pages: robots.txt, sitemap, llms.txt, homepage and one product page.
- Access from two vantage points: a home connection and a cloud egress.
- Platform fingerprint and sector breakdown.

What we did not measure

- Real agent answers: whether a store is recommended in ChatGPT, Gemini, Claude or Perplexity.
- Checkout and cart steps, pages that need a login.
- Off-page data channels: shipping, returns and product data supplied through Merchant Center or marketplace feeds.
- Access with real agent identities (ChatGPT-User and others); only a generic cloud client was tried.
- Every product page: one product page was read per store, and 27% of stores had none found.

Sample bias

Stores come from well-known brands, from a popularity ranking filtered to online stores, and from platform city reports, which list successful merchants. This favors visible stores; small, unlisted shops are probably behind. The platform mix is our design, not the market's. And the stores that block automated access cannot be measured, so the measured results flatter the large-brand group. Read the figures as “share of stores in the sample,” never as “share of online stores.”

Product-page discovery

A product page was found for 343 of 471 stores (73%). Pages are found from sitemaps and homepage links; sites that block access, render their catalog with JavaScript or publish no sitemap are under-represented in product-level results, and Magento and custom-built stores are found much less often than Shopify stores (see Appendix B).

A snapshot, October 2026

All store data was collected on 6 October 2026 (the Tranco list is dated 5 October). Platforms update their templates often; a store that fails a check today may pass tomorrow. You can test your own store for free at any time.

Next edition. We plan to measure real agent answers: how four AI surfaces surface stores for the same shopping questions, and access with real agent identities. The core finding of this edition will not change: an agent cannot compare a store it cannot read.

12 checks, their weights and pass rates

CHECK	WEIGHT	MEASURED	PASS	95% INTERVAL
AI agent access allowed (robots.txt)	15	471	93.0%	90–95
Homepage reachable by automated requests	10	471	89.4%	86–92
Price readable without JavaScript	5	343	81.6%	77–85
Sitemap	5	430	85.6%	82–89
Product structured data (schema.org)	12	343	70.3%	65–75
Price, currency, stock	10	343	66.2%	61–71
Product identity (brand + GTIN/MPN)	10	343	29.4%	25–35
Machine-readable shipping info	6	343	9.3%	7–13
Machine-readable return policy	7	343	12.0%	9–16
Organization data	6	421	58.7%	54–63
Return policy page	8	421	60.1%	55–65
llms.txt file	6	425	43.8%	39–49

Home connection · 471 stores · Wilson intervals show uncertainty within the sample only (no generalization for a non-random sample)

Scoring

Each check earns its weight if it passes and half if it warns; checks that cannot be measured drop out of the denominator. Access carries 35 points, product data 45, organization and policy 20. The checks: robots.txt does not block the search and user agents of ChatGPT, Claude, Perplexity and Google; the homepage answers automated requests normally; the price is in the first HTML; a sitemap; schema.org Product data on a product page; price, currency and stock in the offer; brand and GTIN/MPN; shipping and return policy data; Organization data on the homepage; a link from the homepage to an HTML return policy page; /llms.txt.

llms.txt

A file counts if it is plain text, starts with a “#” heading, is not an HTML error page and has content beyond the heading (at least two non-empty lines and 60 characters). Placeholder files that contain only a heading did not count.

Levels

70 and above is “looks ready,” 40–69 “partly ready,” below 40 “hard for agents to read.” The thresholds are those of the test version used for this measurement (v1); the current free test (v2) uses 27 checks and a critical-blocker rule.

Composition of the sample

By sector (471)

Fashion and accessories	103
Electronics	69
Other and specialty	67
Home and living	62
Beauty and personal care	57
Food, drink and supplements	43
Sports and outdoor	38
Baby, kids and toys	32

By store type (471)

Well-known retailers and brands (top 5,000 sites)	163
Mid-ranked storefronts (ranks 5,000–30,000)	26
Long-tail storefronts (ranks 30,000–150,000)	60
Merchants from platform city reports	222

Platform and product-page coverage

PLATFORM	STORES	PRODUCT PAGE FOUND	SHARE
Shopify	143	140	98%
Other / custom	95	56	59%
WooCommerce	56	48	86%
Not detected	52	3	6%
Magento / Adobe Commerce	52	33	63%
BigCommerce	51	48	94%
Salesforce Commerce Cloud	13	11	85%
SAP Commerce	4	2	50%
VTEX	4	1	25%
PrestaShop	1	1	100%

Merchants by country (Store Leads city reports)

United States 87, United Kingdom 54, Canada 30, Australia 29, Ireland 14, New Zealand 8.

Platform from the homepage fingerprint; “Other / custom” = no known fingerprint, “Not detected” = homepage did not answer an automated request.

Sources

- Adobe Analytics data via Digital Commerce 360: “Adobe: AI-referred traffic to retail sites doubles in a year,” 17 June 2026. digitalcommerce360.com
- NIQ Agentic Commerce Tracker via The Next Web: “AI shopping passes 50% of US consumers for the first time,” 24 September 2026. thenextweb.com
- McKinsey estimate via Digital Commerce 360: “McKinsey forecast: \$5 trillion agentic commerce sales by 2030,” 20 October 2025. digitalcommerce360.com
- Tranco ranking of popular sites, list of 5 October 2026. tranco-list.eu
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- schema.org: Product, Offer, OfferShippingDetails, MerchantReturnPolicy, Organization. schema.org

About Specoria

Specoria is the layer that prepares e-commerce for AI shopping agents: it measures how your store looks to an agent, finds the gaps, and manages the fixes.

Test your store. The current free test extends the checks in this report to 27: specoria.com. You get category scores, critical blockers and ready-made code for your top three fixes; a detailed report and improvement plan for your store are free too.

Contact: contact@specoria.com · This report rests on Specoria’s own measurements; third-party figures belong to the organizations cited. Store names are not published.