AI shopping agents in the next 6 months (Nov 2026 to May 2027)

What Google, OpenAI, Amazon, Microsoft, Shopify, and Adobe have dated for shopping agents from November 2026 through May 2027. Checked November 5, 2026.

Last updated November 5, 2026

From November 2026 through May 2027, the public record is a short list of rollouts already underway and a handful of phrases with no day attached. Google has direct checkout running for named Canadian retailers as of November 4, and a U.S. cart that launched October 15. OpenAI's merchant page, read November 5, still sends the ChatGPT purchase to the store's own site or app. Amazon's October 29 earnings release counts users of Alexa for Shopping and does not name the next launch. Microsoft's Copilot Checkout page says it cannot give a timeline for other countries.

The dated work inside the window is Google's: simplified Universal Commerce Protocol tools in Merchant Center "starting next year," loyalty rewards "in the coming months," and Australia and Canada "early next year" on the developer guide. OpenAI aims at a self-serve merchant platform "later this year," and more regions "over time." Adobe has published holiday traffic forecasts for November and December. Those figures are clicks from an AI source onto a retail site. They are not a count of agents paying on their own.

A month with no dated launch is left empty on purpose. Who can pay today is covered on this site in the guide Can an AI shopping agent check out for you?

How a claim is sorted

Announced means a linked company page or an Adobe page says it.

Likely means that page aims the work at this six-month stretch and does not name a day. The word means "their phrase covers these months." It is not a new odds estimate from this desk.

Watch for means a later check should confirm the item or drop it: the page withholds a date, two pages disagree, or a follow-up named earlier was not confirmed on November 5, 2026.

Month by month, November 2026 to May 2027

An empty announcement means no linked source named that month. It is not a prediction that the month will be quiet, and it is not a prediction that a product will ship.

Announced, likely, and watch-for notes by month

Month	Announced	Likely	Watch for
November 2026	November 4: Google said direct checkout was rolling out to Canadian shoppers in AI Mode and the Gemini app, for lululemon, select Shopify merchants, Shoppers Drug Mart, and Simons.	Adobe's forecasts for Thanksgiving (November 26), Black Friday (November 27), and Cyber Monday (November 30). The holiday page also labels a GenAI traffic chart November through December, with 130 percent growth for the season.	Which Thanksgiving growth rate Adobe is standing behind: 141 percent on the holiday page, or 159 percent in the October 29 report. Whether Google names Canadian retailers beyond the November 4 list.
December 2026	No company in this set named a launch day in December.	OpenAI's merchant page still says a self-serve portal "later this year." If that sentence still means 2026, December is the last month it can land. Adobe's holiday chart runs through December.	Google's "coming months" work on loyalty rewards, which is not pinned to December. PayPal inside Google checkout, described as soon in January and not confirmed in the October or November posts.
January 2027	No page names a day in January.	January is the first month inside "starting next year" from Google's November 4 post, and it sits inside "early next year" from the October 19 developer guide, for Merchant Center access in Australia and Canada.	Merchant Center help says Australia and Canada follow "next year," without the word early. A January opening would fit the developer guide. The help page does not require it.
February 2027	No dated shopping-agent launch was found.	Still inside "next year," and on one reading inside "early next year," if the Merchant Center hub has not opened.	Any new Amazon page. The October 29 earnings release does not schedule one.
March 2027	No dated shopping-agent launch was found.	The same undated Google phrases, if the work has not shipped. OpenAI's line on other regions is "over time," which does not prefer March.	Whether OpenAI has named a country besides the United States. The merchant page does not.
April 2027	No dated shopping-agent launch was found.	This report does not place the hub in April. "Early next year" is the developer guide's phrase, and April needs a new sentence from Google before it counts as that phrase.	A revised Google page that either dates the hub or replaces "early next year."
May 2027	No source names May. May is the end of this report's window.	Nothing in the source set is written to May.	Whether the Australia and Canada hub, loyalty rewards, and identity linking have shipped. Whether OpenAI's portal shipped in 2026. Whether Microsoft has named another country.