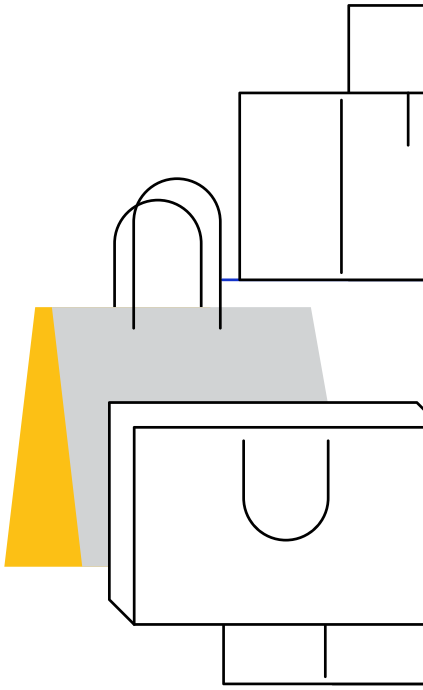
2026

How Acquirers Prepare for Agentic Commerce

Acquirers in Brazil, the UAE, and U.S.







VISA

Table of contents

The Big Picture 4

Executive Summary 6

Key Findings 10

Actionable Insights 78

Methodology 90

About 92

2026

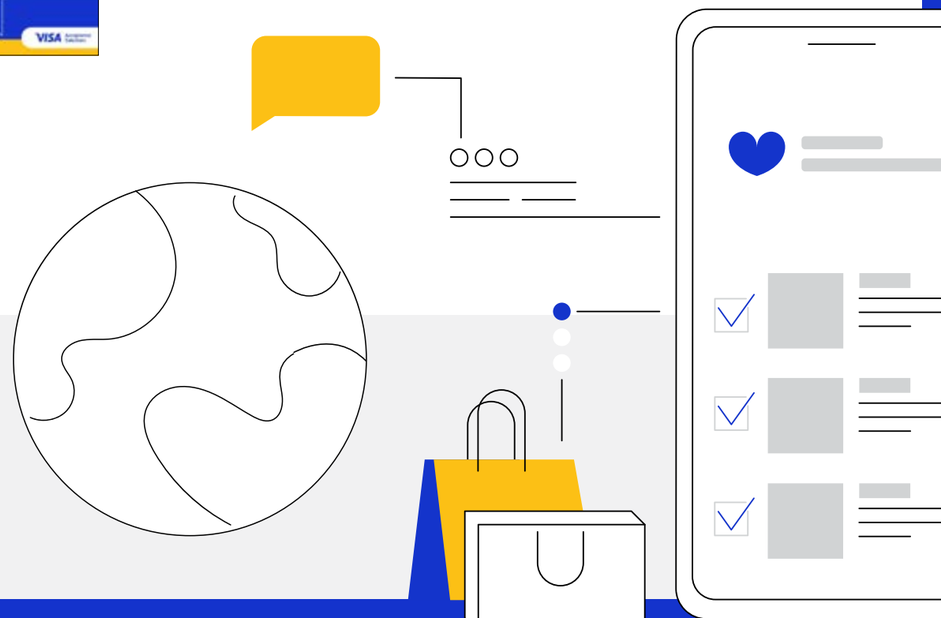
How Acquirers Prepare for Agentic Commerce:

Acquirers in Brazil, the UAE, and U.S.



Read the 2025 report:
Bridging the Gap: Helping Acquirers Meet Evolving Merchant Demands

Click here to download



VISA

How Acquirers Prepare for Agentic Commerce: Acquirers in Brazil, the UAE, and U..S. was commissioned by Visa Acceptance Solutions, a Visa company, and PYMNTS Intelligence is grateful for the company's support and insight. • This report draws on insights from a survey of 75 acquirers across three countries that was conducted from January 16, 2026, to January 30, 2026. To learn more about our data, refer to the methodology at the end of this report. • PYMNTS Intelligence retains full editorial control over the following content, findings, methodology, and data analysis. • Neither PYMNTS nor Visa makes representations or warranties of any kind, express or implied, regarding the correctness, accuracy, completeness, adequacy, or reliability of or the use of or results that may be generated from the use of the information.

The big picture

Seamless omnichannel shopping isn't stalled by a lack of demand but by legacy systems and cost.

- Most acquirers in Brazil, the United Arab Emirates, and the United States offer seamless digital-physical experiences, but merchant deployment is limited.
- Merchant barriers center on deployment cost, legacy systems, and integration complexity.

Discussions around agentic commerce are underway. Acquirers who wait may be left behind.

- Three in four acquirers are waiting for clear demand signals, and many are only planning selective adjustments.
- Nearly all acquirers are confident that agentic commerce is possible by improving existing infrastructure.

Acquirers see agentic commerce as an extension of the digital shopping model and view responsibility as shared among ecosystem participants.

- Four in 10 acquirers see fraud prevention, identity verification, and credential security as their responsibility in an agentic commerce ecosystem.

Agentic commerce hinges on clarifying ownership of risk and of the shopping and payment journey.

- The path to agentic commerce is framed as policy alignment and identity redesign first—and as technical optimization second.

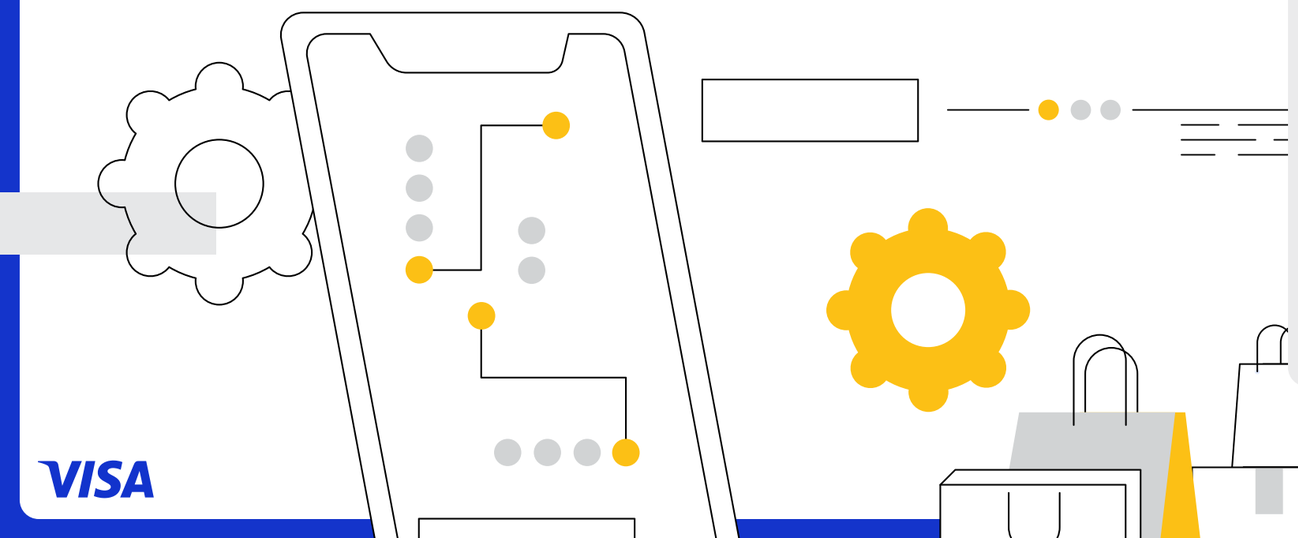
Acquirers are investing in agentic capabilities that enhance payment orchestration and governance.

- Planned investments reflect acquirers' perceived role in the ecosystem.
- Acquirers are building the foundations that make agent autonomy trustworthy and interoperable before expanding automated execution use cases.

Executive summary

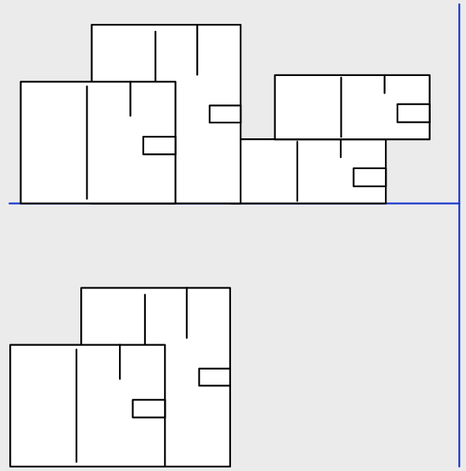
Agentic commerce is moving from concept to strategic planning against a backdrop of growing omnichannel demand. Acquirers have spent years building unified stacks to serve customers seamlessly across in-store, online, and mobile channels.

The next frontier is not a departure from that work but an extension of it. Agent-initiated payments represent a new channel, and like every channel before it, success will depend on whether the underlying infrastructure for authentication, risk, and transaction orchestration can flex to meet it.



49%

Acquirers that need regulatory certainty before scaling agentic commerce

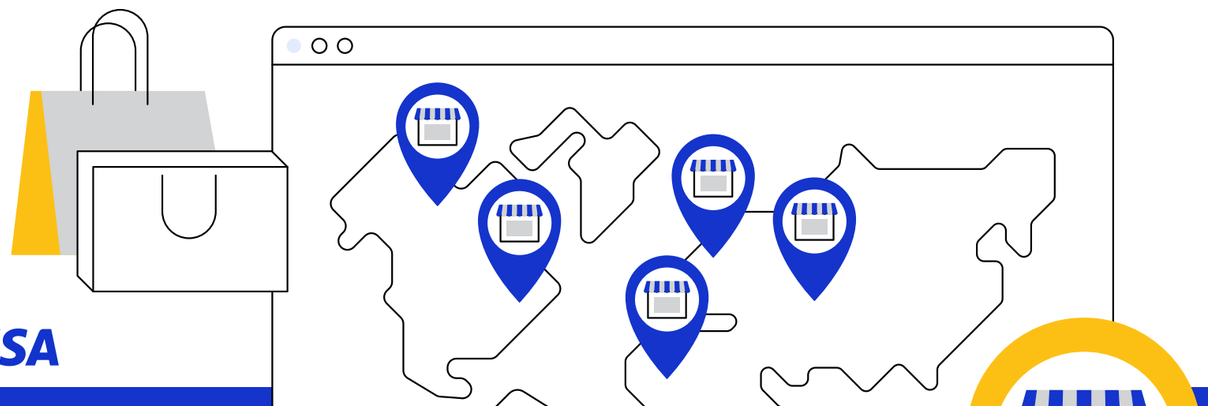


Understanding how acquirers perceive agentic commerce today matters precisely because they sit at the center of that orchestration layer. Last year we found that acquirers were still modernizing their omnichannel foundations. This year, agentic commerce has emerged as a new channel—one with its own authentication, risk, and orchestration demands. The lesson from omnichannel still applies: siloed infrastructure creates siloed outcomes. Agentic must be integrated into the unified stack, not built beside it.

What is an acquirer?

Acquiring banks, meaning acquirers, are financial institutions that enable businesses to accept credit and debit card payments. They serve as bridges between merchants and the issuing banks that connect to card networks (such as Visa or Mastercard). Acquirers process transactions, forward payment requests for authorization, and deposit funds into merchant accounts. In addition, they play central roles in risk management, fraud prevention, and compliance. Beyond these core aspects of payment processing, acquirers can also offer eCommerce solutions and other expertise and services to the merchants they serve.

Note: In Brazil, acquirers are classified as payment institutions, not financial institutions.



80%

of acquirers are at least somewhat prepared to enable seamless omnichannel shopping

Agent-initiated transactions challenge foundational assumptions about who authenticates, who authorizes, who bears fraud risk, and who governs consent. If the ecosystem aligns early around standards, identity frameworks, and accountability models, agentic commerce can scale in a controlled, commercially sustainable way. If not, fragmentation, liability disputes, and inconsistent risk treatment could slow adoption and erode trust.

This data provides an early signal of where conviction is strong, where hesitation remains, and where coordination will be required to unlock the next phase of payments innovation.

These are just some of the findings and insights highlighted in **How Acquirers Prepare for Agentic Commerce: Acquirers in Brazil, the UAE, and U.S.**. This study was commissioned by Visa Acceptance Solutions, and PYMNTS Intelligence conducted the research and produced the report. It draws on insights from a survey of 75 acquirers across three countries conducted from January 16, 2026, to January 30, 2026.

Key findings

01

Unified commerce foundation

Seamless omnichannel shopping isn’t stalled by lack of demand but by legacy systems and cost.

These patterns echo the unified commerce challenges highlighted in the 2025 report; cost, time, and integration complexity remain the primary barriers to turning capability into scaled deployment.

Merchant barriers revolve around deployment cost, legacy systems, and integration complexity.

Acquirers point to fragmented infrastructure, legacy system constraints, and limited orchestration capabilities as the primary barriers to delivering truly seamless cross-channel payments.

Seamless omnichannel shopping is constrained by merchant-side barriers.

Eight in 10 acquirers are prepared to offer seamless omnichannel shopping, a 7% increase year-on-year. Yet only 32% of merchants actually offer an identical payment experience between digital and physical channels.

The data shows that acquirers have the technological capability to offer seamless omnichannel shopping and payment experiences. Eight in 10 acquirers are at least somewhat prepared to offer seamless shopping and payment experiences, with Brazil and the United States above average.

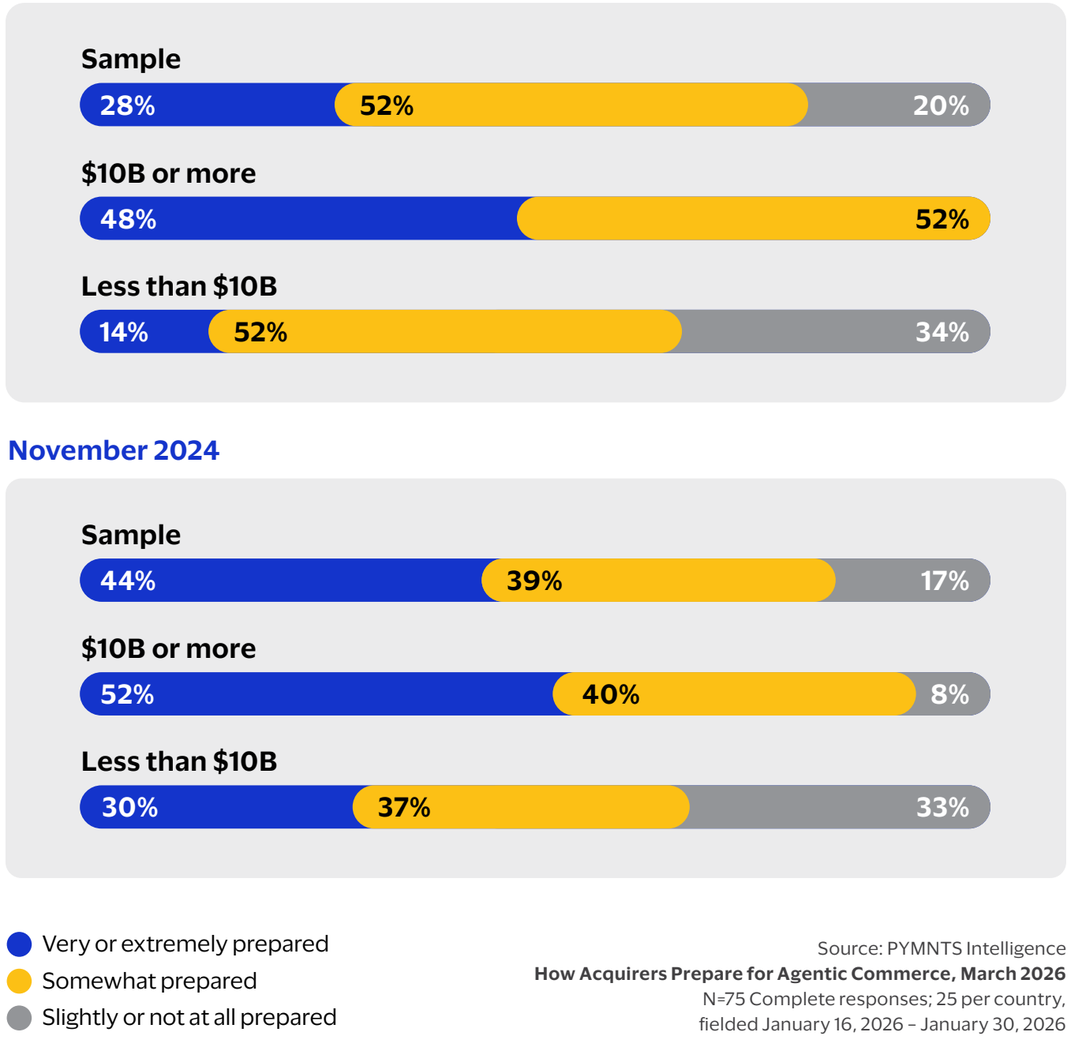
However, merchant deployment remains uneven. Nearly seven in 10 of the retailers that acquirers work with do not offer identical payment experiences to consumers across their digital and physical channels.

