

AI AGENT

"Find the best high-protein snack under 200 calories"

The Agentic Commerce Readiness Checklist.

An AI agent does not browse. It queries. And it recommends only the products it can read. Is yours one of them?

harmonya.com

◆ PRODUCT INTELLIGENCE FOR CPG & RETAIL

● YOUR PRODUCT, AS THE AGENT SEES IT

◆ Protein 20g

◆ Calories 190

◆ Gluten-Free Yes

◆ Allergens missing

◆ Sustainably Sourced unstructured

18 QUESTIONS · 3 LAYERS · ONE HONEST ANSWER

◆ 2026 SHIFT

Why This Is Urgent Now.

The way consumers find products has changed. They no longer browse shelves or scroll category pages. They query, asking AI agents to find the best high-protein snack under 200 calories, or the frozen meal with the cleanest ingredient list.

An agent answers with whichever products are legible to it. Not the most popular, not the biggest marketing budget. The ones whose data it can parse, evaluate, and confidently recommend.

For CPG brands, this is not a future-state problem. It is happening now.

58%

of consumers have replaced traditional search engines with AI for product research, **up from 25% in 2023.**

Capgemini Research Institute, January 2025

4,700%

growth in AI-driven traffic to US retail sites year-over-year in 2025, **the fastest-growing channel in ecommerce history.**

Adobe Digital Insights, August 2025

\$3–5T global commerce flowing through AI agents by 2030. McKinsey

\$20.57B US AI commerce spending in 2026 alone. eMarketer

GROCERY & CPG named the highest-probability early category for agentic adoption. J.P. Morgan

How to Use This Checklist.

18 questions across the three layers of product intelligence that decide whether your brand is visible in AI-driven commerce.

- 1** Answer each of the 18 questions **yes or no**. No partial credit. The capability is either in place or it is not.
- 2** Tally your yes answers at the end of **each layer** and at the **overall level** on the scoring page.
- 3** Prioritize your **lowest-scoring layer first**. It limits the effectiveness of every layer above it.

A note on scoring. Most CPG brands score between 8 and 11. That is not a comfort. It is competitive exposure. The brands scoring 14 and above are the ones AI agents surface first in your category.

THE THREE LAYERS

01 Attribute Intelligence

Can AI agents find and evaluate your products?

02 Demand Intelligence

Are you building toward where demand is going?

03 Consumer Intelligence

Do you know the words that make you worth recommending?

◆ LAYER 01 · THE FOUNDATION

Attribute Intelligence.

THE QUESTION Can AI agents find and evaluate your products?

Every product needs consistent, accurate, structured attribute data at the UPC level: ingredients, claims, certifications, diet and lifestyle tags, allergens, and nutrient content. All of it current and machine-readable. AI agents do not make judgment calls about incomplete data. They exclude it.

WHY IT DECIDES VISIBILITY

3.1×

more likely to be cited in Google AI Overviews when product pages carry structured data.

71%

of pages cited by ChatGPT include structured data.

Unstructured product data is excluded from AI-driven search. Silently, automatically, every time.

SE Ranking / Alhena AI, cited in Commercetools Enterprise Guide, 2026

01 You have **structured attribute data at the UPC level** for every active SKU, not just your top sellers.

02 Your ingredients, claims, certifications, and allergens are **machine-readable**, not embedded in a label image.

03 Product data is **updated within 30 days** of any formula, packaging, or claims change, across your full catalog.

04 Attributes are **consistent across all retail channels** (DTC, Amazon, Walmart.com, Target.com) on one taxonomy.

05 You can identify, **right now**, which SKUs have incomplete or missing attribute coverage.

06 Diet and lifestyle claims (keto, vegan, non-GMO, gluten-free) are **standardized and tagged at the UPC level**.

◆ IN PRACTICE

A leading food & beverage manufacturer, structured at the UPC level.

Harmonya established structured attribute data across the full catalog, enabling vendor contract renegotiation on clean, auditable product data.

71%

fewer non-informative labels

25×

ROI delivered

\$20M

annual savings

◆ Attribute Intelligence score

-- / 6

◆ LAYER 02 · THE STRATEGIC DIRECTION

Demand Intelligence.

THE QUESTION Are you building toward where demand is going, or where it has been?

Demand Intelligence groups product attributes into commercially meaningful clusters called Demand Themes, and tracks their trajectory across the competitive set. A Demand Theme is not a trend report. It is a validated, sized signal: it shows the theme is growing at a specific rate, that your coverage is partial, and that a competitor may already be better positioned to capture it.

WHY IT DECIDES VISIBILITY

90%

of B2B buying will be AI-agent intermediated by 2028.

\$15T

in spend flowing through AI agent exchanges.

That includes your retailer buyers. Demand Themes are the language those procurement systems will understand.

Gartner, November 2025

01 You know which demand themes are **growing fastest right now**, validated by actual sales data, not trend reports.

02 You can measure your **brand coverage** of those themes versus your top three competitors, at the product level.

03 You can **detect emerging themes before they peak**, early enough to act on innovation, assortment, or positioning.

04 You can trace a **specific revenue gap** to a specific attribute or demand theme your portfolio is missing.

05 Your innovation teams see **which attributes drive category growth**, not just which products are selling.

06 Demand tracking is **updated at least monthly**, not an annual study that is out of date before it ships.

◆ IN PRACTICE

A leading global snacks manufacturer, at a major mass retailer.

