Research Report

From Assistants to Agents: The AI Evolution in Australia

AI adoption among Australian consumers, creators, and workers.

July 2025

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About the research

In March 2025 and again in June 2025, Adobe surveyed more than 1,000 Australians about their behaviours, perceptions and intentions towards AI-powered and automated tools. This dual-wave study tracks the rapidly evolving landscape of AI adoption in Australia and provides insights into its implications for customer experiences. The research explores:

How people are currently using AI assistants and emerging adoption of agentic AI

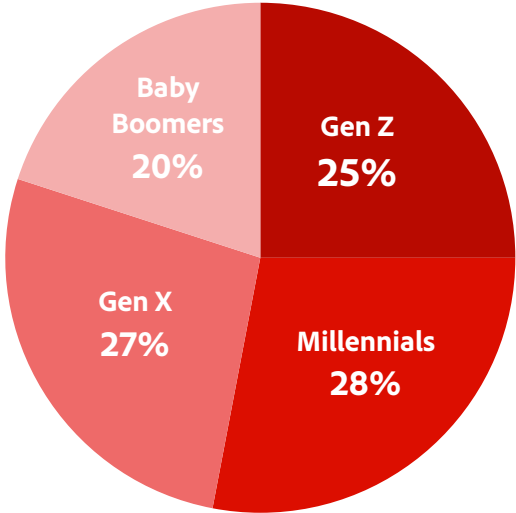**Where** AI is showing up in daily life from shopping and travel to work and creative projects

Why consumers' expectations are shifting as AI evolves from simple tasks to autonomous action

Respondent profile
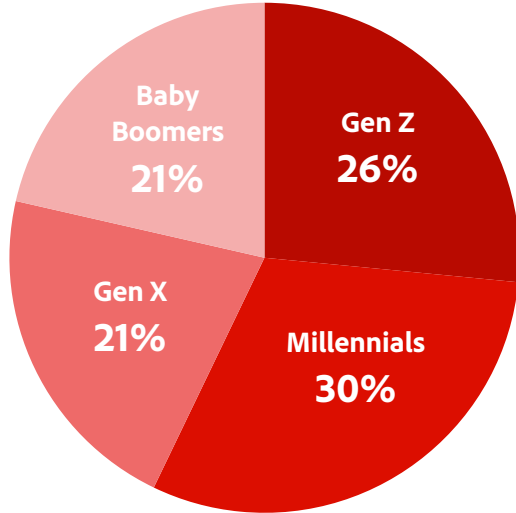
Wave 1
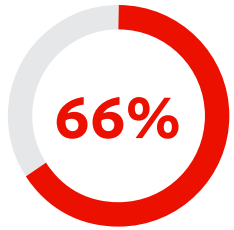In-field in February and March 2025

1,006 consumers

Baby Boomers 20%
Gen Z 25%
Gen X 27%
Millennials 28%

Wave 2
In-field in June 2025

1,011 consumers

Baby Boomers 21%
Gen Z 26%
Gen X 21%
Millennials 30%

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From Assistants to Agents: The AI Evolution in Australia

66%

of Australians are turning to AI or want to, up from 59% in March 2025

30%

of consumers have used an AI assistant for online shopping, up from 26% in March 2025

18%

of people use agentic AI, up 1.5x from March 2025. A further 42% expect to use it within a year.

Australians embrace AI assistants, rewiring digital behaviours

The proportion of Australians regularly using AI assistants has risen to 1 in 3 people. Many are increasingly turning to AI instead of traditional search and that's expected to continue, with most drawn to AI.
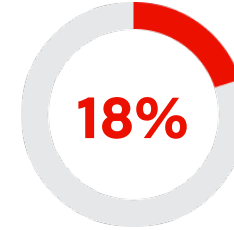
More consumers use AI for shopping, travel, finance and creative tasks

Consumers are using AI assistants to support everyday activities, from travel planning and food tips to sourcing retail deals. Many are also turning to AI to understand banking products, as well as for creative tasks.

Agentic AI knowledge, usage, and interest leap in just months

In only 3 months, the use of agentic AI has increased significantly, albeit from a low base, and a range of use cases are emerging. Millennials lead adoption, with nearly 1 in 4 already using agentic AI.