This reveals a meaningful gap between infrastructure and scaled adoption and suggests that scaling merchant deployment remains the critical lever for translating capability into measurable acceptance gains and consistent payment experiences.

Figure 1:

Acquirer current readiness to offer seamless omnichannel shopping and payments solutions

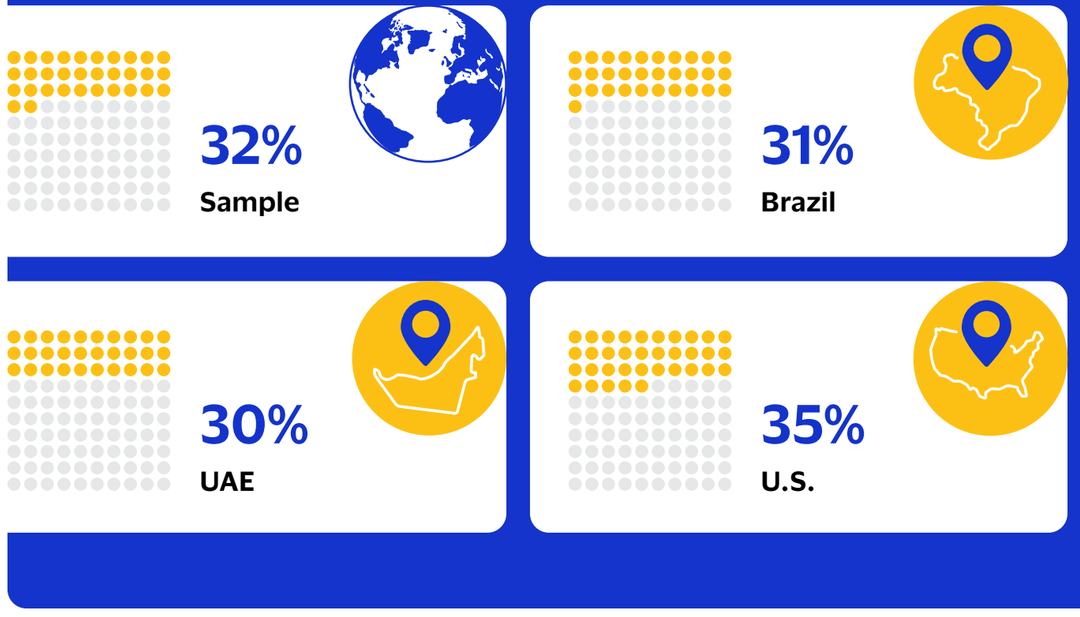
Share of acquirers citing their level of preparedness to offer seamless shopping and payments across channels, by annual revenue



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

32%

Acquirers whose merchant clients offer identical payment experiences across digital and physical shopping experiences



Phase 0: Finish the 2025 homework.

Merchant barriers continue to revolve around deployment cost, legacy systems, and integration complexity.

Acquirers believe the merchant gap is not about appetite—it's about modernization cost, integration complexity, and risk tooling. The rails may exist, but merchant infrastructure, economics, and operational risk constraints are slowing deployment at scale.



51%

of acquirers say their merchant clients are unable to offer seamless omnichannel shopping due to the cost of implementation.

Although most acquirers report that unified commerce capabilities are available, **merchant deployment remains constrained by cost and integration barriers. The most cited challenges are integration cost (51%) and time to implement (41%)**, indicating that seamless cross-channel enablement is perceived as a major modernization investment rather than an incremental upgrade. This is particularly pronounced in the UAE and U.S., where both cost and implementation timelines rank highest.

Notably, lack of merchant demand is rarely cited. This reinforces that the gap between capability and deployment is not market-driven but infrastructure-driven. In short, acquirers see merchant hesitation rooted in the burden of modernization, not strategic resistance.



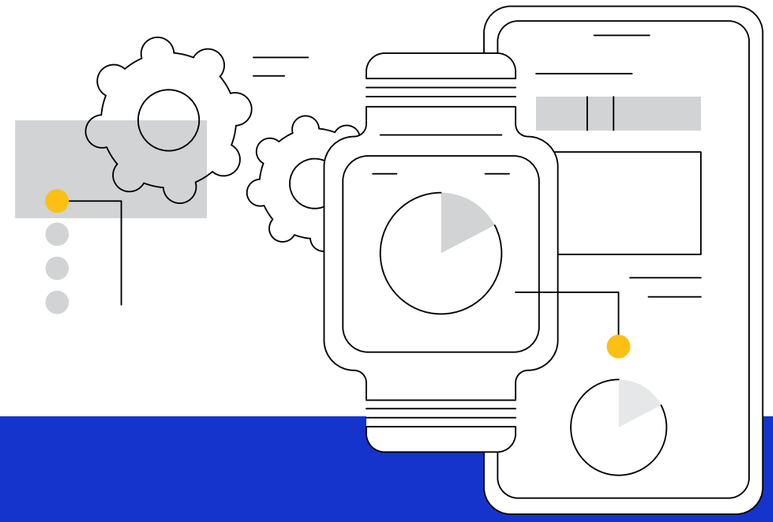


Figure 2:

Retailer challenges to seamless shopping and payments
Share of acquirers citing retailer barriers to offering seamless shopping and payments across channels

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Cost and Time Are the Primary Bottlenecks

- **The dominant barriers are integration expense (51% sample) and implementation time (41%)**
- **This is especially acute in the UAE (68% cite expense; 64% say it takes too long)**
- **It is also above average in the U.S. (52% / 44%)**

Legacy Infrastructure Is Holding Merchants Back

- **Legacy systems cannot support uniform identity (25%)**
- **Matching online and in-store infrastructure (25%)**
- **Systems don't "talk" to each other (24%)**
- **Point-of-sale limitations (29% overall; 60% UAE)**

Unified Commerce Increases Perceived Risk Exposure

- **Concerns around fraud and cross-channel risk remain meaningful**
- **Fraud systems not designed for cross-channel linking (17%)**
- **Harder to prevent fraud online (19%)**
- **Manual entry friction (21%)**

Retailer and Consumer Demand Are Not the Core Issue

- **Low consumer demand is rarely cited**
- **Customers haven't asked (7%)**
- **Customers haven't complained (15%)**

Acquirers see infrastructure fragmentation as the primary challenge.

Acquirers consistently point to fragmented infrastructure, legacy system constraints, and limited orchestration capabilities as the primary barriers to delivering truly seamless cross-channel payments.

For acquirers, the most common barriers involve fragmented payment infrastructure, legacy technology limitations, and gaps in orchestration—suggesting that many organizations still lack a single backbone to unify in-store and digital flows at scale. A sizable share also report being unprepared to support artificial intelligence-backed or agent-initiated commerce scenarios, reinforcing that the leap from omnichannel to agentic is not just a product decision but a systems upgrade.



39%

of acquirers in the U.S. that cite fragmentation in the cross-channel payment infrastructure as barriers to omnichannel shopping.

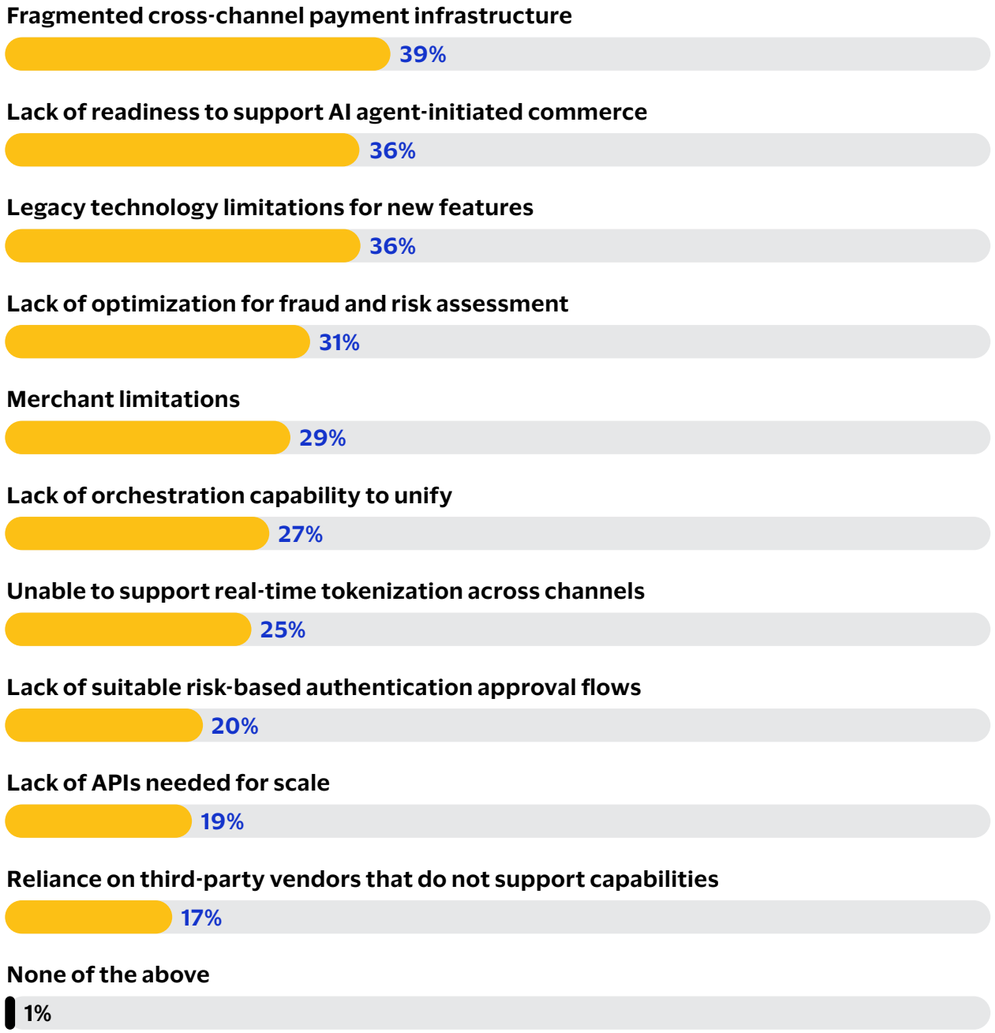
The country patterns suggest different bottlenecks. **In the UAE**, readiness for AI-initiated scenarios stands out as a sharper blocker, implying a trust and governance gap even where adoption appetite is high. **In the U.S.**, legacy technology and cross-channel fraud/risk optimization appear more binding, pointing to modernization and risk tooling as prerequisites. **Brazil** shows friction around merchant onboarding and integration, highlighting execution and interoperability hurdles.

Taken together, **acquirers view the transition from omnichannel to agentic commerce as a systems modernization challenge**—requiring infrastructure alignment, integration depth, and clearer governance before scaling.

Figure 3A:

Acquirer challenges to seamless shopping and payments

Share of acquirers citing internal barriers to offering seamless shopping and payments across channels

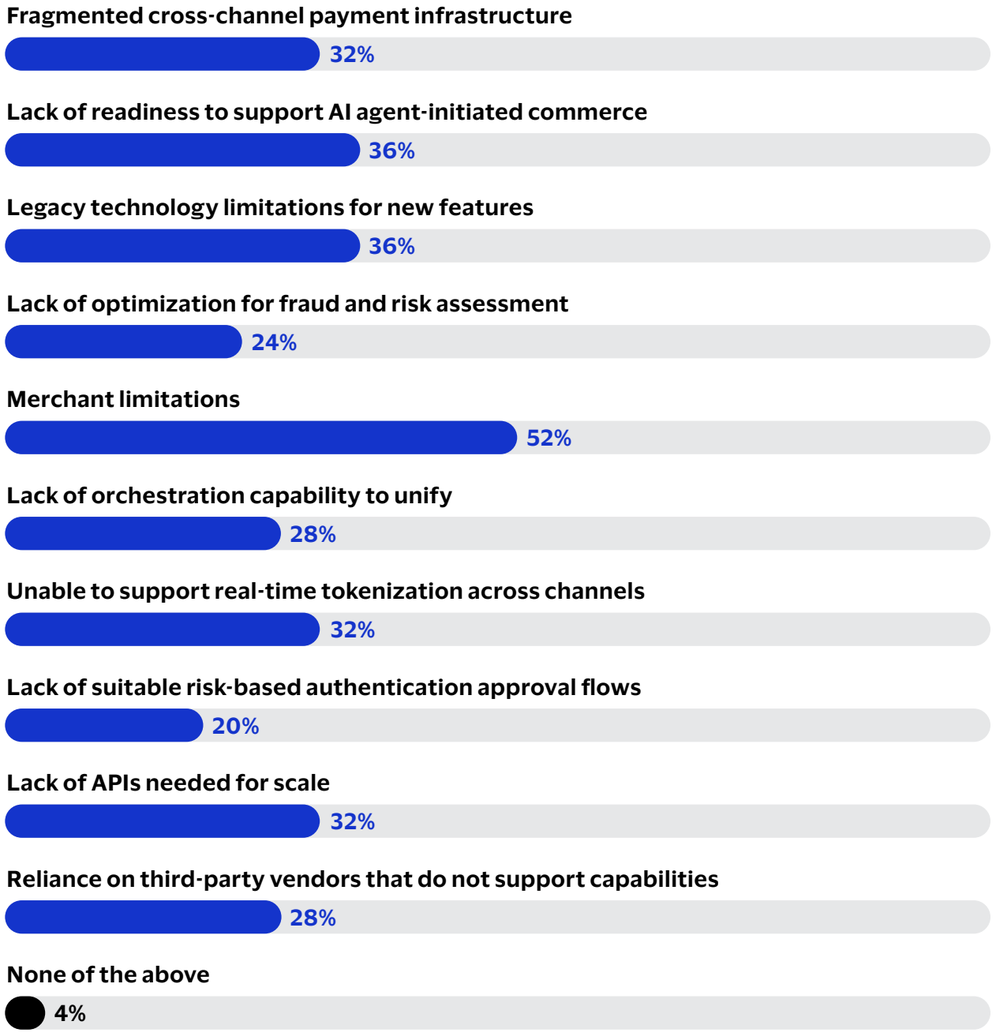


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 3B:

