

ChatGPT's Instant Checkout: A New Era for AI-Powered Shopping?

Maria Cattini | 03/11/2025 | NEWS

With the launch of its **Instant Checkout** payment feature in the United States, **ChatGPT** (OpenAI) has taken a decisive step into e-commerce. The tool allows users to **purchase products directly within the chat interface**, potentially transforming how consumers discover and buy items online — and challenging the dominance of traditional search-engine-based shopping.

How ChatGPT's Instant Checkout Works

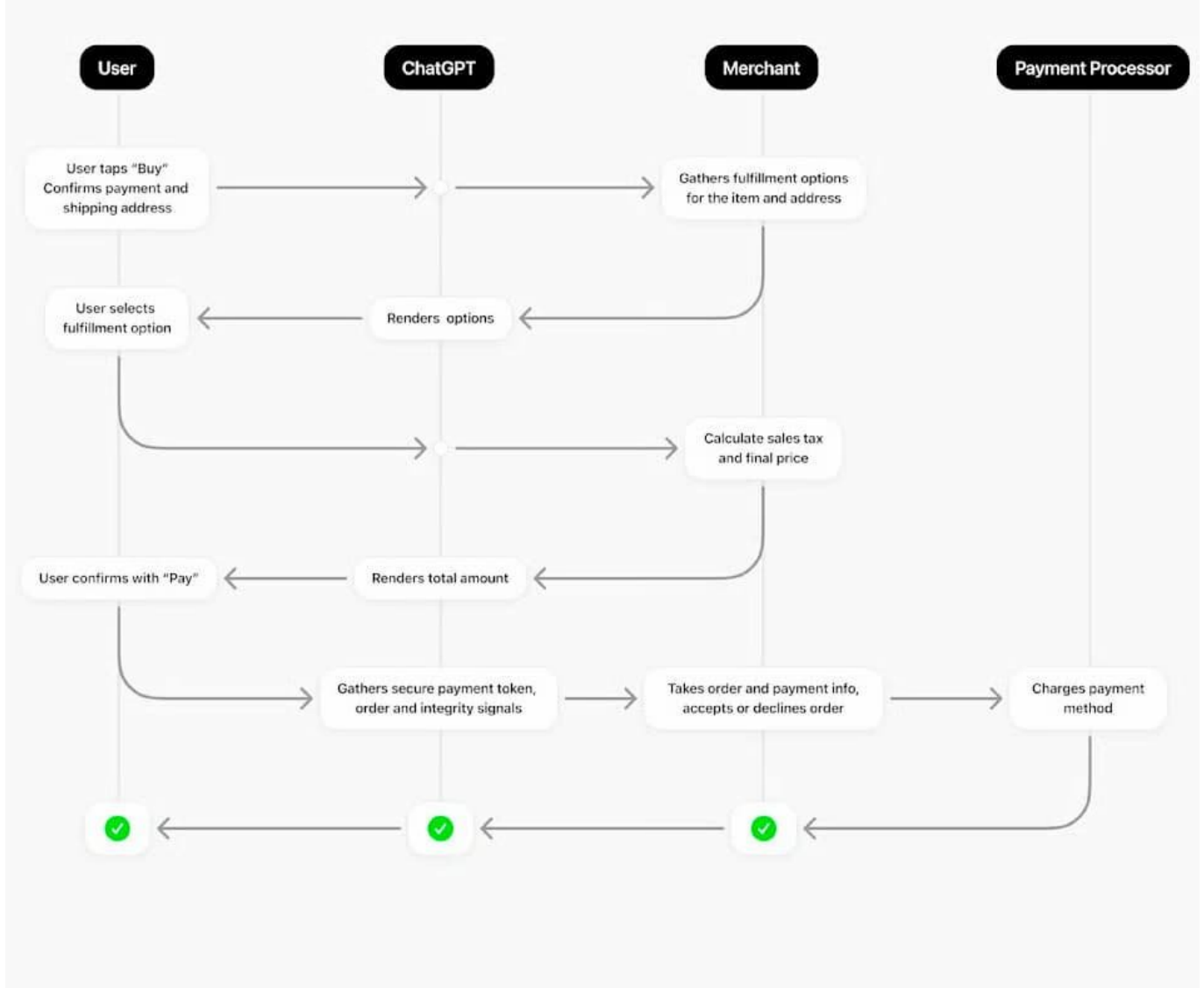
A user can simply describe a product, specify their **budget**, and instantly receive a **curated list of recommendations**, all without leaving the platform.

The system runs on the **open-source Agentic Commerce Protocol**, developed in collaboration with **Stripe**, which enables seamless integration for online merchants. Businesses pay only a **small commission per transaction**, while the experience remains **free for end users**.

“For sellers, it’s a new way of reaching hundreds of millions of people while retaining full control of their payments, systems, and customer relationships,” OpenAI said in a statement.

Documentation for developers and merchants is already available, signaling that OpenAI intends to build a **global commerce ecosystem** around its conversational platform.

Agentic Commerce Protocol Powering Instant Checkout in ChatGPT



Etsy Leads the Way — Shopify and Major Brands to Follow

The first official partner for Instant Checkout is **Etsy**, but OpenAI confirmed that more than **one million Shopify merchants** — alongside major fashion and lifestyle brands such as **Glossier**, **Skims**, **Spanx**, and **Vuori** — will soon join the program.

A new **multi-basket feature** will also enable users to **buy multiple items from different sellers in one transaction**, with the payment page clearly showing which merchant fulfills each order.

According to OpenAI, **product suggestions are entirely organic**, based on the user's prompts rather than sponsored listings — at least for now. Industry analysts believe that **paid placements** and **promoted results** could become part of the model later, echoing how traditional search evolved into advertising-driven ecosystems.

A Challenge to Google's Search-Commerce Model

Beyond its retail implications, **ChatGPT's entry into e-commerce** signals a deeper shift in the digital economy. For decades, **Google's advertising-based search model** has dictated how brands build SEO and marketing strategies. Now, conversational AI could redefine that balance.

Recent studies show a measurable migration from traditional search engines to AI-based assistants. The **Innovating with AI** agency reported that **Google's market share dipped below 90% for the first time since 2015**, while the **AI Search Archetypes survey** (Spring 2025) found that **43% of users now rely on AI daily** for their information and product searches.

This behavioral shift is prompting rapid responses from other tech giants:

- **Google** is accelerating the rollout of its **Gemini** models.
- **Microsoft** continues to expand **Bing AI** integration.
- **Apple** is transforming **Siri** into *Apple Intelligence*.
- **Samsung** is investing heavily in **Galaxy AI**.

Retailers Are Already Racing Ahead

E-commerce platforms have been quietly preparing for this AI revolution. In the fashion sector:

- **Amazon**, the largest clothing retailer in the U.S., launched **Rufus**, an AI shopping assistant that lets customers find products through natural-language prompts.

- **Zalando**, Europe's leading online fashion marketplace, recently introduced its own **AI-powered search companion** to help shoppers refine their style preferences.

As AI-assisted retail becomes mainstream, **instant, conversational shopping** may soon replace the familiar cycle of searching, scrolling, and comparing across multiple sites.

The Future: From Chatbot to Marketplace

With over **700 million weekly active users**, ChatGPT already functions as one of the largest digital interfaces on the planet. By merging **conversational search** with **integrated payments**, OpenAI is positioning itself not just as a productivity tool but as a **new kind of marketplace** — one where **conversation drives conversion**.

Whether this signals the birth of a new e-commerce ecosystem or merely an experimental step in AI monetization, one thing is certain: the shopping experience is being rewritten, one chat at a time.