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Section 1

Momentum building:

How Australians are adopting AI assistants
and rewiring digital behaviours.

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More people regularly using AI assistants, with millennials leading the charge.

In the past three months, the number of people regularly using AI assistants has jumped **7%.** This is led by millennials, with regular users increasing from **29%** to **41%**

Frequency of use of AI assistants

	Begun using regularly	Have used once or a few times	Never used but curious to try
Mar-25	26%	53%	21%
Jun-25	33%	46%	21%

■ Mar-25 ■ Jun-25

Mar-25 n= 1,006   Jun-25 n= 1,011
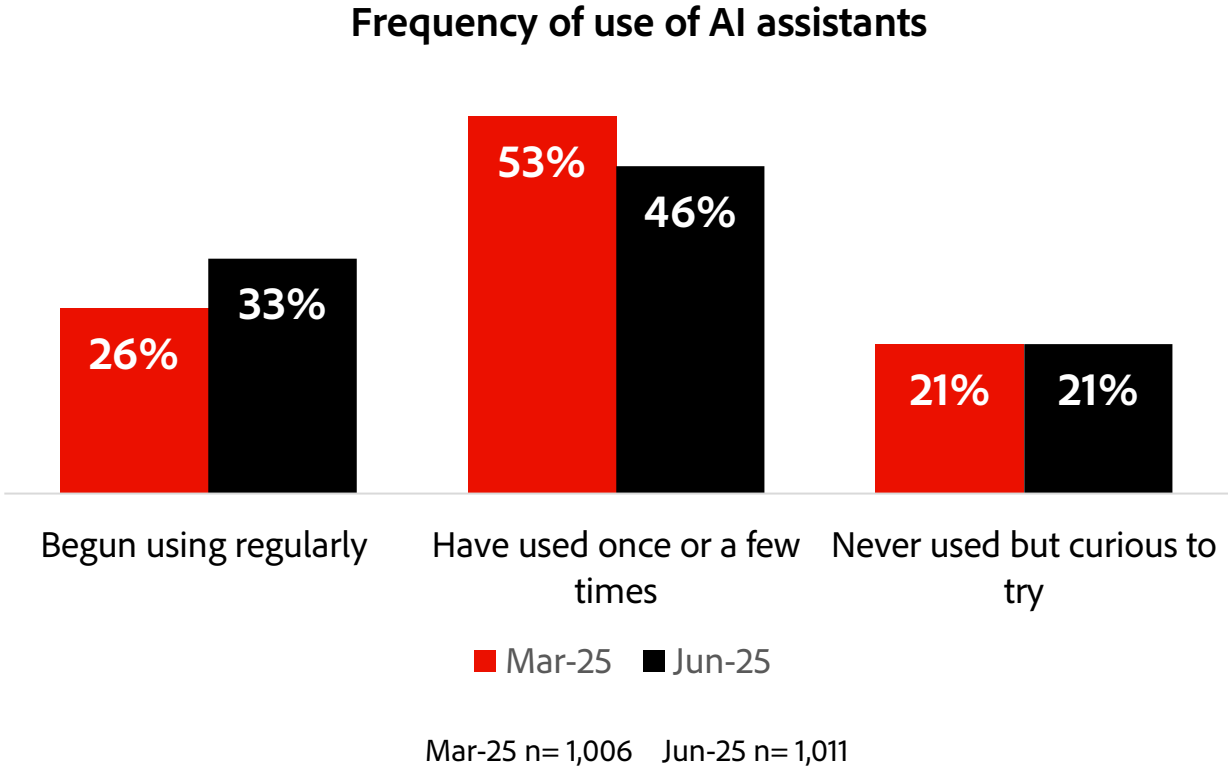
ⓘ AI Assistants refer to general purpose generative AI tools with a natural language interface like ChatGPT, Gemini, Claude and Copilot

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More consumers turn to AI to search, discover, explore and create, reshaping customer journeys.

Almost **4 in 10** people are using AI assistants instead of traditional search.

75% of those say AI assistants are helpful when completing **tasks**, with convenience and speed the top reasons.