Acquirer challenges to seamless shopping and payments

Share of acquirers in Brazil citing internal barriers to offering seamless shopping and payments across channels

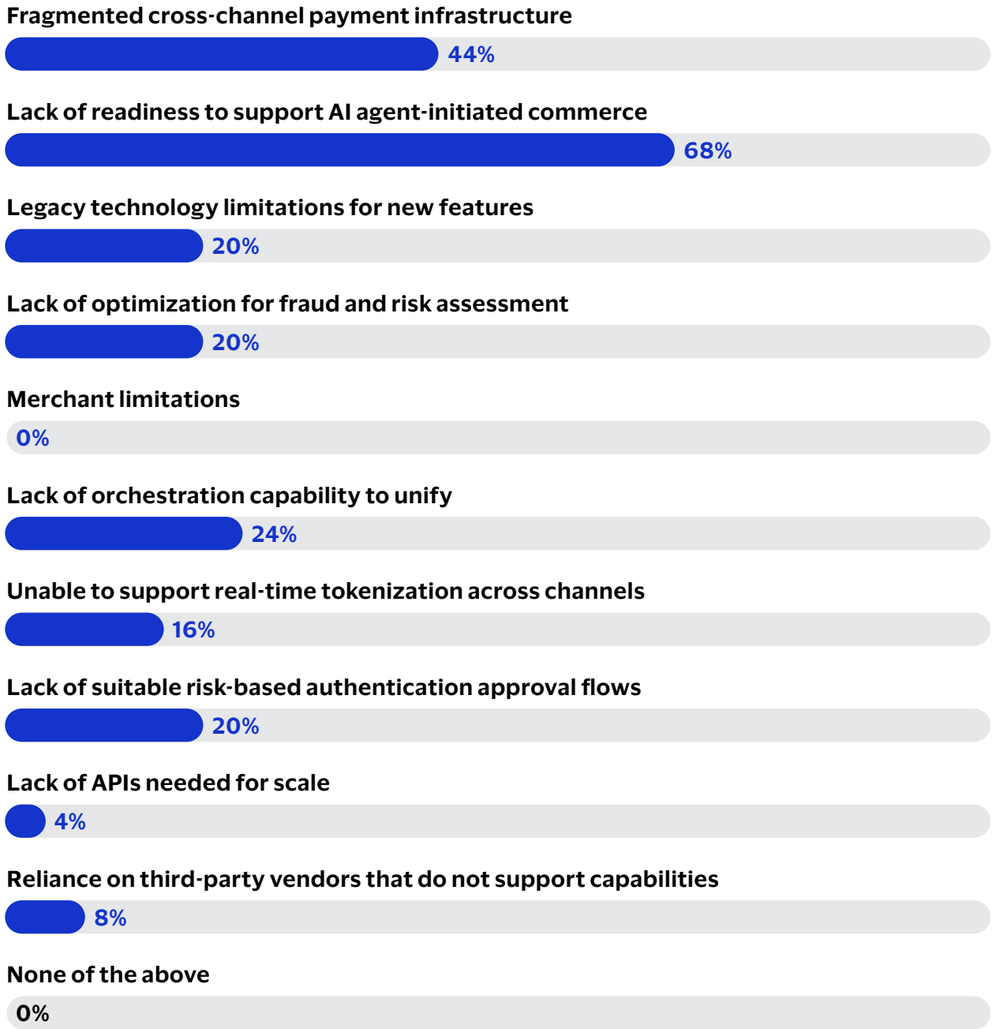


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 3C:

Acquirer challenges to seamless shopping and payments

Share of acquirers in the UAE citing internal barriers to offering seamless shopping and payments across channels

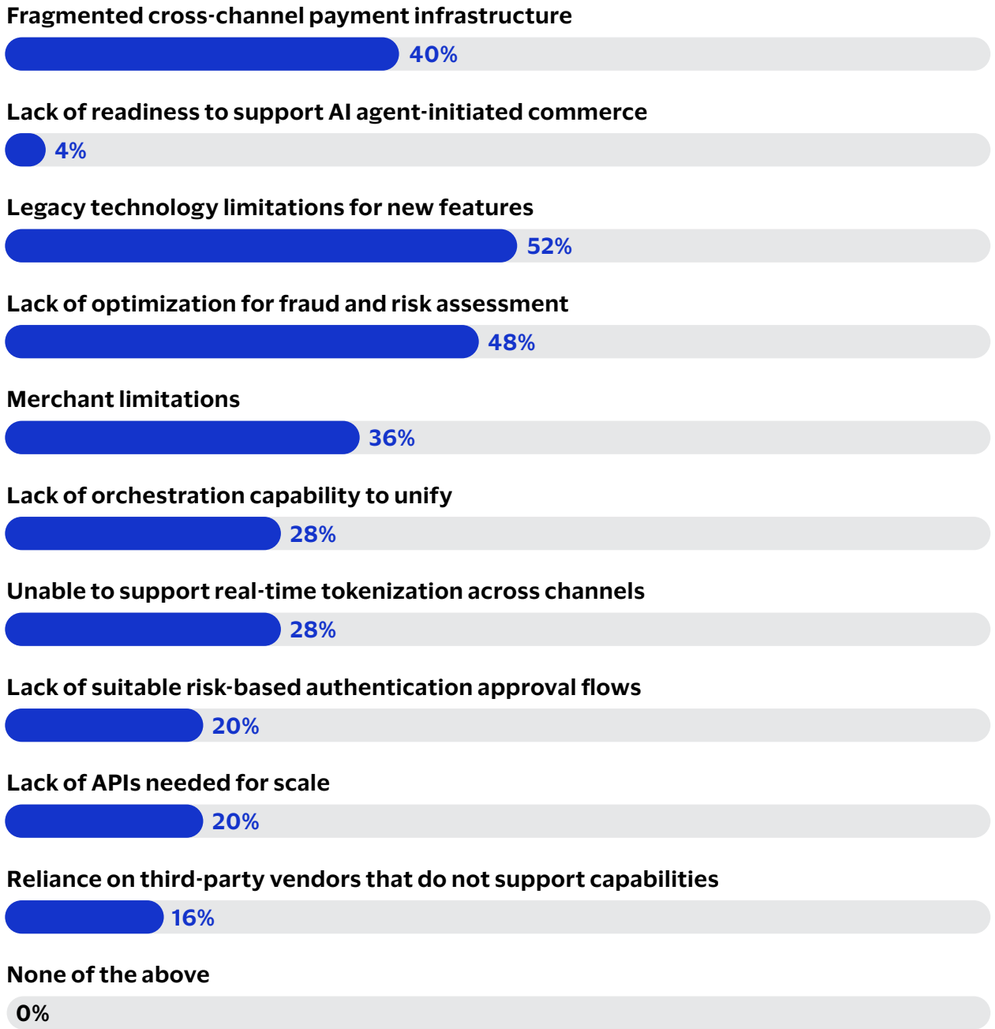


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 3D:

Acquirer challenges to seamless shopping and payments

Share of acquirers in the U.S. citing internal barriers to offering seamless shopping and payments across channels



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

02

Agentic commerce readiness

Discussions around agentic commerce are underway. Acquirers who wait may be left behind.

Three in 4 acquirers are waiting for clear demand signals and plan to make selective adjustments.

Nearly all acquirers are confident that agentic commerce is possible by evolving existing infrastructure.

Top agentic capabilities evaluated by acquirers involve easily reversible and non-final features such as cart building.

Agentic first movers are positioning themselves to lead this new channel.

Fewer than one-quarter of acquirers plan to accelerate agentic commerce enablement in the next three years.

Across markets, acquirers lack a unified strategy for scaling agent-initiated commerce. **Only 23% plan to accelerate merchant readiness.** The remaining 77% are taking a conditional approach—awaiting clear consumer demand (27%), looking for merchant demand (24%), or following the lead of large merchants and platforms (27%).

In other words, most acquirers are positioning themselves as responders rather than drivers of adoption.

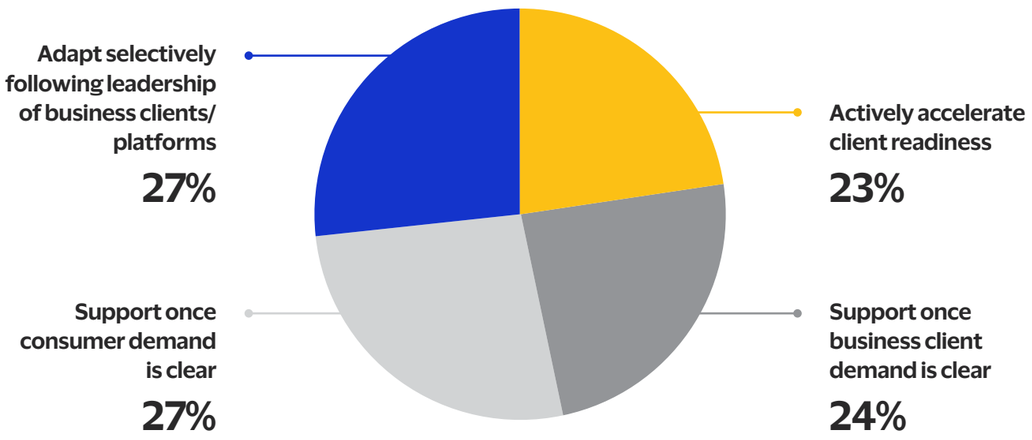


Country differences sharpen the picture. The UAE shows the strongest forward momentum, with 32% planning to accelerate merchant readiness, compared to 20% in the U.S. and 16% in Brazil. The U.S. is more demand-driven, with nearly one-third waiting for consumer pull. Brazil is more evenly distributed, reflecting broad caution rather than a single dominant posture.

Overall, investment may be underway, but conviction to scale remains fragmented.

Figure 4A:

Approach to agentic commerce
Share of acquirers citing their intended role in enabling agentic commerce in the next 3 years



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 4B:

Approach to agentic commerce
Share of acquirers citing their intended role in enabling agentic commerce in the next 3 years, by country



Brazil
- Actively accelerate client readiness: **16%**
- Support once business client demand is clear: **28%**
- Support once consumer demand is clear: **28%**
- Adapt selectively following leadership of business clients/platforms: **28%**



UAE
- Actively accelerate client readiness: **32%**
- Support once business client demand is clear: **24%**
- Support once consumer demand is clear: **20%**
- Adapt selectively following leadership of business clients/platforms: **24%**



U.S.
- Actively accelerate client readiness: **20%**
- Support once business client demand is clear: **20%**
- Support once consumer demand is clear: **32%**
- Adapt selectively following leadership of business clients/platforms: **28%**

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Acquirers' confidence in adapting existing systems is high.

Nearly all acquirers are confident that agentic commerce is possible by evolving existing infrastructure.

Nine in 10 respondents express at least some confidence in subscription lifecycle management and agent-governance permissions (40% very/49% somewhat, and 39% very/59% somewhat, respectively).

95%

of acquirers are somewhat or very confident in their ability to adapt existing infrastructure to enable cross-merchant checkout coordination in agentic commerce.

However, confidence thins in areas that require deeper systems integration. **Only 24% report being very confident in supporting agent-initiated fulfillment orchestration, with 12% not at all confident.** Inventory exposure to trusted agents and automated cart building also reveal greater architectural strain.

Agentic commerce assumes a certain baseline of unified payments capabilities: consistent experiences across channels, modern fraud tools, and resilient infrastructure. Many of the gaps identified in the 2025 Bridging the Gap report (onboarding, uptime, modular features) remain prerequisites here. Investing in these tools will create the foundation for successful agentic enablement.

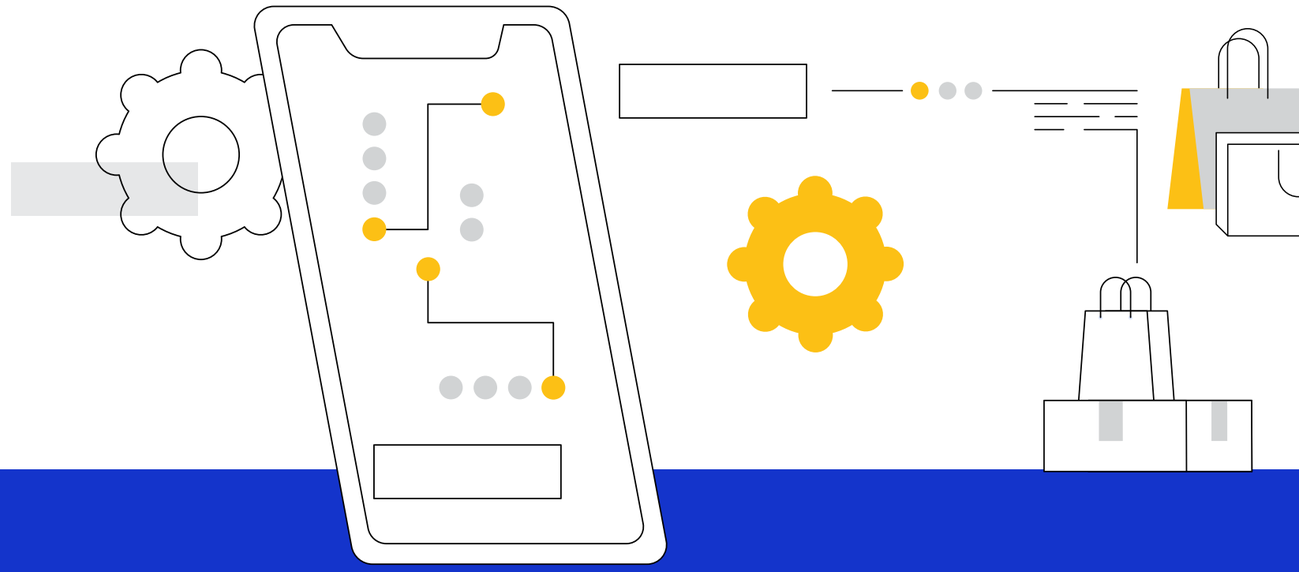


Figure 5A:

Confidence in adapting systems

Share of acquirers citing how confident they are in ability to evolve existing infrastructure to enable agentic commerce

	Very confident	Somewhat confident	Not at all confident	Unsure
Consent and data-governance frameworks	49%	48%	3%	0%
Cross-business client checkout coordination	47%	48%	5%	0%
Subscription lifecycle management by agents	40%	49%	11%	0%
Agent-governance and permissions	39%	59%	3%	0%
Explainability of agent-initiated payments	35%	64%	1%	0%
Automated cart building/replenishment	33%	49%	17%	0%
Inventory exposure to trusted agents	32%	52%	15%	0%
Agent-initiated fulfillment orchestration	24%	64%	12%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 5B:

Confidence in adapting systems

Share of acquirers in Brazil citing how confident they are in ability to evolve existing infrastructure to enable agentic commerce

Brazil	Very confident	Somewhat confident	Not at all confident	Unsure
Consent and data-governance frameworks	44%	56%	0%	0%
Cross-business client checkout coordination	52%	48%	0%	0%
Subscription lifecycle management by agents	56%	40%	4%	0%
Agent-governance and permissions	40%	60%	0%	0%
Explainability of agent-initiated payments	48%	52%	0%	0%
Automated cart building/replenishment	48%	48%	4%	0%
Inventory exposure to trusted agents	36%	64%	0%	0%
Agent-initiated fulfillment orchestration	36%	56%	8%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 5C:

Confidence in adapting systems

Share of acquirers in the UAE citing how confident they are in ability to evolve existing infrastructure to enable agentic commerce

UAE	Very confident	Somewhat confident	Not at all confident	Unsure
Consent and data-governance frameworks	52%	44%	4%	0%
Cross-business client checkout coordination	36%	52%	12%	0%
Subscription lifecycle management by agents	16%	64%	20%	0%
Agent-governance and permissions	28%	68%	4%	0%
Explainability of agent-initiated payments	24%	72%	4%	0%
Automated cart building/replenishment	16%	48%	36%	0%
Inventory exposure to trusted agents	24%	40%	32%	4%
Agent-initiated fulfillment orchestration	16%	60%	24%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 5D:

Confidence in adapting systems

Share of acquirers in the U.S. citing how confident they are in ability to evolve existing infrastructure to enable agentic commerce

U.S.	Very confident	Somewhat confident	Not at all confident	Unsure
Consent and data-governance frameworks	52%	44%	4%	0%
Cross-business client checkout coordination	52%	44%	4%	0%
Subscription lifecycle management by agents	48%	44%	8%	0%
Agent-governance and permissions	48%	48%	4%	0%
Explainability of agent-initiated payments	32%	68%	0%	0%
Automated cart building/replenishment	36%	52%	12%	0%
Inventory exposure to trusted agents	36%	52%	12%	0%
Agent-initiated fulfillment orchestration	20%	76%	4%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

Acquirers are building guardrails first.

