



AGENT SHOPPER INSIGHTS BRIEF: CONSUMER ELECTRONICS

Agent Shopper Insights Brief: Consumer Electronics

EXECUTIVE SUMMARY

Jellyfish's [Agent Shopper](#) analysis reveals that AI shopping agents are fundamentally reshaping how products are discovered and shortlisted across retail marketplaces. To reach agentic shortlists, products must be visible and competitively priced across at least two major retailers. Amazon, Best Buy, Target, and Walmart dominate these results, appearing three times more often than brand-owned sites.

Across categories such as TVs, headphones, vacuums, coffee makers, and gaming consoles, agentic visibility depended on a few critical factors: accurate, machine-readable product specs; verified consumer reviews; and dynamic pricing strategies including bundles and trade-ins. Brands like Apple, LG, Samsung, and Sony ranked highest when they maintained consistent stock, updated compatibility data, and fostered authentic third-party validation.

Overall, AI agents are rewarding transparency, functionality, and consumer consensus over traditional marketing influence, making multi-retailer presence, credible peer proof, and structured product data the new drivers of digital commerce success.

AI shopping agents favor products that demonstrate transparency, real-world validation, and consistent marketplace availability. The strongest performers share several key traits:

- **Consumer consensus:** Authentic reviews, recommendations, and verified user experiences play a larger role in agent evaluation than brand reputation.
- **Functional benefits:** Technical details and pricing are prioritized, with agents identifying added value through bundles (e.g., soundbars with TVs) or integration (e.g., compatibility with smart speakers).
- **Availability and reach:** Products that remain consistently in stock across multiple major retailers rank higher.

Across categories, AI agents consistently prioritized:

- **Structured, machine-readable specs** with clear, current technical details (noise cancellation, battery life, screen tech, brewing modes).
- **Verified consumer reviews and ratings** from trusted retail marketplaces.
- **Competitive, dynamic pricing** including deals, bundles, and trade-in offers.
- **Accessory and bundle inclusion** such as starter kits, companion accessories, or value-added packages.
- **Integration and ecosystem compatibility** across platforms like iOS, smart TV systems, and gaming consoles.
- **Authentic media validation** through credible reviews, YouTube demos, and TikTok content—weighted more heavily than paid advertising or brand PR.

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Natasha Wallace, Chief Solutions Officer, Strategy & Planning

In a year rapidly reshaping American shopping habits, a silent revolution is underway. The power to influence what ends up in millions of homes isn't just in the hands of consumers, or brands for that matter, but in the autonomous AI agents guiding every search, shortlist, and purchase.

Forget the simple product list. Retail marketplaces like Amazon, Walmart, Target, Best Buy, are now the pivotal arenas for discovery. Jellyfish's latest [Agent Shopper](#) analysis finds their mentions outstrip brand-only sites by a ratio of three-to-one in agentic shopping outcomes. Visibility and pricing across two or more top retailers are now decisive. You could have the most innovative TV or coffee maker in the world, but if it's not present and competitively priced across key marketplaces, it may never even reach a consumer's shortlist.

Pricing data isn't the only currency. Influencer reviews, YouTube unboxings, and TikTok demos routinely outscore official brand PR. Today's agentic path to purchase is a contest of transparency, innovation, and peer-reviewed trust, where product attributes must be verifiable and consumer sentiment must be real, not manufactured. Media and review sites fill the gap on expert testing and comparative insights, alongside retail marketplaces.

***"AI is
rebuilding the
marketing
funnel from
the ground
up."***

Natasha Wallace, Chief Solutions
Officer, Strategy & Planning



Agents are ruthlessly logical

Agents are ruthlessly logical. They prioritize clear, machine-readable specs like OLED screens, ANC headphones, smart brewing features verified consumer reviews, real-time deals, bundles, and compatibility within ecosystems like Apple, Microsoft, and Sony. Soundbars with TVs, travel mugs with coffee makers, exclusive gaming bundles aren't just nice-to-have features, but conversion catalysts in the age of AI shopper gatekeepers.