Use of AI assistants in the past 6 months – top movers*

Category	Mar-25	Jun-25
Replacing traditional search	33%	38%
Ideas or suggestions for thinks like movies or restaurants	31%	35%
Making images, video or art	10%	27%
Getting tailored product recommendations	15%	20%

■ Mar-25   ■ Jun-25
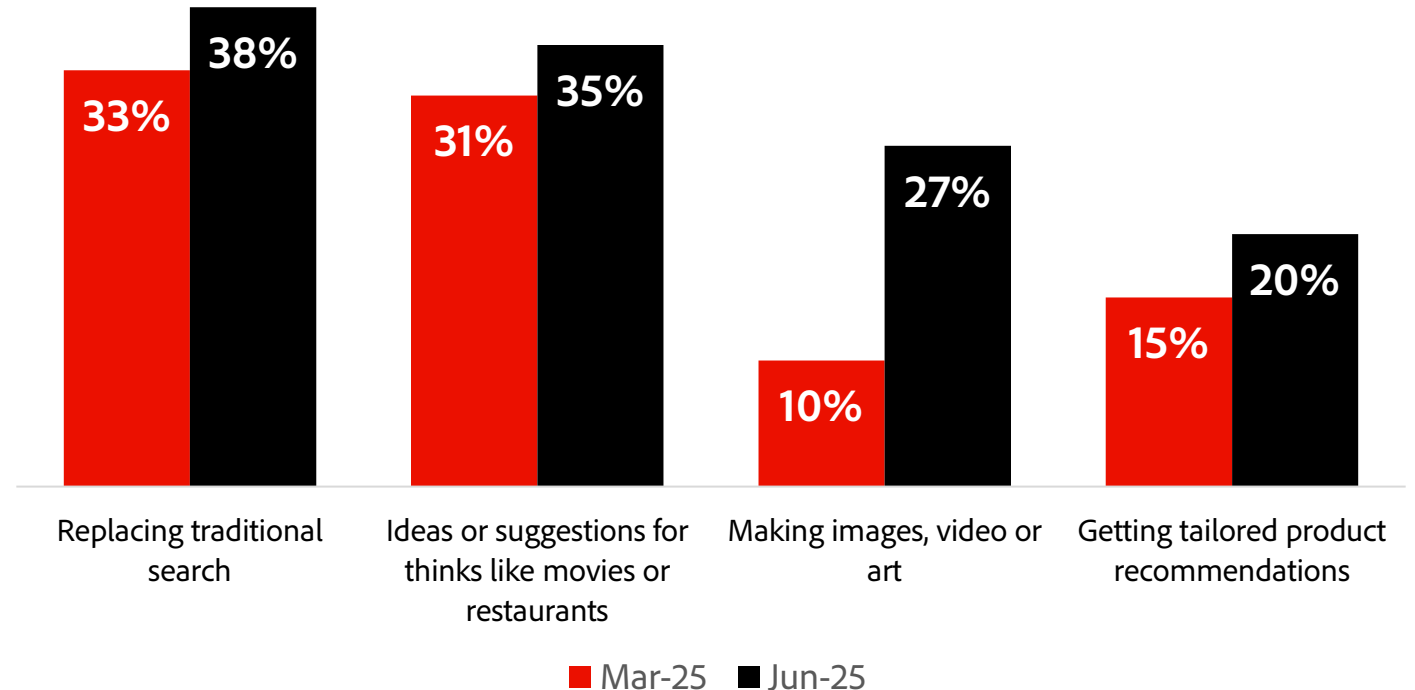
*sample is those who have used AI assistants at least once
Mar-25 n= 792   Jun-25 n= 802

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AI Assistants continue to increase their pull, with new capabilities and services acting as key adoption triggers.

The proportion of people turning to AI assistants or wanting to

March 2025

59%

71% for Gen Z
65% for millennials

June +7%

June 2025

66%
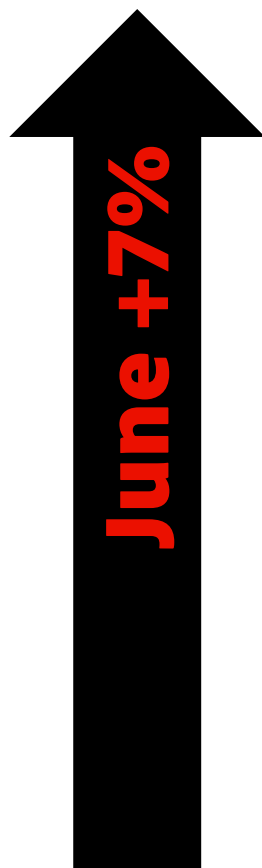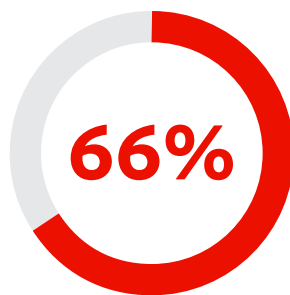
78% for Gen Z
73% for millennials