Top capabilities evaluated by acquirers to enable agentic commerce involve explainability, monitoring, and reversible non-final features such as cart building.

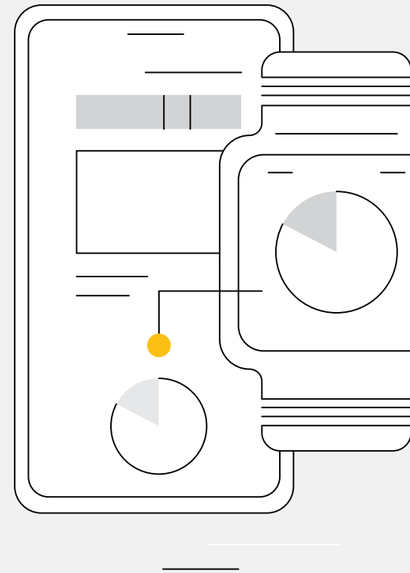
Discussions around agentic commerce are underway. All acquirers have internally evaluated at least one type of capability related to agentic commerce.

Explainability tools (61%) and automated cart building (56%) lead evaluation, alongside real-time inventory exposure (56%). **These capabilities either support transparency or monitoring or build on existing features that do not involve completed transactions (such as cart building).**



61%

of acquirers have internally evaluated explainability tools for agent-initiated transactions.



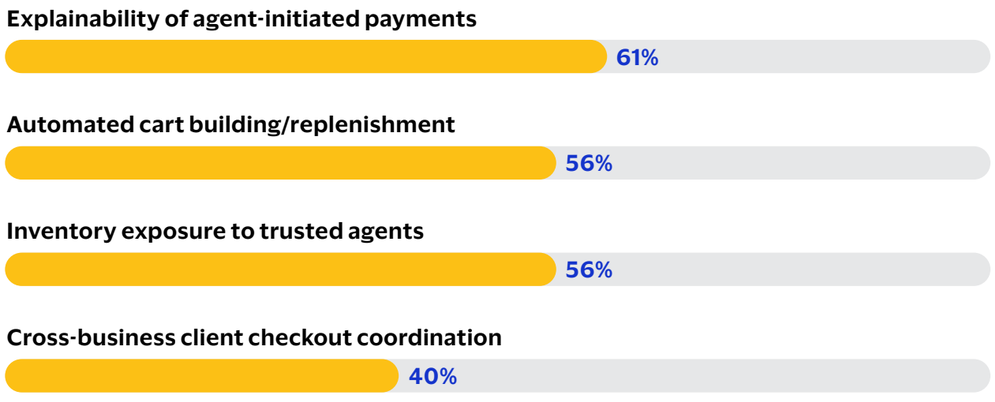
By contrast, more operationally complex use cases, such as agent-initiated fulfillment (32%) and subscription management (36%), see materially lower engagement, suggesting comfort with advisory roles over end-to-end delegation.

The **U.S.** skews toward execution-oriented capabilities, signaling interest in scaling commercial use cases. **Brazil** shows stronger focus on governance dashboards (52%) and explainability (68%), indicating emphasis on oversight. The **UAE** stands out on consent and data governance (52%) but lags on fulfillment (20%) and subscriptions (20%), reinforcing that trust and governance are front-of-mind before automation expands.

Figure 6A:

Acquirers exploring agentic commerce

Share of acquirers citing which capabilities of agentic commerce they have discussed or evaluated internally

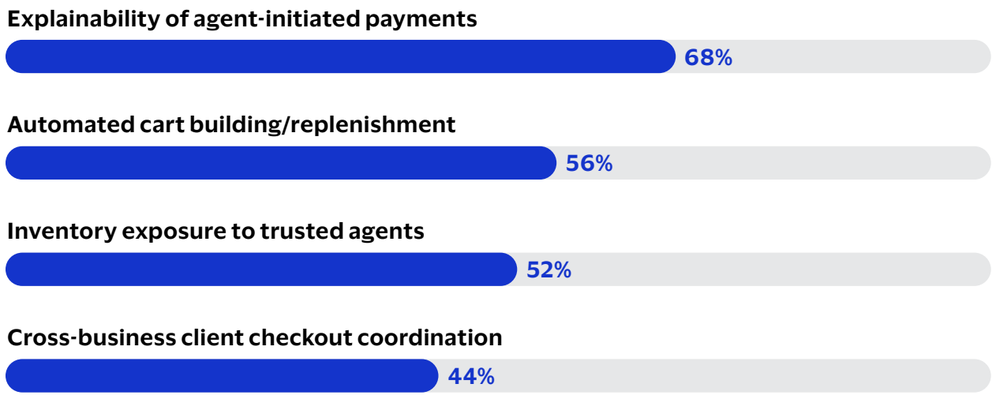


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 6B:

Acquirers exploring agentic commerce

Share of acquirers in Brazil citing which capabilities of agentic commerce they have discussed or evaluated internally

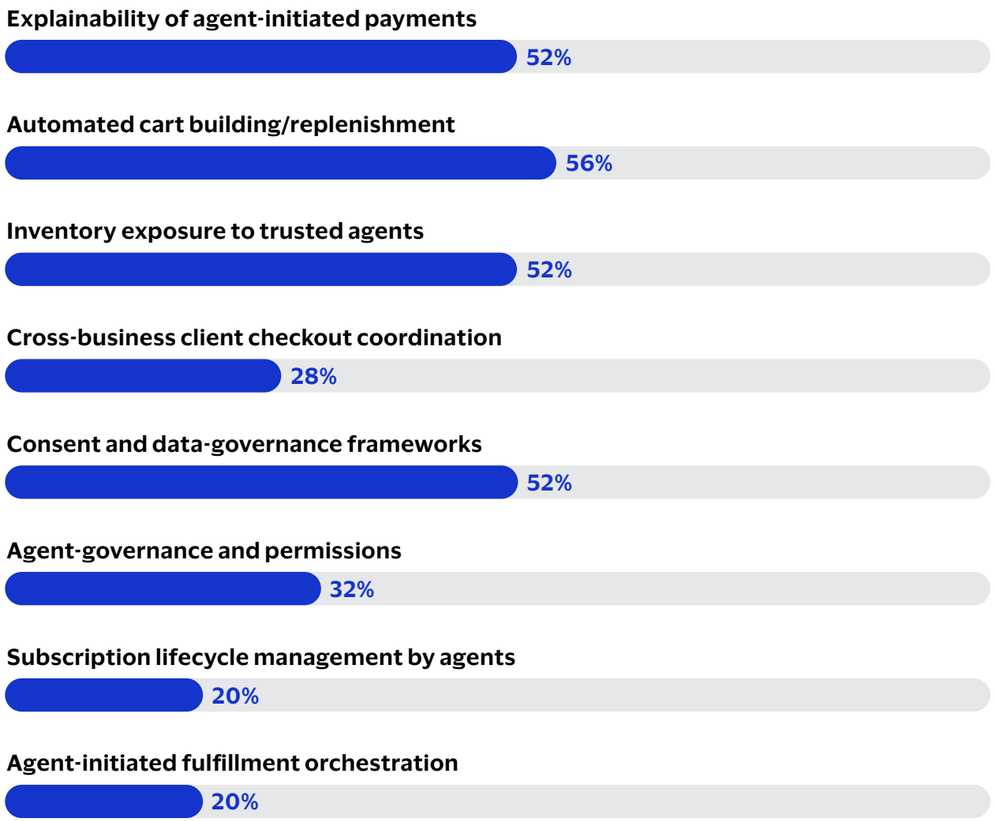


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 6C:

Acquirers exploring agentic commerce

Share of acquirers in the UAE citing which capabilities of agentic commerce they have discussed or evaluated internally

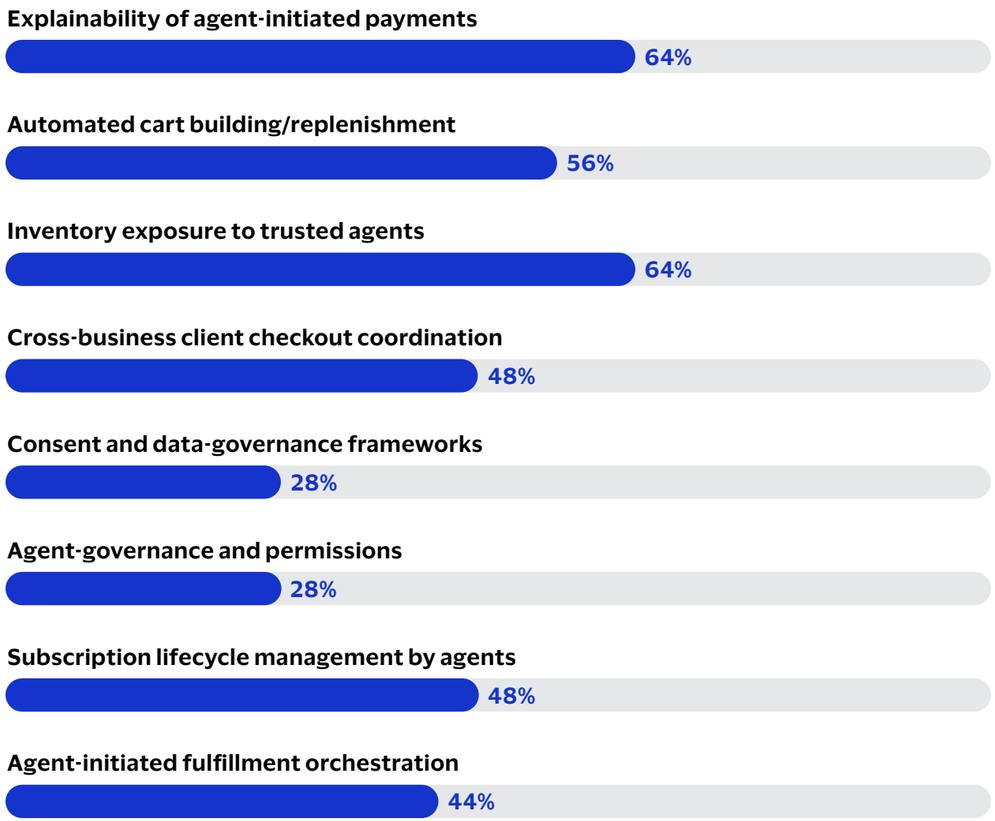


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 6D:

Acquirers exploring agentic commerce

Share of acquirers in the U.S. citing which capabilities of agentic commerce they have discussed or evaluated internally



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

03

Who is responsible

Acquirers see agentic commerce as an extension of the digital shopping model and view responsibility as shared.

Acquirers say agentic commerce hinges on clarifying ownership of risk and of the shopping and payment journey.

Four in 10 acquirers see fraud prevention, identity verification, and credential security as their responsibility in an agentic commerce ecosystem. Payment networks also share responsibility for risk and credential security.

The top changes cited by acquirers as necessary to enable agentic commerce are updating liability frameworks for transactions initiated by AI agents and clarifying regulatory uncertainty.

Acquirers see agentic commerce as a newly forming model spanning acquirers, merchants, networks, and AI agents.

Four in 10 acquirers view fraud prevention, identity verification, and credential security as their responsibility in an agentic commerce ecosystem.

Scaling agentic commerce requires not only technical readiness but also clearer alignment on who governs, explains, and coordinates agent-driven transactions.

Acquirers envision agentic commerce evolving within today's ecosystem boundaries.

Acquirers are expected to carry significant responsibility, particularly for fraud prevention (40%) and credential security (29%). This reinforces their central role as risk managers and transaction orchestrators in agentic flows.

Merchants retain clear ownership of refunds and chargebacks (60%) and partially subscription management. They are assigned minimal responsibility elsewhere.

Networks are viewed as primary custodians of credential security (44%) and major stakeholders in fraud prevention (37%).

Agents own their own decisions and help manage subscriptions.

Responsibility attribution according to acquirers

Share of acquirers citing who is responsible for what process in an agentic commerce ecosystem

Acquirers:
Orchestrators of flow and frontline risk managers

- **Fraud prevention** (primary in sample; dominant in the UAEand strong in the U.S.)
- **Cross-business checkout coordination** (strong lead, especially UAE)
- **Significant role in identity verification** (shared across markets)
- **Secondary role in credential/tokenization** (not lead, but material)

Issuers:
Anchor authentication and authorization integrity

- **Identity verification** (co-lead across markets; dominant in UAE)
- **Shared role in consent and data governance**
- **Moderate role in credential security**

Payment Networks:
Own credential integrity and ecosystem standards

- **Credential security/tokenization** (clear leader across markets)
- **Major role in fraud prevention** (especially Brazil and U.S.)
- **Strong participation in consent and governance frameworks**

Merchants: Owners of inventory, customer relationships, and post-transaction liability

- **Refunds and chargebacks** (overwhelmingly assigned)
- **Inventory exposure to agents** (dominant owner)
- **Lead or shared responsibility in subscription management**

AI Agents:
Own decision logic and explainability

- **Explainability of agent decisions** (clear leader across markets)
- **Shared role in identity verification**
- **Minimal responsibility for fraud, credentials, or disputes**

Responsibility for risk functions in agent-initiated transactions is perceived as shared across the ecosystem players.

Acquirers do not shy away from acknowledging their role in this newly forming ecosystem. However, they also do not see themselves as solely responsible for any of it.

