

The New Personal Shopper: Who is Shopping with ChatGPT?



*AI isn't a future trend, it's
already guiding millions of
young people to buy every
day.*



Varia AI

varia-ai.com

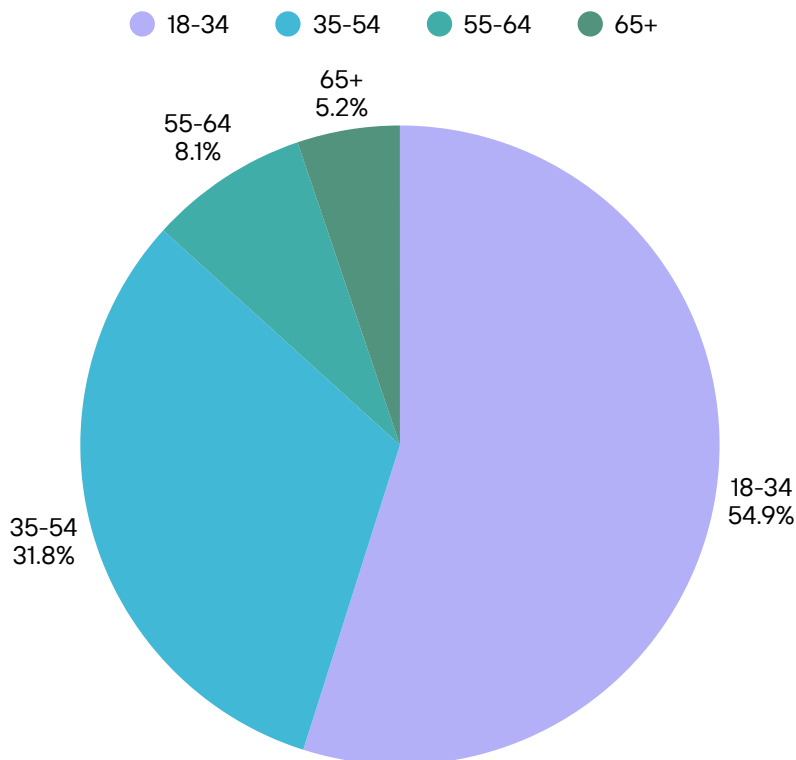
June 2025

Prepared by

Dev Devnani, Co-Founder
Sofia Jaramillo, Marketing

The Change Isn't Theory - It's in the Cart

A generational shift is happening. Gen Z and Millennials are handing their shopping decisions to ChatGPT.



50%

of ChatGPT users
are 18 -34.

60%

of ALL consumers
use ChatGPT & AI to

SHOP

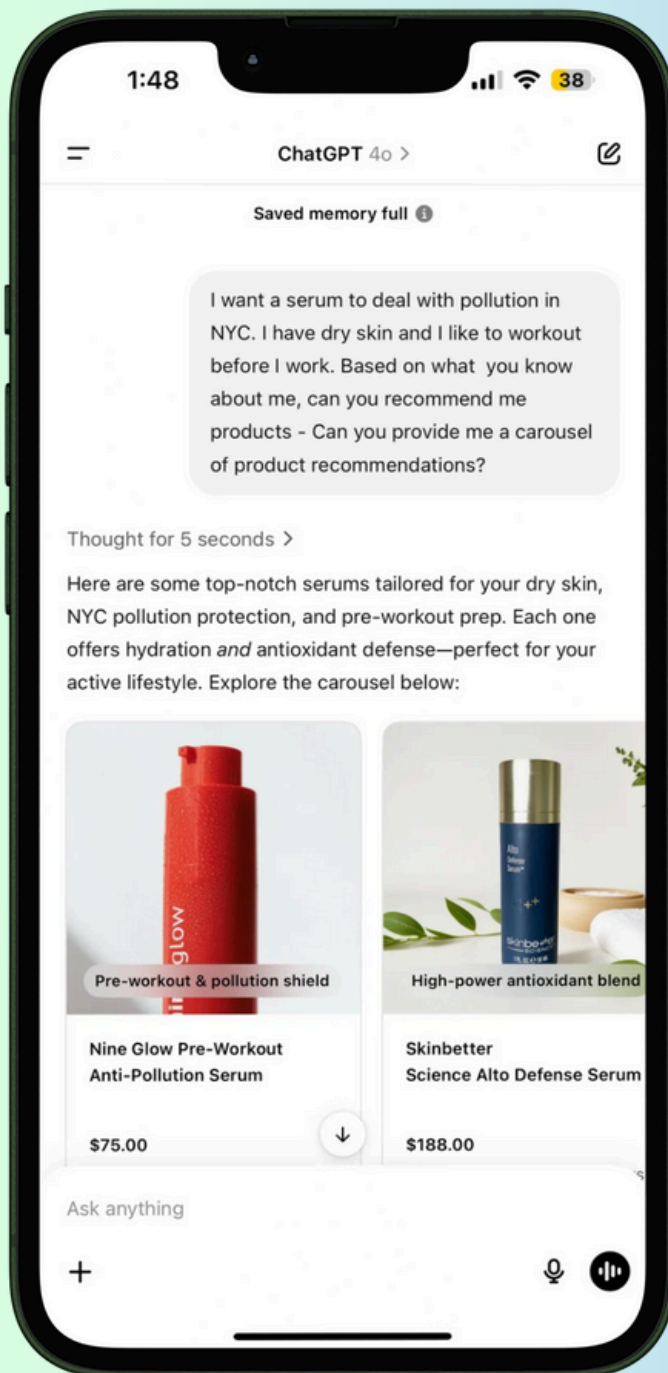
Consumers use AI because it “**augments their decision-making**” as *UVA Professor Luca Cian* shares. **They offload their mental burden to AI.**