Why people turn to AI assistants or want to

New AI capabilities	63%
Availability of AI services	60%
Word of mounth	35%
AI in the news	21%
Company adoption	16%

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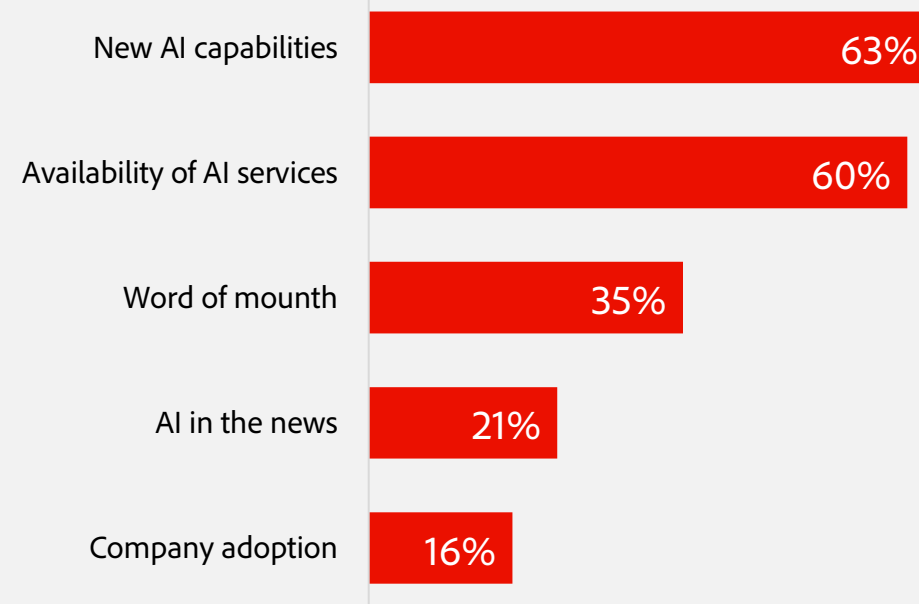
People are currently most comfortable using AI tools research and create content.

The majority of Australians are comfortable or very comfortable using AI assistants to assist with tasks, particularly general text and visual content.

73%	Researching a topic and preparing a presentation
71%	Writing or rewriting text content
67%	Designing a visual asset from a prompt
57%	Organising or tagging a library of photos/videos using AI
56%	Editing or enhancing personal photos
51%	Automatically editing a video using your own footage
49%	Generating a social media post in your tone/style
42%	Completing a purchase or booking that matches my preferences

n= 1,011

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Gen Z Australians are more familiar with AI assistants, but usage and intentions are growing fastest among millennials.

	Gen Z	Millennial	Gen X	Baby Boomers
Know a lot about AI assistants	42%	31%	18%	7%
Regularly use AI assistants	42%	41%	31%	17%
Use AI assistants for personal reasons	78%	87%	84%	97%
Use AI assistants at work	44%	55%	42%	20%
Are turning to AI more or intend to	78%	73%	65%	40%
Use AI in place of traditional search (have used AI assistance at least once)	30%	38%	42%	43%

Everyday AI in action:

AI use cases in shopping, travel, personal finance and creativity.

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How people use AI assistants for **online shopping**.