Figure 7A:

Responsibility attribution according to acquirers
Share of acquirers citing who is responsible for what process in an agentic commerce ecosystem

	Fraud prevention	Credential security/ tokenization	Identity verification	Refunds and chargebacks
• Acquirers	40%	29%	28%	20%
• Issuers	13%	19%	28%	11%
• Payment networks	37%	44%	7%	7%
• Merchants or retailers	4%	5%	9%	60%
• AI/agent providers	5%	3%	28%	3%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

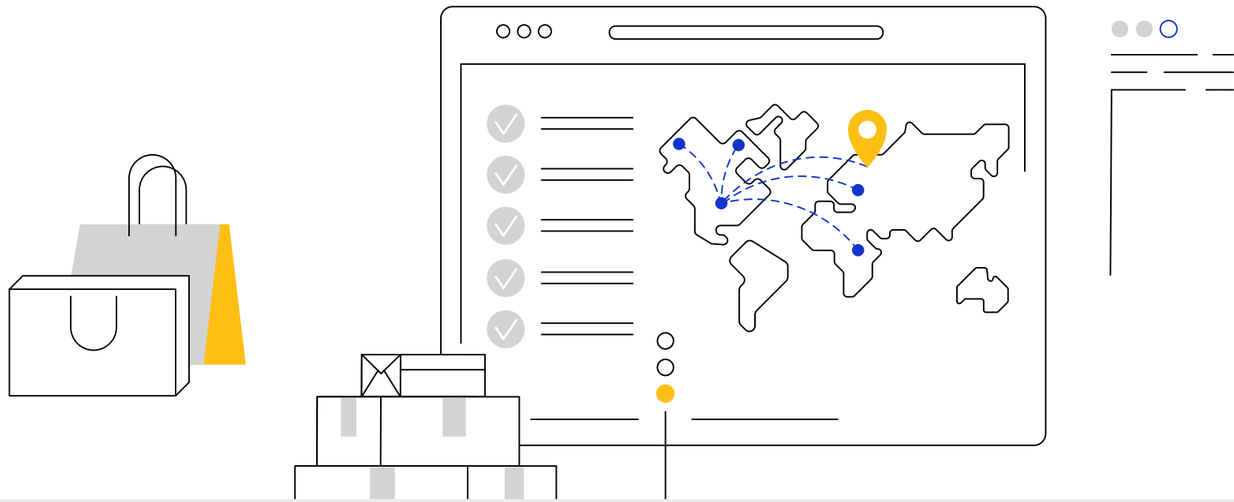


Figure 7B:

Responsibility attribution according to acquirers
Share of acquirers in Brazil citing who is responsible for what process in an agentic commerce ecosystem

Brazil	Fraud prevention	Credential security/ tokenization	Identity verification	Refunds and chargebacks
• Acquirers	20%	40%	44%	24%
• Issuers	12%	12%	20%	0%
• Payment networks	56%	32%	8%	16%
• Merchants or retailers	4%	16%	0%	60%
• AI/agent providers	8%	0%	28%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

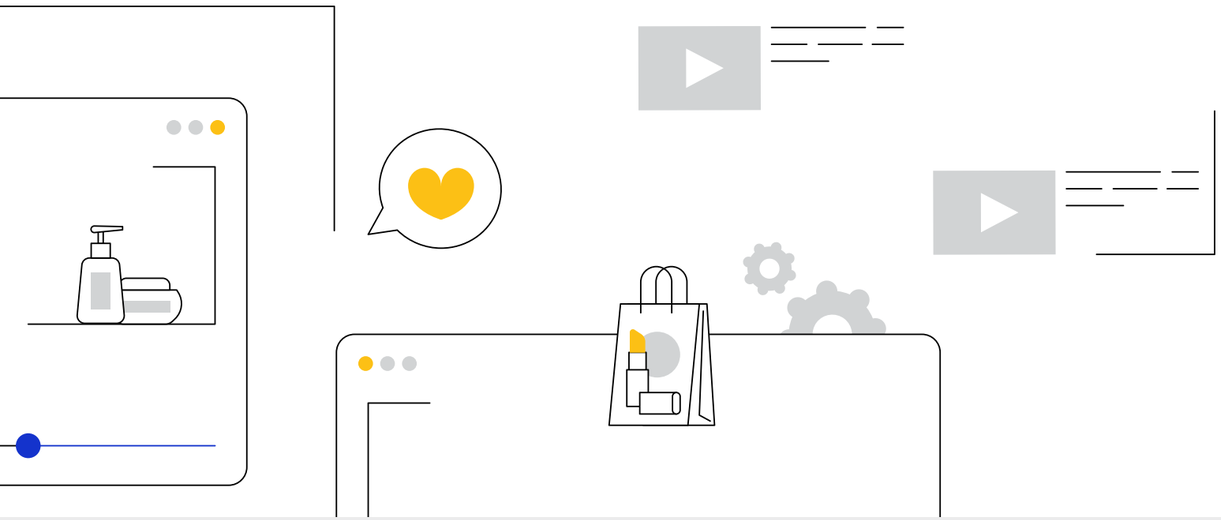


Figure 7C:

Responsibility attribution according to acquirers
Share of acquirers in the UAE citing who is responsible for what process in an agentic commerce ecosystem

UAE	Fraud prevention	Credential security/ tokenization	Identity verification	Refunds and chargebacks
• Acquirers	68%	20%	4%	20%
• Issuers	16%	20%	44%	16%
• Payment networks	12%	56%	4%	0%
• Merchants or retailers	0%	0%	20%	64%
• AI/agent providers	4%	4%	28%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

40%

of acquirers see themselves as responsible for fraud prevention in an agentic commerce ecosystem.

Figure 7D:

Responsibility attribution according to acquirers
Share of acquirers in the U.S. citing who is responsible for what process in an agentic commerce ecosystem

United States	Fraud prevention	Credential security/ tokenization	Identity verification	Refunds and chargebacks
• Acquirers	32%	28%	36%	16%
• Issuers	12%	24%	20%	16%
• Payment networks	44%	44%	8%	4%
• Merchants or retailers	8%	0%	8%	56%
• AI/agent providers	4%	4%	28%	8%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

Explainability and cross-client coordination are not seen as having a single dominant owner.

Consent and data governance show particularly diffused ownership across ecosystem players, indicating a lack of consensus and clarity.

Acquirers see themselves as **partially responsible for cross-merchant checkout coordination**, alongside merchants.

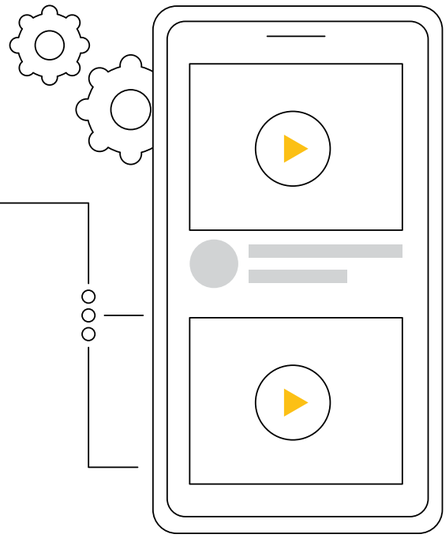
AI agents are seen as **owning their own decisions and sharing responsibility for subscription management** with merchants.

Figure 8:

Responsibility attribution according to acquirers
Share of acquirers citing who is responsible for what process in an agentic commerce ecosystem

Acquirers	Issuers	Payment networks	Merchants or retailers	AI/agent providers	
21%	24%	25%	17%	12%	Consent and data-governance frameworks
37%	11%	11%	36%	5%	Cross-business client checkout coordination
28%	5%	8%	7%	52%	Explainability of agent-initiated payments
23%	8%	7%	32%	31%	Subscription lifecycle management by agents
16%	7%	3%	72%	3%	Inventory exposure to trusted agents

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026



Perceived ownership of operational rules varies by market.

Figure 9:

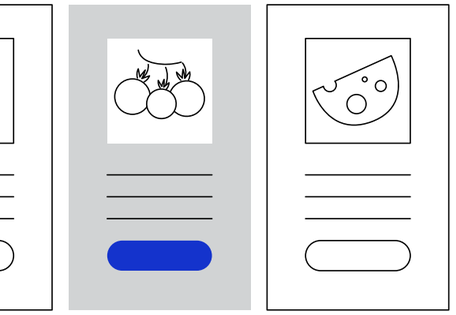
Responsibility attribution according to acquirers
Share of acquirers citing who is responsible for what process in an agentic commerce ecosystem

Brazil	Consent and data-governance frameworks	Cross-business client checkout coordination	Explainability of agent-initiated payments	Subscription lifecycle management by agents	Inventory exposure to trusted agents
Acquirers	24%	24%	52%	32%	28%
Issuers	20%	16%	0%	16%	12%
Payment networks	40%	8%	4%	4%	0%
Merchants or retailers	12%	52%	8%	12%	52%
AI/agent providers	4%	0%	36%	36%	8%

UAE	Consent and data-governance frameworks	Cross-business client checkout coordination	Explainability of agent-initiated payments	Subscription lifecycle management by agents	Inventory exposure to trusted agents
Acquirers	16%	60%	8%	0%	4%
Issuers	28%	0%	4%	4%	4%
Payment networks	4%	16%	4%	0%	0%
Merchants or retailers	28%	8%	4%	72%	92%
AI/agent providers	24%	16%	80%	24%	0%

U.S.	Consent and data-governance frameworks	Cross-business client checkout coordination	Explainability of agent-initiated payments	Subscription lifecycle management by agents	Inventory exposure to trusted agents
Acquirers	24%	28%	24%	36%	16%
Issuers	24%	16%	12%	4%	4%
Payment networks	32%	8%	16%	16%	8%
Merchants or retailers	12%	48%	8%	12%	72%
AI/agent providers	8%	0%	40%	32%	0%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026



Agentic commerce hinges on formalizing ownership.

For acquirers, the top change needed to enable agentic commerce is clarifying who is responsible for transactions initiated by AI agents.

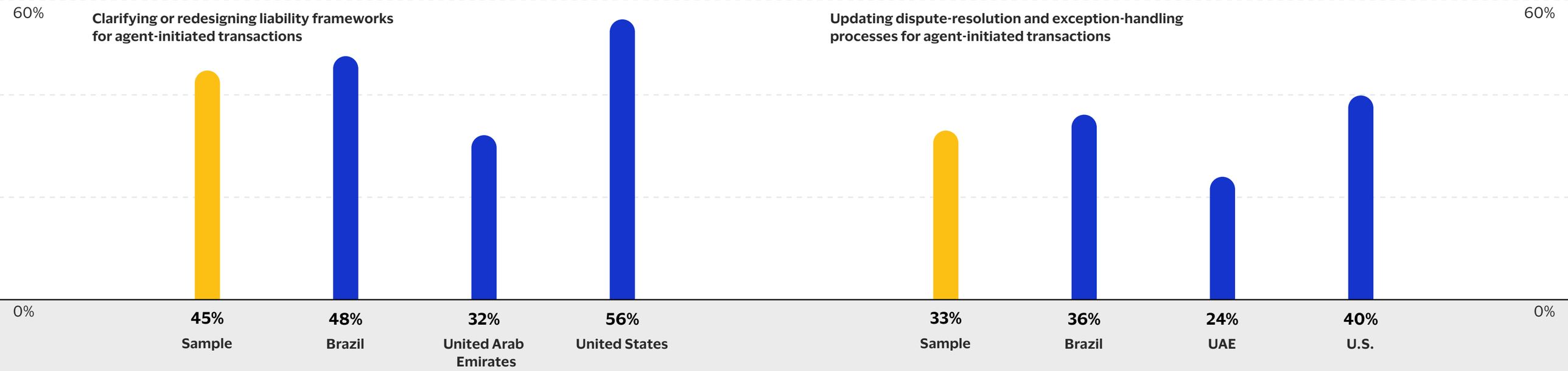
Figure 10:

Changes needed to support agent-initiated transactions
Share of acquirers citing clarifications, redesigns, and process changes necessary to support agentic commerce

Acquirers need clarity on which party is responsible for different parts of the shopping and payment journey for transactions initiated by AI agents. **Forty-five percent of acquirers say that redesigning liability frameworks for agent-initiated transactions is necessary to support agentic commerce.**

Clarification around ownership is even more important in the **U.S.**, where 56% of acquirers cited this need.

By comparison, 33% of acquirers cited dispute resolution and chargebacks/ exception handling as necessary for agent-initiated transactions.



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Agentic commerce requires rulebook modernization before scale.

Enabling agent-initiated transactions is viewed primarily as a regulatory, identity, and risk modernization challenge.

Acquirers do not see agentic commerce primarily as a routing or data-capture problem. Instead, they view it **as a shift that challenges foundational assumptions about who initiates, authenticates, and is liable for a transaction.**

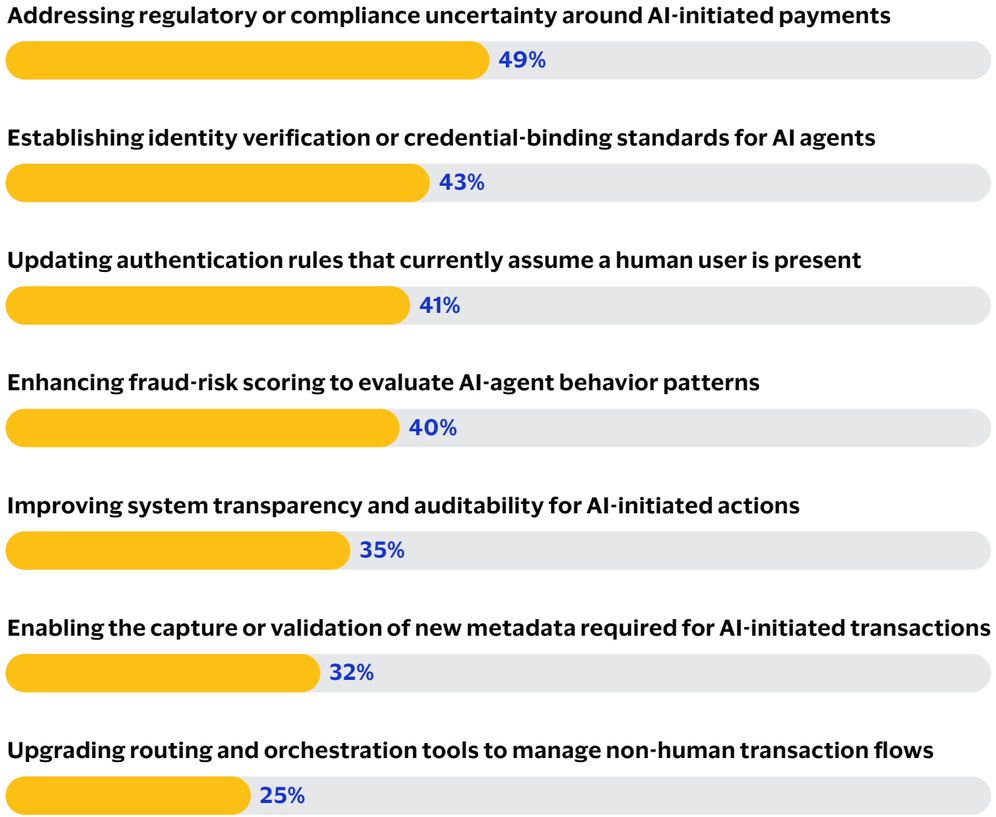
The most cited changes are **addressing regulatory uncertainty (49%), establishing identity verification and credential-binding standards (43%), and updating authentication rules built around human users (41%).**

Enhancing fraud-scoring models to evaluate AI-agent behavior (40%) closely follows. In other words, the **core barriers are structural: Rules, identity frameworks, and risk systems** must evolve before agentic flows can scale confidently.