AI's Favorites: What gets picked, clicked, and bought

- Smart Speakers: *Amazon Echo, Sonos Era, Google Nest*
- Gaming Consoles: *PlayStation 5, Xbox Series X, Switch OLED*
- Televisions: *LG OLED, Samsung Neo QLED, Sony Bravia*
- Coffee Makers: *Ninja DualBrew, Philips LatteGo, Keurig*
- Vacuum Cleaners: *Dyson Outsize, Shark Stratos, BISSELL ICONpet*
- Wireless Headphones: *Sony WH-1000XM6, Bose QuietComfort, AirPods Max*

(See appendix – agentic rankings for details)

Inside the new AI playbook — Data, trust, and the marketplace mandate

AI agents have dismantled old marketing logic. Gone are the days when a convincing story or glitzy campaign guaranteed purchase. Automated shopping now demands genuine differentiation, verified functionality, and multi-channel presence.

Smart speakers

Voice assistant integration is now a hard gate. If you don't support Alexa, Google Assistant, or Siri, you're downgraded instantly. The winning strategy? Make every product feature machine-readable, embrace influencer and media reviews as validation, and never miss retail bundles.

Gaming Consoles & Accessories

Verified compatibility and robust bundles matter as much as SSD size or refresh rate. Special editions (like Xbox Series X Diablo IV or Switch OLED Zelda) and multi-accessory packs routinely surface as agentic favorites. Influencer content often trumps brand advertising.

Televisions

Agents seek out pixel-perfect specs like OLED, HDMI 2.1, MiniLED, real pricing, and cross-platform compatibility. Gaming features and integration with top smart platforms are conversion multipliers. Bundled soundbars or flash sale pricing, all delivered via structured marketplace listings, decide who gets seen.

Coffee Makers

Agentic logic spotlights multi-functional, bundle-driven innovation like smart connectivity, espresso and drip modes, and influencer brewing demos. Retailer presence and real user reviews make or break visibility. Competitive discounts and dynamic deals surface premium models.

Wireless Headphones

Structured features, competitive deals, and integration across Apple, Android, and Windows ecosystems rule. Marketplace visibility and reviewer credibility (Amazon, Best Buy, YouTube, TikTok) matter more than historic brand equity. Price sensitivity is high—agents flag aggressive deals, bundles, and trade-ins instantly.

STRATEGIC IMPERATIVE FOR BRANDS

To win the trust of both agentic and human buyers, brands must deliver three pillars: data transparency, authentic peer proof, and marketplace competitiveness. Brand fame is only part of it. Being discoverable, verifiable, and truly available is now the threshold for commercial success.



Appendix – Agentic Rankings

TOP THREE BRANDS PER CATEGORY

Smart Speakers:

1. Amazon (Echo Studio, Echo Dot)
2. Sonos (Era 300, Era 100, Move 2)
3. Google (Nest Audio, Nest Mini, Gemini integration)

Gaming Consoles & Accessories:

1. Sony (PlayStation 5, DualSense, VR2)
2. Microsoft (Xbox Series X, Elite controller)
3. Nintendo (Switch OLED, Joy-Con, gaming bundles)

Televisions:

1. LG (G5 OLED evo AI, C5, B5)
2. Samsung (S95F OLED, Neo QLED, QD-OLED)
3. Sony (Bravia 8 II QD-OLED, MiniLED, audio integration)

Coffee Makers:

1. Ninja (DualBrew Pro, Luxe Cafe Premier)
2. Philips (LatteGo Super Automatic)
3. Keurig (pod systems, K-Elite)

Vacuum Cleaners:

1. Dyson (Outsize+, V15 Detect, cordless models)
2. Shark (Stratos Cordless, upright models)
3. BISSELL (ICONpet, CrossWave, robot vacuum)

Wireless Headphones:

1. Sony (WH-1000XM6, WF-1000XM5)
2. Bose (QuietComfort Ultra, QuietComfort Earbuds)
3. Apple (AirPods Max, AirPods Pro 3)

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