30% of Australians have used an AI assistant for online shopping **(+4% from March 2025)**

42% of people plan to use AI assistants for online shopping this year, highest for millennials **(49%)** and Gen X **(50%)**

Use of AI assistants for online shopping*

	Mar-25	Jun-25
I use AI Assistants to research products before finding deals online	82%	91%
AI Assistants have improved my online shopping experience	85%	90%
I use AI for product comparisons when I already know what I want	89%	87%
I turn to AI for bigger or more complex purchases	82%	85%
AI Assistants are my main source for product research	59%	72%

■ Mar-25 ■ Jun-25
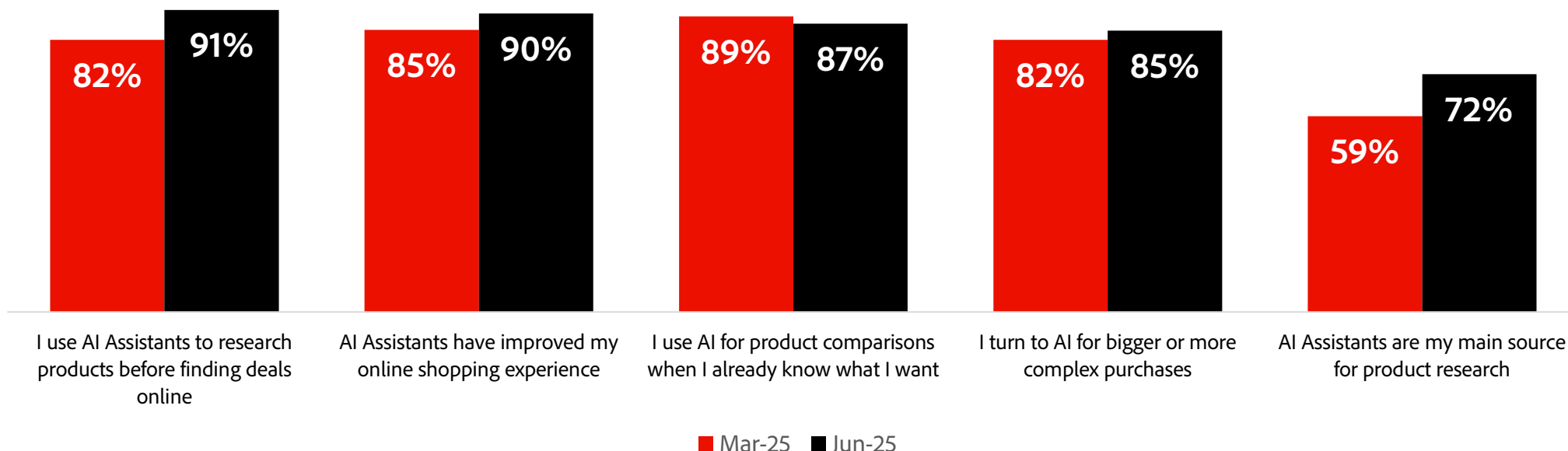
*sample is those who have used AI assistants for online shopping
Mar-25 n= 246   Jun-25 n= 289

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How people use AI assistants for **travel**.

29%
of Australians have used an AI assistant while booking travel or travelling **(+3% from March 2025)**

87%
of people using AI assistants say it has improved travel bookings or travelling experiences **(+6% from March 2025)**

Use of AI assistants for travel*

	Jun-25	Mar-25
Travel research	53%	49%
Trip planning and itinerary creation	49%	48%
Travel inspiration	46%	43%
Trasport planning	47%	35%
Local food recommendations	43%	33%
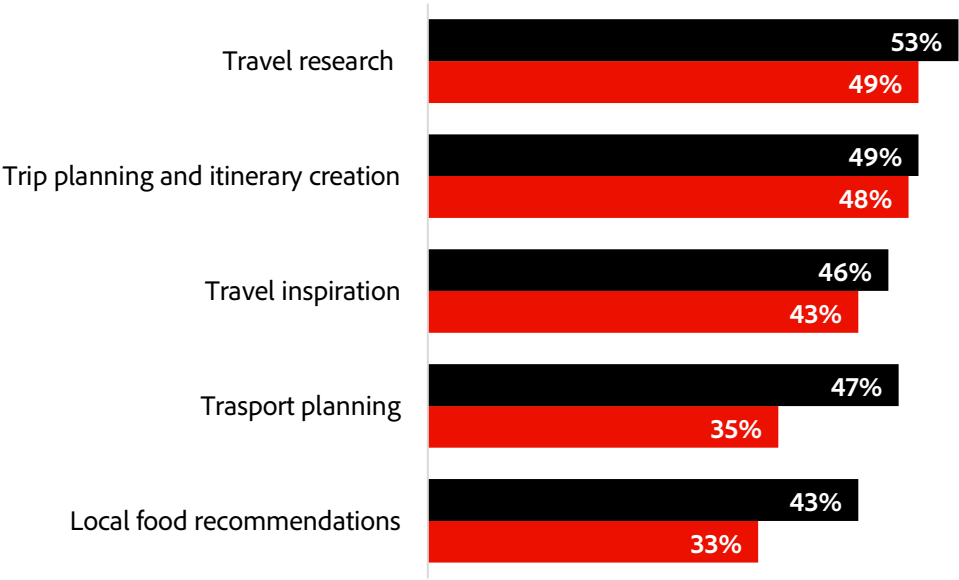
■ Jun-25 ■ Mar-25