Figure 11A:

Capabilities needed to support agent-initiated transactions

Share of acquirers citing specific changes to capabilities that are necessary to support agentic commerce

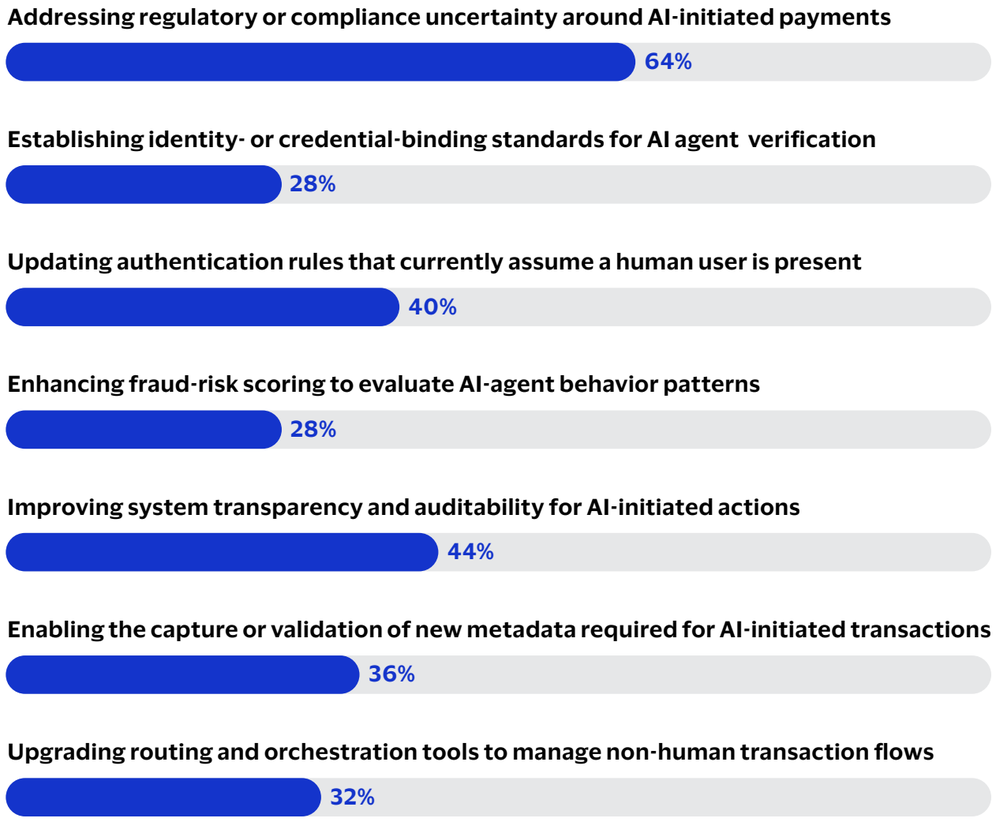


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 11B:

Capabilities needed to support agent-initiated transactions

Share of acquirers in Brazil citing specific changes to capabilities that are necessary to support agentic commerce

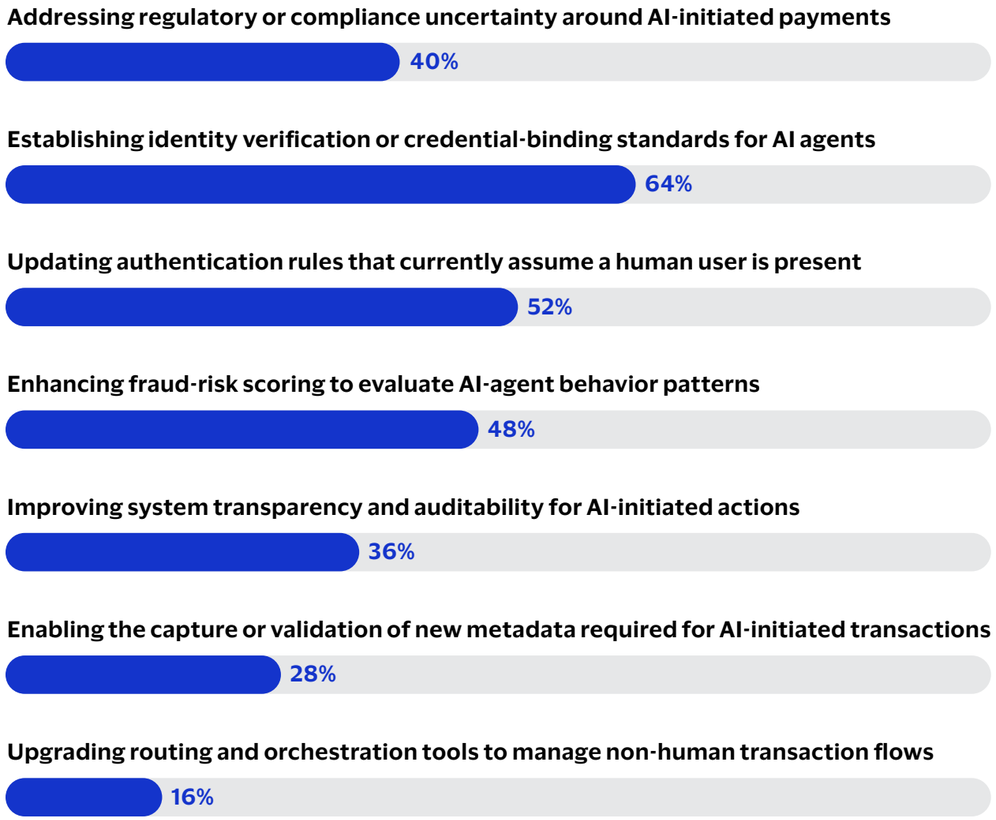


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 11C:

Capabilities needed to support agent-initiated transactions

Share of acquirers in the UAE citing specific changes to capabilities that are necessary to support agentic commerce

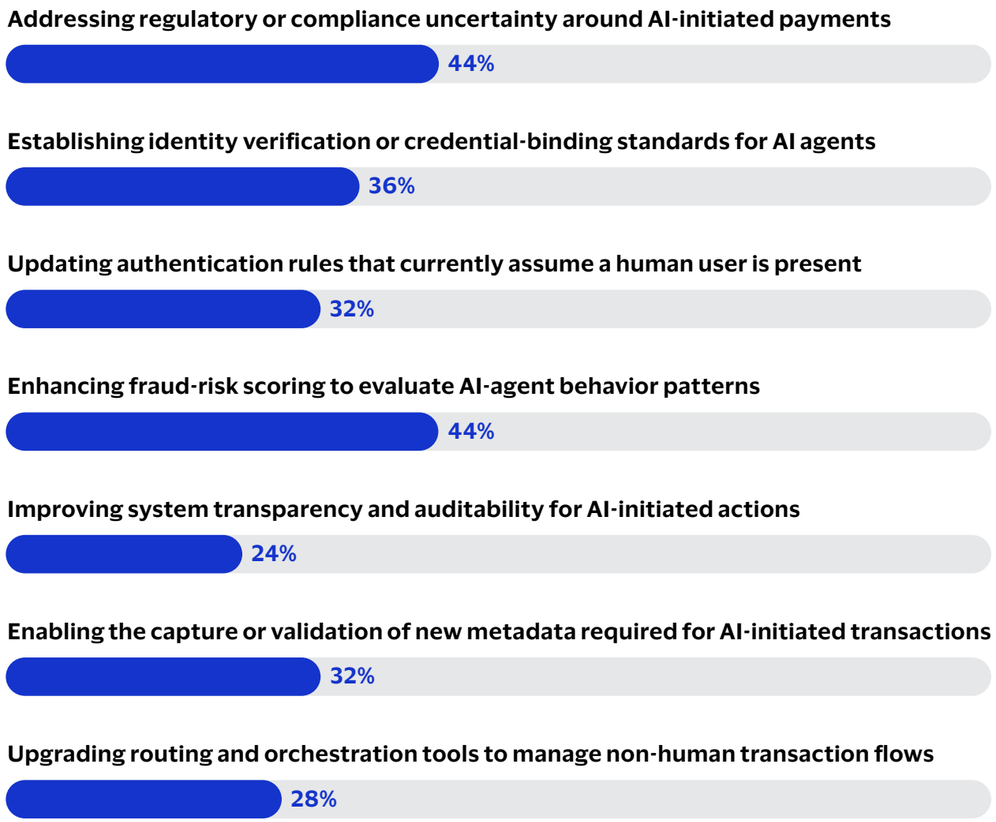


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 11D:

Capabilities needed to support agent-initiated transactions

Share of acquirers in the U.S. citing specific changes to capabilities that are necessary to support agentic commerce



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

The top capabilities needed all fall under policy and rule-setting

- **49%** Addressing regulatory or compliance uncertainty around AI-initiated payments
- **43%** Establishing identity verification or credential-binding standards for AI agents
- **41%** Updating authentication rules that currently assume a human user is present

Brazil

- **64%** Addressing regulatory or compliance uncertainty around AI-initiated payments
- **44%** Improving system transparency and auditability for AI-initiated actions
- **40%** Updating authentication rules that currently assume a human user is present

United Arab Emirates

- **64%** Establishing identity verification or credential-binding standards for AI agents
- **52%** Updating authentication rules that currently assume a human user is present
- **48%** Enhancing fraud-risk scoring to evaluate AI-agent behavior patterns

United States

- **44%** Addressing regulatory or compliance uncertainty around AI-initiated payments
- **44%** Enhancing fraud-risk scoring to evaluate AI-agent behavior patterns
- **36%** Establishing identity verification or credential-binding standards for AI agents

04

Trust pillar

Acquirers are investing in agentic capabilities that make agent autonomy trustworthy and interoperable.

In the next 3 years, acquirers are focusing on agent-governance, user consent, and decision explainability.

Planned investments reflect acquirers' perceived role in the ecosystem.

Acquirers are comfortable strengthening control layers and transaction infrastructure.

Hesitation is less about rejecting agentic commerce outright and more about resisting functional expansion into merchant-owned domains.

Coordination leads the agenda, while autonomous use cases are secondary.

Acquirers are building the foundations that make agent autonomy trustworthy and interoperable before expanding automated execution.

Acquirers are signaling that the **next three years of agentic commerce will be defined more by governance and coordination than by full automation.**

The highest-priority capabilities—**consent and data-governance frameworks (93% total important), explainability of agent decisions (95%), and cross-business checkout coordination (90%)**—all center on trust, permissions, and ecosystem alignment. This indicates that before scaling autonomous transactions, acquirers want clarity on who can act, under what rules, and with what visibility.

Operational capabilities such as subscription lifecycle management (89%), inventory exposure (85%), and automated cart building (81%) are also viewed as important, but fewer respondents classify them as "very important." This suggests these use cases are seen as commercial enhancements that depend on stronger orchestration and governance layers beneath them.

Figure 12A:

Acquirer priorities for the next three years

Share of acquirers citing importance of prioritizing select agentic commerce capabilities in the next 3 years

	Very important	Somewhat important	Not at all important	Too early to assess
Agent-governance and permissions	41%	55%	4%	0%
Agent-initiated fulfillment orchestration	32%	60%	5%	3%
Automated cart building/replenishment	28%	53%	16%	3%
Consent and data-governance frameworks	49%	44%	7%	0%
Cross-business client checkout coordination	45%	45%	7%	3%
Explainability of agent-initiated payments	47%	48%	3%	3%
Inventory exposure to trusted agents	29%	56%	11%	4%
Subscription lifecycle management by agents	33%	56%	5%	6%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 12B:

Acquirer priorities for the next three years

Share of acquirers in Brazil citing importance of prioritizing select agentic commerce capabilities in the next 3 years

Brazil	Very important	Somewhat important	Not at all important	Too early to assess
Agent-governance and permissions	56%	44%	0%	0%
Agent-initiated fulfillment orchestration	36%	48%	8%	8%
Automated cart building/replenishment	28%	64%	4%	4%
Consent and data-governance frameworks	44%	56%	0%	0%
Cross-business client checkout coordination	56%	40%	4%	0%
Explainability of agent-initiated payments	52%	48%	0%	0%
Inventory exposure to trusted agents	36%	60%	4%	0%
Subscription lifecycle management by agents	28%	64%	0%	8%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 12C:

Acquirer priorities for the next 3 years

Share of acquirers in the UAE citing importance of prioritizing select agentic commerce capabilities in the next 3 years

UAE	Very important	Somewhat important	Not at all important	Too early to assess
Agent-governance and permissions	36%	60%	4%	0%
Agent-initiated fulfillment orchestration	16%	84%	0%	0%
Automated cart building/replenishment	20%	44%	36%	0%
Consent and data-governance frameworks	68%	20%	12%	0%
Cross-business client checkout coordination	44%	48%	8%	0%
Explainability of agent-initiated payments	32%	60%	4%	4%
Inventory exposure to trusted agents	12%	52%	28%	8%
Subscription lifecycle management by agents	44%	40%	12%	4%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 12D:

Acquirer priorities for the next 3 years

Share of acquirers in the U.S. citing importance of prioritizing select agentic commerce capabilities in the next 3 years

U.S.	Very important	Somewhat important	Not at all important	Too early to assess
Agent-governance and permissions	32%	60%	8%	0%
Agent-initiated fulfillment orchestration	44%	48%	8%	0%
Automated cart building/replenishment	36%	52%	8%	4%
Consent and data-governance frameworks	36%	56%	8%	0%
Cross-business client checkout coordination	36%	48%	8%	8%
Explainability of agent-initiated payments	56%	36%	4%	4%
Inventory exposure to trusted agents	40%	56%	0%	4%
Subscription lifecycle management by agents	28%	64%	4%	4%

Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

Planned investments reflect acquirers' perceived role in the ecosystem.

Hesitation is less about rejecting agentic commerce outright and more about resisting functional expansion into domains of other ecosystem players.



The capabilities most frequently discouraged due to risk or uncertainty are those that sit furthest from the acquirer's traditional role. Agent-initiated order fulfillment and orchestration (39% sample; 52% Brazil), cross-business merchant checkout coordination (39%; 60% Brazil), and automated cart building (35%; 60% Brazil) top the list. These functions extend into merchant operations, inventory management, and commerce strategy—areas historically outside the acquirer's direct purview.

45%

of acquirers need clarification or redesign of liability frameworks for agent-initiated transactions.

In contrast, **fewer acquirers report discouraging governance-oriented capabilities such as consent frameworks (28%) or explainability tools (33%)**, which align more naturally with oversight and risk management responsibilities.

