

P&G Position Statement

W3C & GS1 Workshop: E-Commerce for Humans and AI Agents

September 2026 | Zurich, Switzerland

Procter & Gamble welcomes the opportunity to participate in discussions on how AI agents are transforming the way people discover, evaluate, and act on information. While commerce is an important application, we believe the implications extend more broadly to content visibility, product discovery, consumer choice, and the future of the open web.

As AI increasingly becomes an intermediary between consumers and digital content, new questions emerge around how information is represented, discovered, trusted, and acted upon. Content originally created for human consumption must increasingly be understandable and usable by both humans and machines. This shift creates opportunities to improve consumer experiences, while also introducing challenges related to transparency, interoperability, and equitable access to information.

P&G is particularly interested in discussions around:

- Standards that enable structured, trustworthy, and machine-readable information.
- How AI agents discover, interpret, and represent products, content, and services.
- Maintaining open and interoperable ecosystems while encouraging innovation.
- Transparency and consumer trust in AI-mediated recommendations and decisions.
- Ensuring consumers retain meaningful choice as AI increasingly influences discovery and purchasing journeys.
- Clarify and define industry / retailer collaboration, standards and processes to deliver the consumer promise of agentic commerce.

A central dimension of agentic commerce is the brand-retailer relationship and the data collaboration behind a great shopper experience. Agents transact on the structured data they are given, yet that data is rebuilt differently for every retailer and agent, and product content can fall short of what agents need to recommend confidently. P&G sees significant value in interoperable, retailer-agnostic product data standards, grounded in GTIN and the GS1 Web Vocabulary, so brands and retailers can maintain one trusted source of truth. As agents move into checkout and payment, standards should keep these journeys open, transparent, and auditable, preserving visibility into the shopper, clear disclosure of recommendations, and the ability to correct inaccurate representations, especially for health, safety, and regulatory claims.

As a company with a global portfolio of brands and extensive experience creating and managing product information at scale, P&G is interested in collaborating with standards organizations, technology providers, retailers, content creators, and AI platforms to help shape approaches that promote openness, interoperability, trust, and consumer value.

We look forward to contributing practical perspectives and learning from others across the ecosystem.