*sample is those who have used AI assistants for travel
Mar-25 n= 248   Jun-25 n= 281

Appeal of AI assistant possibilities

	Jun-25
Compare travel pricing so I can choose the best option	94%
Find restaurant and hotel opening hours	93%
Map travel options based on my itinerary, budget and preferences	90%
Suggest future trip locations based on my past travel, with an itinerary	87%
Make bookings after I approve an itinerary (e.g. hotels)	77%

■ Jun-25

n= 1,011

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How people use AI assistants for banking and personal finance.

23% of Australians have used an AI assistant for their banking or financial needs **(+2% from March 2025)**

36% Would trust and follow AI-generated financial recommendations completely without human input

Use of AI assistants for financial needs*

29% | 46%
Understanding financial products (e.g. mortgages, bonds, super)

34% | 45%
Learning complex financial concepts in simple terms

40% | 44%
Creating a personalised budget

35% | 40%
Banking recommendations (e.g. checking or savings accounts)

33% | 36%
Understanding tax implications of financial decisions

■ **Mar-25** ■ **Jun-25**

*sample is those who have used AI assistants for banking or financial needs
Mar-25 n= 204   Jun-25 n= 220

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How people use AI assistants for creative and multimedia tasks.

57%
of Australians have used AI for personal, work or school creative tasks like generating visuals, editing or ideation

59%
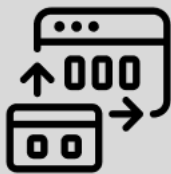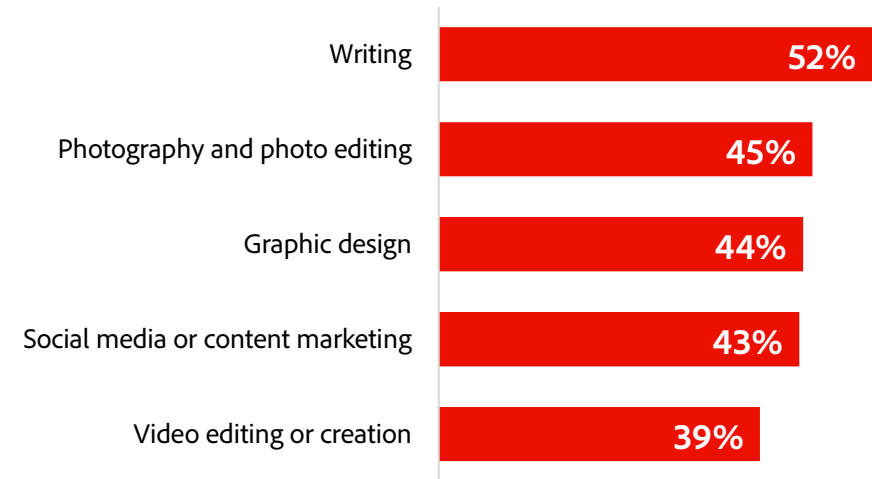of people plan to use AI assistants for creative or multimedia work in the next 6 months, highest among millennials at 71%

Intended AI assistant use by creative task type (next 6 months)

Task	%
Writing	52%
Photography and photo editing	45%
Graphic design	44%
Social media or content marketing	43%
Video editing or creation	39%

■ Jun-25

N=442

Views on AI assistants for creative tasks (% who agree)

View	%
It handles the boring tasks, so I can focus on what I enjoy	81%
I'm concerned about authenticity and ownership of AI content	79%
I trust AI more when it's built into tools I already use	73%
AI helps me try new formats or styles I wouldn't usually use	73%
I use AI mainly for early ideas or drafts, not final output	71%
AI Assistants make it easier to start or finish creative projects	71%