Acquirers appear comfortable strengthening control layers and transaction infrastructure but **cautious about assuming roles tied to merchandising, fulfillment, or front-end customer journey design.**

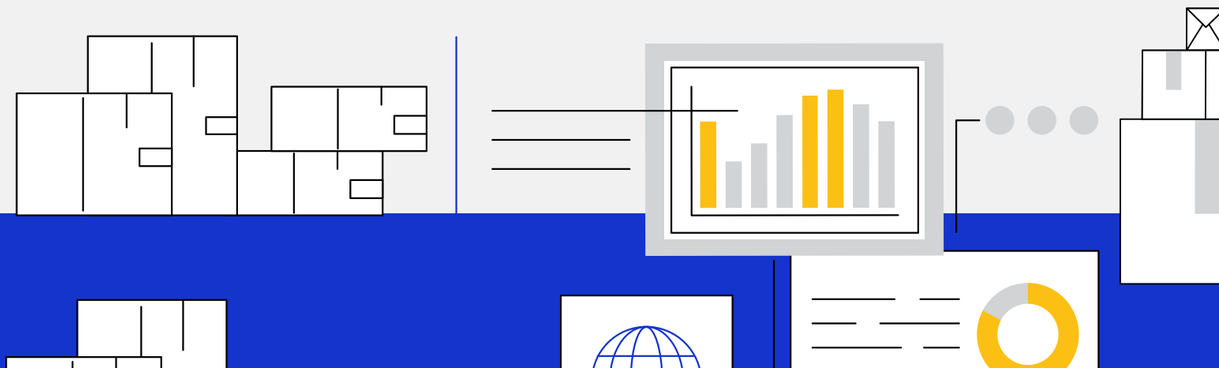
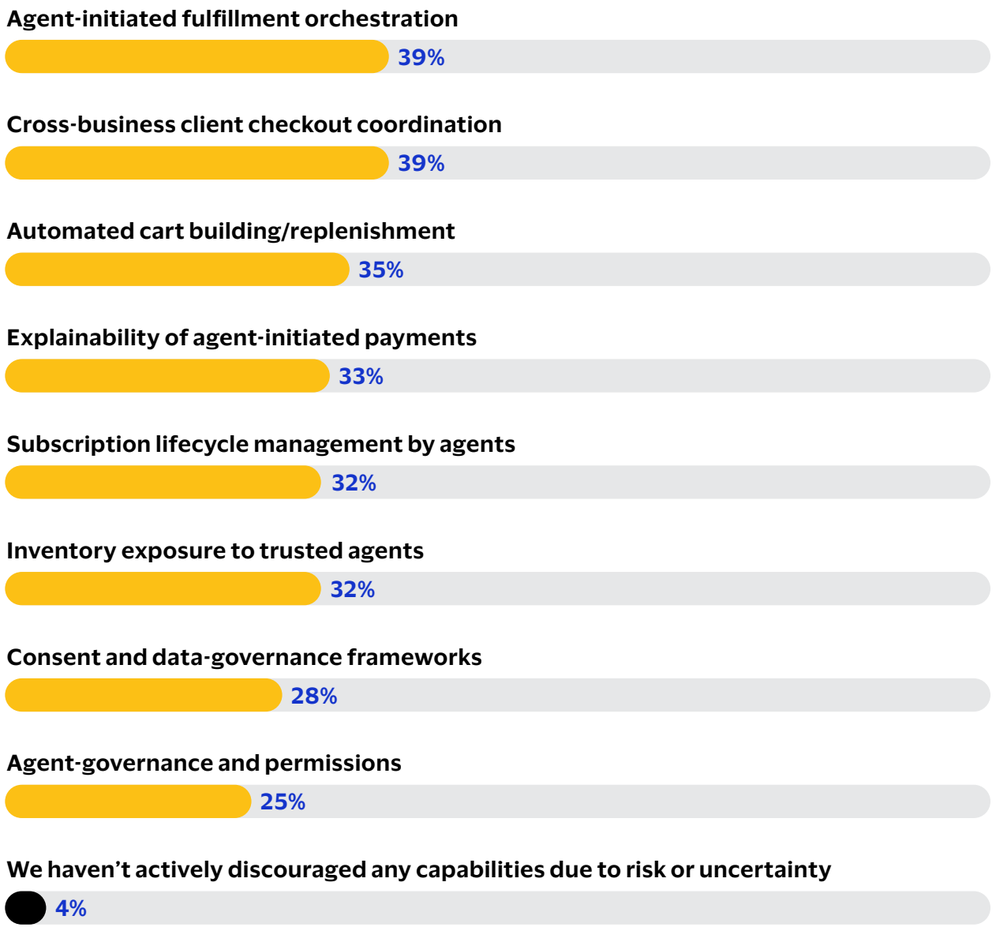


Figure 13A:

What acquirers are not doing

Share of acquirers citing capabilities related to agentic commerce that are actively discouraged due to risk or uncertainty

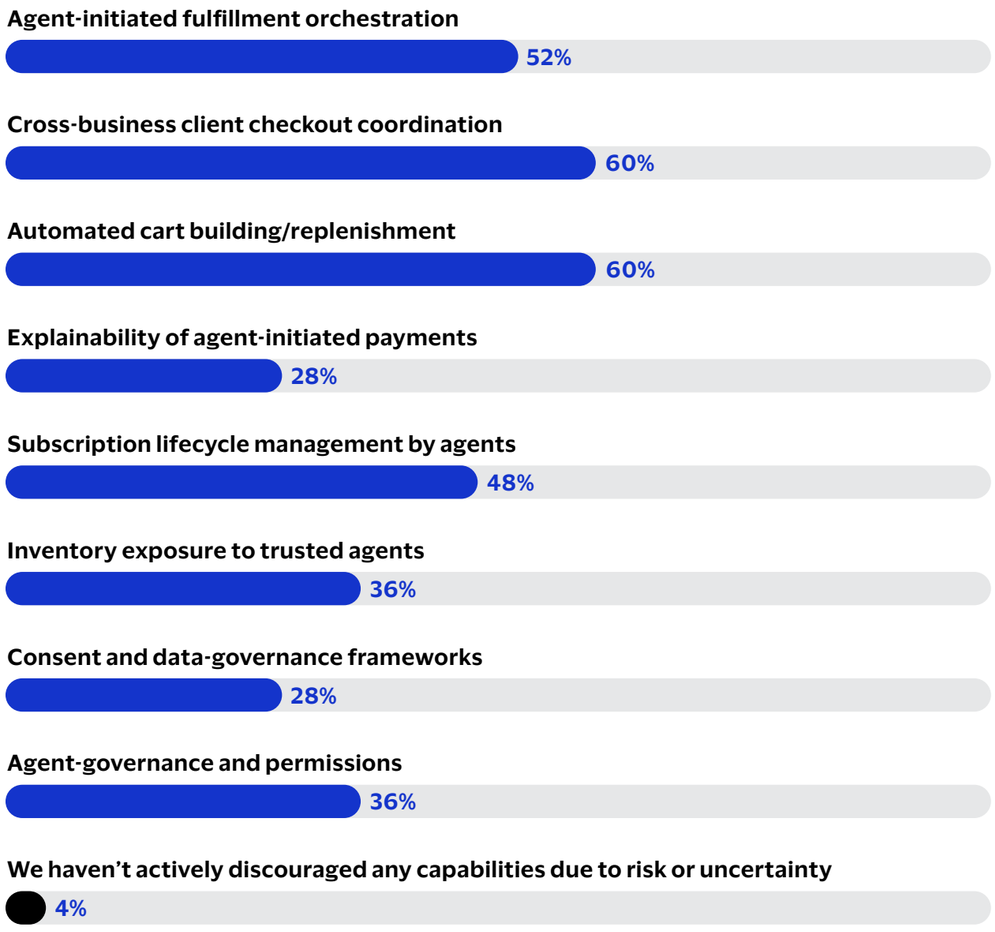


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=75 Complete responses; 25 per country, fielded January 16, 2026 – January 30, 2026

Figure 13B:

What acquirers are not doing

Share of acquirers in Brazil citing capabilities related to agentic commerce that are actively discouraged due to risk or uncertainty



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 Brazil Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 13C:

What acquirers are not doing

Share of acquirers in the UAE citing capabilities related to agentic commerce that are actively discouraged due to risk or uncertainty

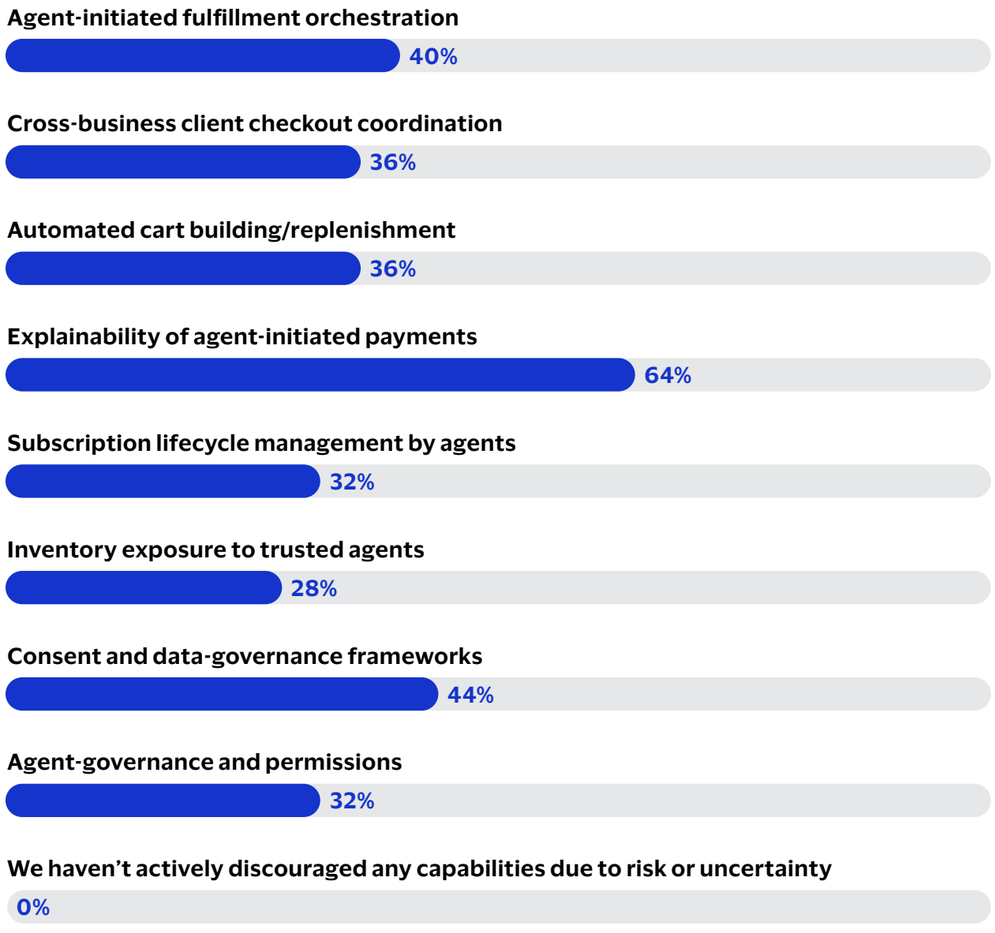


Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 UAE Complete responses, fielded January 16, 2026 – January 30, 2026

Figure 13D:

What acquirers are not doing

Share of acquirers in the U.S. citing capabilities related to agentic commerce that are actively discouraged due to risk or uncertainty



Source: PYMNTS Intelligence
How Acquirers Prepare for Agentic Commerce, March 2026
N=25 US Complete responses, fielded January 16, 2026 – January 30, 2026

Brazil

Strong framework foundation, but scaling requires modernizing the authorization logic and clarifying trust and accountability.

Priority 1:
Authorization and liability redesign

52%
cite modifying authorization logic (highest among three).

48%
cite liability clarification.

36%
Issuers seen as primary responsible for payment authorization

Priority 2:
Interoperability and orchestration depth

60%
are “very prepared” on third-party interoperability.

28%
Only 28% prioritize identity-binding standards.

Structural gaps remain

Priority 3:
Clarify distributed trust ownership

40% VS. **32%**
Credential security split (40% acquirers, 32% networks)

56%
Fraud primarily attributed to networks

Coordination across stakeholders is essential.

UAE

Alignment on trust anchors exists, but formal standards and operating rules updates are gating scale.

Priority 1:
Identity/credential-binding standards

64%
cite identity standards (highest of any country).

60%
Liability heavily attributed to AI providers

Priority 2:
Modernizing standards and operating rules frameworks

52%
cite authentication rule updates.

48%
cite fraud-risk scoring enhancements.

Priority 3:
Improvements in operational preparedness

32%
are not prepared to support token storage.

32%
are not prepared to support interoperability.

U.S.

Market is infrastructure-mature, but fragmented liability frameworks and orchestration gaps slow agentic scaling.

Priority 1:
Liability clarity and dispute accountability

56%

cite liability redesign (highest of three).

56%

Refunds/chargebacks concentrated with merchants → Reversibility is the gating factor

Priority 2:
Fraud and risk modernization

44%

cite fraud scoring upgrades.

36%

cite identity standards.

Priority 3:
Orchestration and interoperability

20%

are “very confident” in evolving infrastructure for AI fulfillment orchestration (76% somewhat confident).

32%

are “very prepared” on third-party interoperability.

Actionable insights

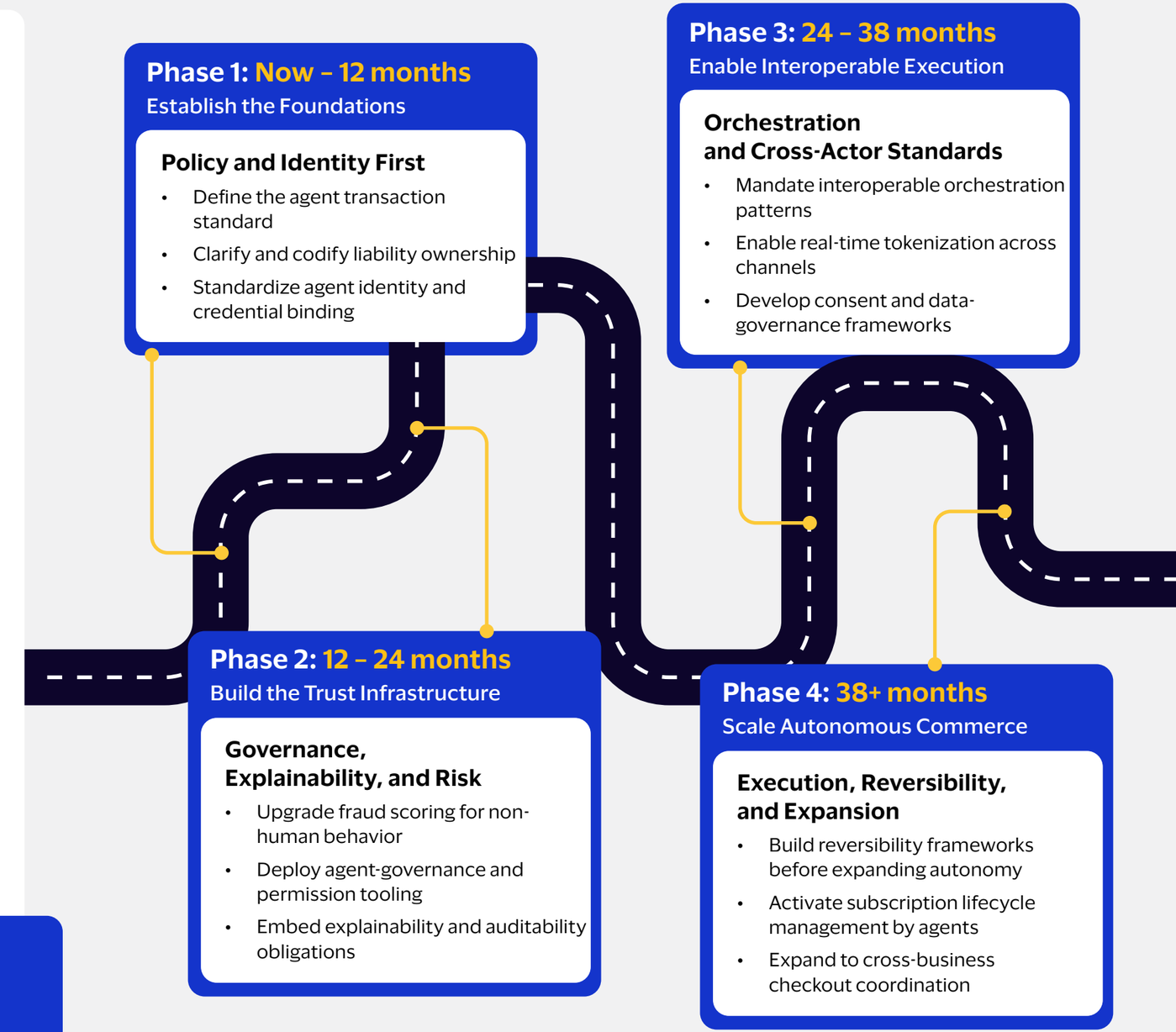
Acquirer Roadmap to Agentic Commerce

A phased framework for how acquirers can prepare for and embrace agent-initiated payments—derived from a survey of 75 acquirers across Brazil, UAE, and the United States.