Harmonya analyzed 100,000+ product records across 5,000+ SKUs, turning reactive category monitoring into proactive, demand-driven portfolio strategy.

\$300M+

opportunities surfaced

\$130M+

"Bold & Spicy" gap

\$475M

Plant-Based theme, +4.5%

◆ Demand Intelligence score

-- / 6

◆ LAYER 03 · THE VOICE OF THE SHOPPER

Consumer Intelligence.

THE QUESTION Do you know the exact words that make your product worth recommending?

Consumer reviews at scale contain information that exists nowhere else: the language shoppers actually use, the attributes that drive repeat purchase, and the signals that separate brands people return to from ones they leave. Connected at the attribute level, it tells you not just that a product has a claim, but whether shoppers believe it.

[harmonya.com](https://www.harmonya.com)

WHY IT DECIDES VISIBILITY

75%

of consumers form negative opinions about a brand after encountering incomplete or inaccurate product information. Up from 62% in 2023.

AI agents reward verifiable, structured data over marketing language. Connected consumer signals are what they can evaluate.

Syndigo State of Product Experience, 2025 / McKinsey QuantumBlack, October 2025

01 You **systematically analyze reviews at scale**, not just monitoring star ratings or reading manual samples.

02 You know which **words and phrases correlate with repurchase** and loyalty, not just which attributes get mentioned.

03 You can **benchmark consumer language vs competitors** at the attribute level, not just brand or category level.

04 You know which claims shoppers mention most, and **which your top competitors own** in consumer language.

05 Your reviews are **connected to specific product attributes**, not aggregated into a single sentiment score.

06 You track **sentiment by attribute**, so you know if dissatisfaction is taste, texture, packaging, price, or a claim.

◆ Consumer Intelligence score

-- / 6

◆ IN PRACTICE

A leading CPG company, in the \$1.2B+ RTD coffee market.

Harmonya analyzed 1,000+ verified reviews per brand across 8 competitors, revealing the positioning territories each brand owned, and which were uncontested.

"smooth and balanced"

"grab-and-go convenience"

\$1.2B+

market analyzed

8

competitors benchmarked

1,000+

reviews per brand

Score Yourself.

SCORE	FOUNDATION LEVEL	WHAT IT MEANS
15–18	◆ Strong Foundation	You are positioned to compete in agentic commerce. The priority now is execution speed and staying ahead of competitors actively closing the gap.
9–14	◆ Partial Foundation	Real gaps exist that AI agents will find before you do. Identify your lowest-scoring layer and prioritize it first. It limits the layers above it.
0–8	◆ Active Risk	Your products may already be invisible to AI-driven discovery in your category. The brands winning now are scoring significantly higher.

Where most brands land. The majority of enterprise CPG brands score between 8 and 11. The gap between 9 and 15 is not about effort or strategy. It is about infrastructure.

TALLY YOUR ANSWERS

01 Attribute Intelligence -- / 6

02 Demand Intelligence -- / 6

03 Consumer Intelligence -- / 6

TOTAL / 18

What Winning Looks Like.

The brands that win are the ones whose products are completely legible to AI at every layer. These are not three separate projects. They are three layers of one foundation.

Attribute Intelligence

- 01** The prerequisite. Structured at the UPC level so agents can find and evaluate each SKU.

Demand Intelligence

- 02** Growth themes connected to specific revenue, so teams move before competitors do.

Consumer Intelligence

- 03** The words shoppers actually use become the foundation for positioning and product.

\$20.57B

in US AI commerce spending in 2026 alone, **nearly 4× the 2025 figure.** The inflection is already here.

eMarketer, December 2025

\$115B

in projected US AI-driven ecommerce by 2030, with **nearly 50% of online shoppers using AI agents** for discovery.

Morgan Stanley, November 2025

◆ ONE DATA LAYER

Harmonya Is the Complete Foundation for Agentic Commerce.

Product Intelligence for CPG & Retail, delivering all three layers of the agentic commerce foundation through a single data feed that integrates with the tools your teams already use.

40M+

products enriched at the UPC level

17,000+

attributes structured and maintained

103M+

consumer reviews connected to products

How Harmonya Closes the Gap.

INTELLIGENCE LAYER	THE GAP	HOW HARMONYA CLOSES IT
◆ Attribute Intelligence	Incomplete, inconsistent product data agents cannot parse, especially outside top sellers. Invisible until an agent skips the product.	Enrichment structures 40M+ products across 17,000+ attributes at the UPC level: machine-readable, maintained, and mapped to every retailer and channel.
◆ Demand Intelligence	No visibility into which themes are growing or where you underperform. Strategy made on gut feel and annual reports that are already outdated.	The module clusters attributes into Demand Themes , sizes them by actual sales, and benchmarks your portfolio against the competitive set, retailer by retailer.
◆ Consumer Intelligence	Review data that lives in a spreadsheet and gets read twice a year. No connection between what shoppers say and what your attributes are.	The module analyzes 103M+ reviews at the attribute level , surfacing the exact language shoppers use and the territories your competitors own.

◆ FREE FOR YOUR CATEGORY

See where your brand stands in your category.

Talk to a Harmonya product intelligence specialist and get a free category analysis for your portfolio. We'll show you where your Demand Themes stand relative to the competitive set, delivered within 48 hours.

[Talk to a specialist →](#)harmonya.com/get-a-demoharmonya.com

Free

category analysis

WHAT IT SHOWS

- ◆ The consumer language shaping your category
- ◆ How your brand shows up against the competitive set
- ◆ Where the highest-impact gaps are