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MEDIA ALERT

Adobe Research: 60% of Indian Consumers Interested in Creating a Personal AI Agent, Highest in Asia Pacific

- More than half of Indian consumers would engage with brand AI agents and are comfortable with agent-to-agent interactions.
- While organisations report gains from generative AI, data integration and quality remain key barriers to scaling agentic AI.

New Delhi, India – June 25, 2026 – Adobe —the global technology leader that unleashes creativity, productivity, and personalized customer experiences through innovative tools and platforms—today released the India findings from [Adobe 2026 AI and Digital Trends Report](#). This is the company's 16th annual global study based on responses of 7,000 consumers and business leaders worldwide. The report examines how businesses are approaching digital transformation and AI adoption, and how consumers are responding to AI-driven and agentic experiences.

According to the report's findings, India demonstrates the strongest consumer appetite for agentic AI in Asia Pacific, with 60% of consumers interested in creating a personal AI agent. More than half (55%) say they would interact with a brand's AI agent if offered. Additionally, 58% are comfortable with agent-to-agent interactions, and 61% are happy for an AI agent to deal with a brand's human representative on their behalf. These figures significantly outstrip both business expectations in India and other Asia Pacific markets. India also shows the highest personal executive confidence in adopting new tools (26%).

Indian consumers are more inclined to incorporate AI into their purchasing and customer journeys. More than half (65%) are using AI to search for personalised product recommendations, 60% are using AI for instant customer service or support, and 62% are open to shopping via a virtual AI concierge.

"India is emerging as one of the most receptive markets for agentic AI in Asia Pacific, creating new opportunities for brands to deliver more personalised and effective customer experiences," said **Anindita Veluri, Director of Marketing, Adobe India**. "At the same time, consumers expect these interactions to be transparent, intuitive and human-centric. As

organisations move from experimentation to scaled adoption, strong data foundations, governance and trust will be critical to unlocking the full value of AI."

As AI-powered experiences become embedded in everyday consumer interactions, this year's research points to a pivotal moment in the evolution of agentic AI, giving brands a rare opportunity to shape adoption responsibly and build the orchestration, governance, and scale needed for sustainable growth.

The findings also reveal a growing disconnect between how consumers define AI success and how organisations actually measure it. While consumers judge AI experiences on trust, transparency, and whether their needs are met, many brands remain focused on efficiency gains and cost metrics, signalling a widening gap between consumer expectations and business priorities.

"Consumer behaviours are shifting across Asia Pacific, with AI already rising in brand discovery and now set to play a greater role in purchasing journeys. Many consumers are comfortable with agentic AI, but say adoption relies on defined transparent contexts with options for human support," said **Duncan Egan, Vice President of Enterprise Marketing, Asia Pacific and Japan, Adobe.**

"For many organisations, AI is already delivering meaningful improvements to experience delivery and customer growth. Early results from generative AI are translating into accelerated agentic adoption. However, while enthusiasm for agentic AI is high, most brands still need to build the data, governance and orchestration capabilities that will allow these efforts to scale."

Trust and human connection will shape AI adoption

- The most important reassurances for consumers when using AI agents is clear labelling (21%) followed closely by the ability to switch to a human at any time (17%).
- More than half (74%) of consumers say AI-driven personalisation often or always saves them time, and 71% say they feel convenient.
- As long as their needs are met, 21% of consumers say they do not care whether a brand uses AI, but 61% would stop engaging if they discovered they were speaking to AI when they expected a human.
- 76% say AI-driven interactions should still feel human rather than robotic.

Enterprise AI readiness faces execution pressures in India

- Growing AI execution gap: Although 10% of brands have embedded agentic AI across their organisations for customer support, and 9% for brand discovery and search, most organisations still face significant adoption barriers, with internal resistance to change remaining the top alignment challenge, cited by 53% of Indian executives.
- Limited enterprise-wide deployment: While interest in agentic AI is accelerating across India, enterprise-wide implementation remains at an early stage, with only 7% of organisations deploying it at scale for marketing content creation customer support and just 4% for customer onboarding/education.
- Operational readiness barriers persist: Beyond ambition, organisations continue to face foundational scaling challenges, with data integration and quality issues (69%), talent and skills gaps (65%), unclear ROI (62%), and technology infrastructure limitations (48%) emerging as the biggest barriers to successful AI adoption and long-term operationalisation. Bridging this gap demands more than ambition; it requires operational readiness.
- Generative AI speed and scale gains: As brands continue to compete in an increasingly compressed attention economy, 71% of organisations say generative AI has improved the volume and speed of content ideation and production, and 67% say generative AI has enabled non-creative teams to produce content.

For more information read the [Adobe AI & Digital Trends 2026 Report](#).

Methodology

For Adobe's 16th annual AI and Digital Trends research, Oxford Economics, in partnership with Adobe, conducted global surveys of 3,000 executives and practitioners and 4,000 customers to better understand how organisations are leveraging AI to capture customer interest, build brand loyalty, and augment CX workflows — and how customers are responding to these changes. The surveys were fielded online and via computer-assisted telephonic interviewing (CATI) from October through November 2025, with the Asia Pacific sample including Australia and New Zealand (250 executives, 350 consumers), India (250 Executives, 300 Consumers) and Singapore (100 executives, 150 consumers).

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