The path to agentic commerce is sequential, not simultaneous.

Acquirers that try to scale automation before resolving governance, liability, and identity will face the same structural barriers already slowing omnichannel adoption. Each phase unlocks the next.

VISA



The core insight: 77% of acquirers are currently in wait-and-see mode—but hesitation is rational, not passive. The data shows acquirers aren't rejecting agentic commerce; they're correctly identifying that policy alignment and identity redesign must precede technical optimization. This roadmap reflects that logic.

Phase 1

Phase 1:

Now – 12 months

Establish the Foundations

Policy and Identity First

Define what an agent transaction is.

Establish a shared definition of agent-initiated transactions covering agent identity, delegation scope, consent object, and audit trail. Without a common standard, every downstream decision—liability, fraud scoring, dispute resolution—is built on sand.

36%

of acquirers cite lack of readiness for AI agent-initiated commerce as an internal barrier.

Clarify and codify liability ownership.

Define explicit accountability by use case: one-time purchase, subscription, continuous payment, out-of-scope agent action. Liability ambiguity is the single most consistent structural constraint across all three markets surveyed.

45%

say redesigning liability frameworks is a necessity—rising to 56% in the U.S..

Standardize agent identity and credential binding.

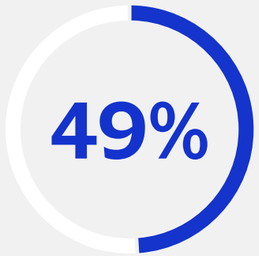
Credential security via tokenization is relatively mature. What's missing is binding that credential to a verified agent identity with defined step-up authentication triggers. UAE acquirers identify this as their single highest priority.

43%

cite establishing identity and credential-binding standards as a top capability need.

Why start here?

Acquirers don't see agentic commerce as a routing problem—they see it as a governance and liability problem. The most cited blockers are regulatory uncertainty and missing identity standards, not technology. Nothing downstream can scale until this layer is resolved.



of acquirers say regulatory uncertainty must be addressed before scaling agent-initiated payments.

VISA

Phase 2

Phase 2:

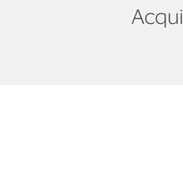
12 – 24 months

Build the Trust Infrastructure

Governance, Explainability, and Risk

Upgrade fraud scoring for non-human behavior.

Existing fraud models assume a human user. Agent behavior requires new signals, new baselines, and new rules for step-up intervention—a direct and natural extension of the acquirer's core risk management function.



40%

cite enhancing fraud-risk scoring for AI-agent behavior patterns as an essential capability need.

Deploy agent-governance, and permission tooling.

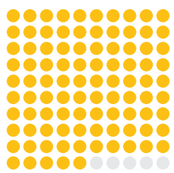
Build control layers that define what agents can and cannot do—spending limits, merchant category restrictions, and time-bound permissions. These guardrails must exist before autonomous execution scales to avoid unmanageable liability exposure.



Agent-governance and permission tooling is acquirers' single highest 3-year investment priority.

Embed explainability and auditability obligations.

No single ecosystem actor dominates responsibility for explainability today. Acquirers should require standardized explanation packages and metadata retention for all agent-triggered transactions—setting the standard before regulators impose one.



95%

rate explainability of agent decisions as an important 3-year priority.

Why this comes next?

With liability and identity foundations in place, acquirers can invest in the operational trust layer. Governance tooling, risk controls, and oversight functions are direct extensions of the acquirer's existing role—not a stretch into new territory.



96% of acquirers rate agent-governance and permission tooling as important for the next 3 years

VISA

Phase 3

Phase 3:

24 – 36 months

Enable Interoperable Execution

Orchestration and Cross-Actor Standards

Mandate interoperable orchestration patterns.

Publish reference APIs, consent schemas, and message standards for cross-actor coordination between acquirers, issuers, networks, and AI providers. Brazil's onboarding friction and UAE's governance gaps share the same root cause: no shared operating language.



27%

of acquirers cite lack of orchestration capability to unify channels as an internal barrier.

Enable real-time tokenization across channels.

For agent-initiated flows to be trusted, credential integrity must be maintained consistently across in-store, digital, and automated touchpoints. This is a technical prerequisite for any meaningful cross-channel agent autonomy at scale.

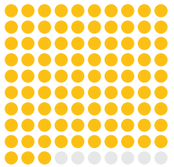


25%

of acquirers are currently unable to support real-time tokenization across channels.

Develop consent and data governance frameworks.

Consent and data governance has the most diffused ownership of any function in the ecosystem—no actor dominates. Acquirers are well-placed to lead the development of interoperable consent schemas rather than wait for others to define them.



93%

rate consent and data-governance frameworks as important—but ecosystem ownership remains unresolved.

Why this comes next?

Once governance and trust rails exist, the bottleneck shifts to orchestration. Even where infrastructure is capable, fragmentation across actors limits what agents can actually execute. This phase turns individual readiness into ecosystem-wide function.



39% of acquirers fragmented cross-channel payment infrastructure as a primary internal barrier.

Phase 4

Phase 4:

36+ months

Scale Autonomous Commerce

Execution, Reversibility, and Commercial Expansion

Build reversibility frameworks before expanding autonomy.

Standardize dispute, refund, and unwind frameworks with defined evidence bundles—consent logs, intent data, and credential signals. Delegation is only durable if reversal is enforceable and liability is operationally manageable when agents act out of scope.

39%

of acquirers actively discourage agent-initiated order fulfillment due to risk or uncertainty.

Activate subscription lifecycle management by agents.

The natural first autonomous use case: bounded, reversible, and familiar to existing rails. Acquirers already report relatively high confidence in their infrastructure here, making it the lowest-risk entry point for scaled agent autonomy.

89%

rate subscription lifecycle management as important; 40% are already very confident in their ability to support it.

Expand to cross-business checkout coordination.

The most commercially significant expansion: enabling agents to complete multi-merchant journeys while maintaining acquirer governance over transaction flows. Acquirers already see partial ownership here—this is the commercial frontier.

90%

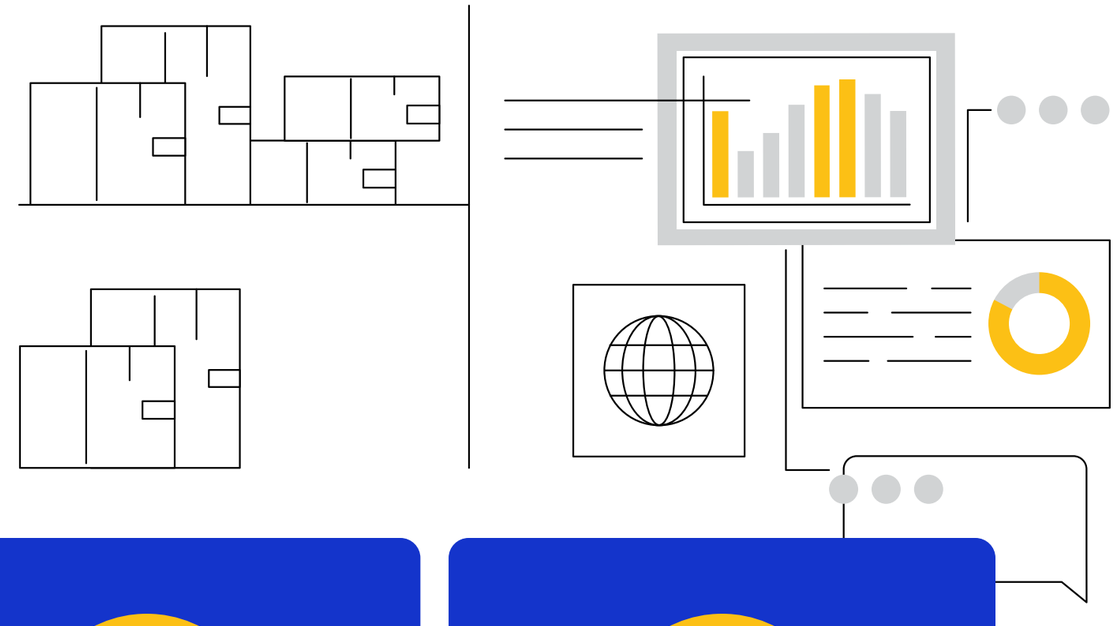
rate cross-business client checkout coordination as important for the next three years.

Why is this the last stage?

The most discouraged capabilities today are those that expand into merchant-owned domains. This caution is rational: Without reversibility frameworks and clear liability, the commercial risk outweighs the gain. This phase becomes viable once the first three are in place.



of acquirers plan to proactively accelerate agentic commerce—the rest are waiting for demand or clarity.



How leading acquirers stay ahead of agentic commerce

Invest in subscription lifecycle management early and deliberately.

Leaders see recurring, automated commerce as a near-term agentic use case, not a distant one.

Build for cross-business client checkout coordination.

Leaders understand that agentic commerce doesn't stay within one merchant's walls; it requires orchestration across the stack.

Don't outsource explainability.

Leaders aren't waiting for regulators or platforms. They are building accountability into their own architecture.

Treat governance as infrastructure, not compliance.

Leaders are building governance to enable agentic commerce; laggards are waiting for it to exist before they adapt their capabilities.

Methodology

How Acquirers Prepare for Agentic Commerce, a PYMNTS Intelligence report in collaboration with Visa Acceptance, examines the critical factors that drive agentic commerce readiness, drawing on insights from a survey of 75 acquirers across Brazil, the UAE, and the U.S..

Comprising information collected from January 16, 2026, to January 30, 2026, the report provides a roadmap for acquirers (and ecosystem partners) seeking to enhance customer relationships and gain a competitive edge in the agentic commerce arena.

This research was independently designed, fielded, analyzed, and written by PYMNTS Intelligence. Research partners provided funding support but exercised no control over methodology, data collection, findings, or conclusions.

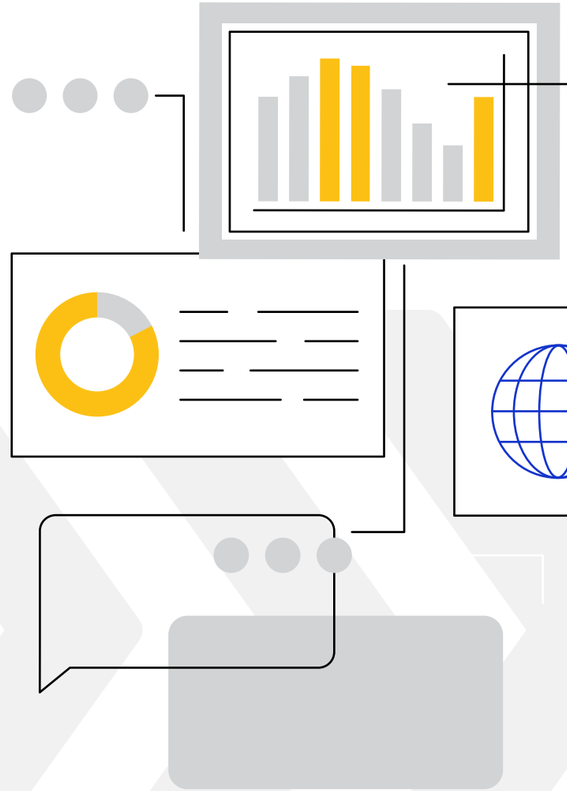
2026

How Acquirers Prepare for Agentic Commerce



Acquirers in Brazil, UAE, and USA





VISA

About

Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network — enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit www.visa.com, https://usa.visa.com/solutions/visa-business-solutions.html and Visa Commercial Solutions: Overview | LinkedIn.

PYMNTS INTELLIGENCE

PYMNTS Intelligence is a leading global data and analytics platform that uses proprietary data and methods to provide actionable insights on what's now and what's next in payments, commerce and the digital economy. Its team of data scientists include leading economists, econometricians, survey experts, financial analysts, and marketing scientists with deep experience in the application of data to the issues that define the future of the digital transformation of the global economy. This multi-lingual team has conducted original data collection and analysis in more than three dozen global markets for some of the world's leading publicly traded and privately held firms.

The PYMNTS Intelligence team that produced this report:

Yvonni Markaki
SVP, Head of PYMNTS Intelligence

Lynnley Browning
Managing Editor

Joe Ehrbar
Senior Editor

Disclaimer

How Acquirers Prepare for Agentic Commerce: Acquirers in Brazil, UAE, and USA may be updated periodically. While reasonable efforts are made to keep the content accurate and up to date, PYMNTS MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING THE CORRECTNESS, ACCURACY, COMPLETENESS, ADEQUACY, OR RELIABILITY OF OR THE USE OF OR RESULTS THAT MAY BE GENERATED FROM THE USE OF THE INFORMATION OR THAT THE CONTENT WILL SATISFY YOUR REQUIREMENTS OR EXPECTATIONS. THE CONTENT IS PROVIDED "AS IS" AND ON AN "AS AVAILABLE" BASIS. YOU EXPRESSLY AGREE THAT YOUR USE OF THE CONTENT IS AT YOUR SOLE RISK. PYMNTS SHALL HAVE NO LIABILITY FOR ANY INTERRUPTIONS IN THE CONTENT THAT IS PROVIDED AND DISCLAIMS ALL WARRANTIES WITH REGARD TO THE CONTENT, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT AND TITLE. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF CERTAIN WARRANTIES, AND, IN SUCH CASES, THE STATED EXCLUSIONS DO NOT APPLY. PYMNTS RESERVES THE RIGHT AND SHOULD NOT BE LIABLE SHOULD IT EXERCISE ITS RIGHT TO MODIFY, INTERRUPT, OR DISCONTINUE THE AVAILABILITY OF THE CONTENT OR ANY COMPONENT OF IT WITH OR WITHOUT NOTICE.

PYMNTS SHALL NOT BE LIABLE FOR ANY DAMAGES WHATSOEVER, AND, IN PARTICULAR, SHALL NOT BE LIABLE FOR ANY SPECIAL, INDIRECT, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, OR DAMAGES FOR LOST PROFITS, LOSS OF REVENUE, OR LOSS OF USE, ARISING OUT OF OR RELATED TO THE CONTENT, WHETHER SUCH DAMAGES ARISE IN CONTRACT, NEGLIGENCE, TORT, UNDER STATUTE, IN EQUITY, AT LAW, OR OTHERWISE, EVEN IF PYMNTS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

SOME JURISDICTIONS DO NOT ALLOW FOR THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, AND IN SUCH CASES SOME OF THE ABOVE LIMITATIONS DO NOT APPLY. THE ABOVE DISCLAIMERS AND LIMITATIONS ARE PROVIDED BY PYMNTS AND ITS PARENTS, AFFILIATED AND RELATED COMPANIES, CONTRACTORS, AND SPONSORS, AND EACH OF ITS RESPECTIVE DIRECTORS, OFFICERS, MEMBERS, EMPLOYEES, AGENTS, CONTENT COMPONENT PROVIDERS, LICENSORS, AND ADVISERS.

Components of the content original to and the compilation produced by PYMNTS is the property of PYMNTS and cannot be reproduced without its prior written permission.

Case studies, comparisons, statistics, research, and recommendations are provided "AS IS" and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial, or other advice. Visa neither makes any warranty or representation as to the completeness or accuracy of the information within this document, nor assumes any liability or responsibility that may result from reliance on such information. The information contained herein is not intended as investment or legal advice, and readers are encouraged to seek the advice of a competent professional where such advice is required.