



NEWS RELEASE

JD deploys cutting-edge technology to enable direct purchases through AI platforms

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- JD announces global agreement with commercetools, a leading digital commerce platform provider, enabling one-click purchases on AI platforms including Copilot, Gemini and ChatGPT
- Starting in the US, JD will partner with commercetools and Stripe to become the first retailer to leverage their Agentic Commerce Suite (ACS) to connect AI-driven search to secure checkout and payments
- JD will invest in the optimisation of how its content is found and displayed within AI platforms, making it easier for customers to find JD stores and products
- The agreement positions JD as a sector leader on agentic commerce, at a time when many of the leading global AI platforms are beginning to enable direct purchasing in the US ahead of a global rollout

Monday 12 January, 2026 – JD Sports Fashion plc (JD Group), a leading global omnichannel retailer of sports fashion brands, today announces it will enable customers to use AI platforms to search for and purchase sports footwear, apparel and accessories – all in a single click without leaving the apps.

JD customers in the US will be able to purchase directly through leading AI platforms including Copilot (Microsoft), Gemini (Google) and ChatGPT (OpenAI), further reflecting how with over 2,500 stores across JD, DTLR, Shoe Palace, and Hibbett, the Group delivers a market-leading, multi-brand proposition blending agility with trend-driven innovation.

The JD Group is redefining sports fashion retail in North America, its largest market representing c.40% of its global sales. As part of this drive, the JD brand has agreed to become the first retailer to leverage commercetools and Stripe's innovative Agentic Commerce Suite (ACS).

Starting with Microsoft Copilot and later extending to other leading Large Language Models (LLMs), customers in the US will be able to find and purchase products from JD using the AI platforms as a 'one-stop-shop', including

integrated payments. As LLMs become increasingly sophisticated and roll out new features to regions outside of the US, JD will be well positioned as one of the leaders in the field of agentic commerce.

JD's omnichannel approach combines vibrant, theatrical stores – where sports fashion meets music – with cutting-edge digital experiences. Its recent re-platforming via commercetools in the US has strengthened JD's ability to offer a seamless, premium shopping experience across digital channels. Today's announcement in agentic AI commerce marks the next step in JD's journey to revolutionise sports fashion retail, harnessing technology to elevate its customer experience and set new standards for the industry. JD Group isn't just adapting to change – it's driving it.

Regis Schultz, Group CEO of JD Sports Fashion plc, said:

"This agreement places JD right at the forefront of AI commerce. We want to reach customers wherever shopping decisions are happening, and make it easy for them to complete a purchase. As AI becomes a real entry point for commerce, our partnership with commercetools and Stripe will allow customers using AI for searches to find and transact with JD quicker and easier, at the click of a button through those channels, without adding complexity to our operations. This strengthens our digital proposition for customers, and keeps us moving in line with the fast-changing retail landscape.

"We see AI as a real opportunity to improve our customers' experience with JD, as well as making our own operations more efficient, and so I'm really pleased that with this big step forward we are putting our words into action."

To support the launch of the partnership, Regis Schultz, Group CEO of JD Sports Fashion plc, and Jetan Chowk, JD's Chief Technology & Transformation Officer, will attend the National Retail Federation 'Retail's Big Show' in New York City this week for demonstrations of the ACS alongside executives from commercetools and Stripe.

Today's announcement builds on JD and commercetools' successful partnership established over the last 18 months. JD has leveraged commercetools to successfully re-platform its e-commerce channels in the US, and JD will complete the roll-out of equivalent platforms to its UK and European operations in 2026.

The new global agreement with commercetools and Stripe will optimise JD's product information, pricing, and inventory systems specifically for AI platforms. Through bespoke and cutting-edge technology, LLMs will connect directly to the Agentic Commerce Suite, which will provide secure checkout and payment processing. This ensures that when customers interact with AI platforms, they receive accurate and real-time information on product availability, and can complete their purchases seamlessly.

Dirk Hoerig, Founder and Chief Innovation Officer of commercetools, said:

"AI is quickly becoming part of how customers discover products, and retailers need a way to participate without adding complexity behind the scenes. JD Sports is pushing the industry forward by treating AI as a real channel for serving customers, not just a concept. commerce tools created an approach that lets shoppers move from discovery to purchase in a single step, while giving JD Sports the accuracy, governance, and operational control an enterprise business requires. It's a meaningful step toward making AI-driven commerce real for consumers at scale."

Consumers are increasingly shifting toward AI assistants for product research and recommendations. According to research carried out in 2025 by Adobe Express in the US on 5,000 consumers, 60% of those surveyed used AI as part of their shopping journeys. Moreover, data from the Pew Research Center indicates that traditional search volumes are being significantly impacted by AI searches, with AI-led traffic leading to more time being spent on websites and more pages being browsed. The investment into ACS bolsters JD's leading digital offering by making it as easy as possible for customers to find its products and buy them via AI platforms.

Jetan Chowk, Chief Technology & Transformation Officer of JD Sports, said:

"We've seen that customers want to be able to shop through different channels and it's important that we meet them where they are. Today's announcement is an important step into the next era of online shopping and positions JD to be ahead of the curve as the global retail industry embraces AI."

The initiative forms a key part of JD Group's 'Beyond Physical Retail' strategic pillar, as the Group continues to invest in infrastructure, technology and digital to support its long-term growth ambitions.

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About JD Sports

Founded in 1981, the JD Group (JD) is a leading global omnichannel retailer of Sports Fashion brands. JD provides customers with the latest sports fashion through working with established and new brands to deliver products that our customers most want, across both footwear and apparel.

The vision of JD is to inspire the emerging generation of consumers through a connection to the universal culture of sport, music and fashion. JD focuses on four strategic pillars: JD Brand First, first priority, first in the world; leveraging Complementary Concepts to support JD Group global expansion; moving Beyond Physical Retail by building the right infrastructure and creating a lifestyle ecosystem of relevant products and services; and doing the best for its People, Partners and Communities. JD is a constituent of the FTSE 100 index, with 4,851 stores across 36 countries as of 1 November 2025.

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