*“I asked ChatGPT to help me pick out skincare products. I’m allergic to a lot of ingredients, **this saved me hours.**”*

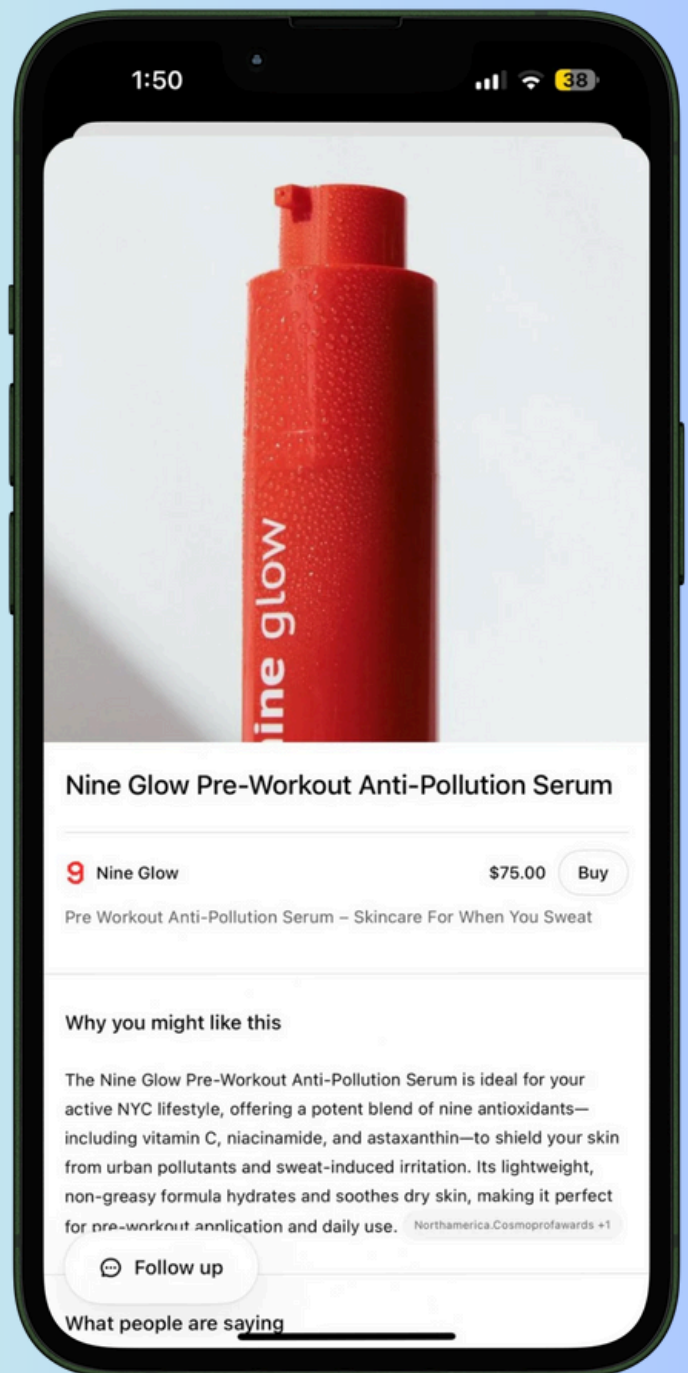
— Audrey, 26, NYC

What does ChatGPT or AI shopping look like?

It's **personalized** & **streamlined**



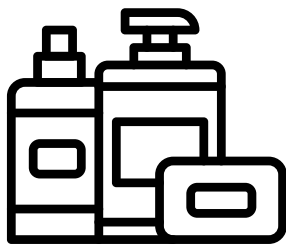
Brands who can't compete with this **will lose.**



It takes less than 30 seconds.

Personal Care. Beauty. Supplements. ***These are being disrupted first.***

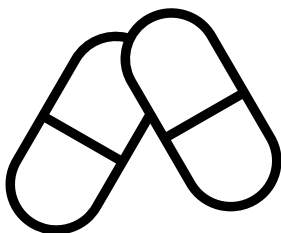
Categories requiring personalized recommendations and complex ingredient analysis are where consumers turn to AI first—bypassing traditional brand discovery entirely.



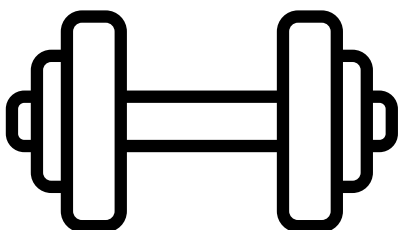
Personal Care



Beauty



Supplements



Workout Products

VOGUE BUSINESS

Gen Z is using ChatGPT as a dermatologist. What does it mean for brands?



"I've been telling ChatGPT everything I've eaten for the last 2 weeks, and it's telling me what supplements I could use"