

Future of Logistics Report: AI agents are transforming eCommerce and delivery choices

17-02-2026

Artificial intelligence is set to reshape online purchase paths and the way delivery methods are selected. According to a recent survey, 53 percent of logistics decision-makers believe that AI based shopping agents will be part of their online store within the next five years.

A total of 2,375 logistics decision-makers from Finland, Sweden, Estonia, Latvia and Lithuania responded to the survey conducted by Posti. The survey is part of Posti's new Future of Logistics Report, which builds on a trend analysis carried out by VTT.

You can access the newly published report here: posti.fi/en/trendreport

AI agents look past marketing slogans. Artificial intelligence is already present in online purchasing, but according to the report, AI agents mark a significant next step. Consumers can authorize AI agents to search, compare, and make purchases automatically based on their preferences.

This development will also shape logistics more broadly. When an AI system makes the decision, delivery choices rely on data-driven comparisons instead of human intuition. Online stores will need reliable and comparable data on delivery methods, speeds, and emission impacts. AI agents do not respond to marketing claims such as

"Fast delivery". They require precise delivery time information. Incomplete logistics data can even lead to an AI agent bypassing a store entirely.

"In the future, online stores will need to ensure that the data available on products, delivery options and payment methods is complete and consistent. Even with AI agents, people can still express their brand preferences, but these preferences cannot compensate for missing data. For example, if product dimensions are not provided and size matters to the customer, the agent may fail to recognize the product across different stores. In such cases, the agent may skip the store where the information is missing," says Tommi Rantanen, Vice President, eCommerce and Logistics Technologies at Posti.

AI agents will also influence ecommerce websites and marketing. When the buyer is an AI system, clear data and an easy buying process become key competitive factors. Visual appeal, for example, will not play the

same role it does today.

"However, it is important to remember that not all purchases will become automated. Many people are still hesitant to adopt new technologies, and for many, browsing online stores remains an important part of the experience. User-friendly sites will still continue to matter," Rantanen adds.

A data driven look into the twin transitions in logistics

The report examines how the combination of digitalization and sustainability – the twin transition – affects logistics. The theme is present across all areas of the report. In consumer behavior, it covers developments in ecommerce and the circular economy. Other themes include logistics center development, network optimization, risk management, and the renewal of transport

modes. commerce and the circular economy.

Posti's Future Report is based on two main sources:

- A logistics trend analysis, commissioned by Posti and conducted by experts at VTT, Finland's leading research organization specializing in technology and innovation.
- A survey of 2,375 business decision-makers in Finland, Sweden, Estonia, Latvia and Lithuania. Conducted by Posti and the research company Norstat, the survey explores their views on logistics trends, risks and investment plans. Respondents represented companies regardless of their current logistics service providers.

Source: [Posti](#)