■ Jun-25

N=1,011

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Who uses AI at work, and how often

43% of people who have used an AI assistant have done so for work purposes

32% of those using AI assistants for work now use it every day, up from 22% in March 2025

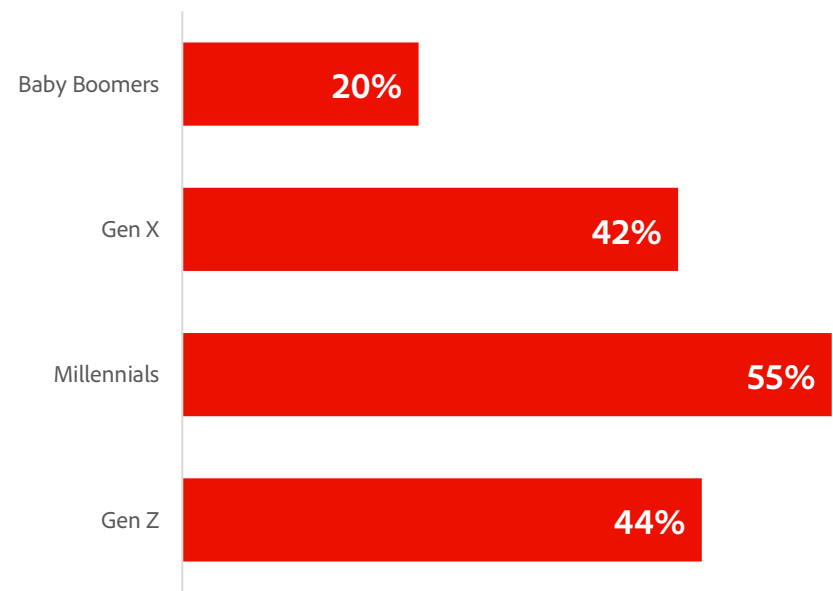## Have used AI assistant for work in the past year*

Generation	Percent
Baby Boomers	20%
Gen X	42%
Millennials	55%
Gen Z	44%
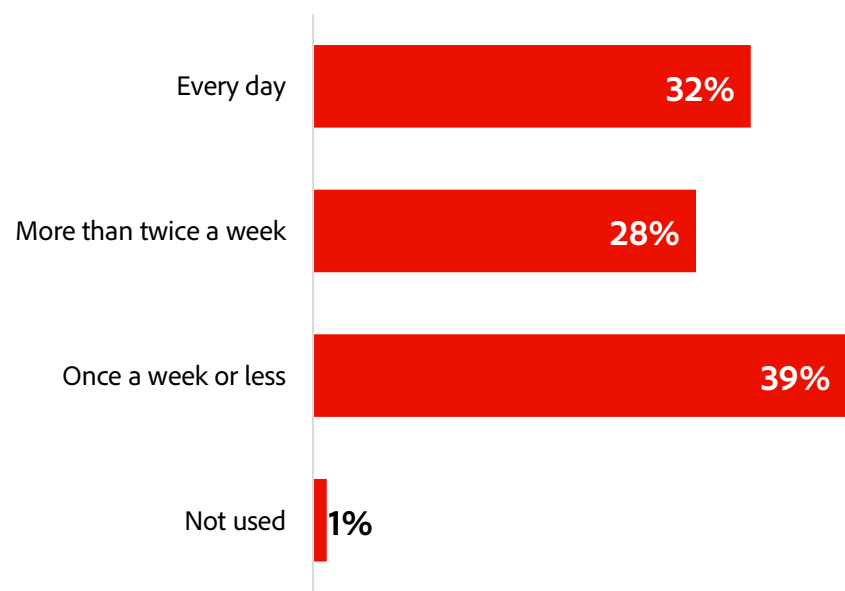
*Sample is those who have used an AI assistant at least once
N=792

Frequency of use of AI assistants for work

Frequency	Percent
Every day	32%
More than twice a week	28%
Once a week or less	39%
Not used	1%

N=344

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Enter Agentic AI:

Rising use, trust, and expectation for the next wave of AI-driven experiences.

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Agentic AI usage leaps 50% in just 3 months.

How soon people expect to be using agentic AI in their daily lives
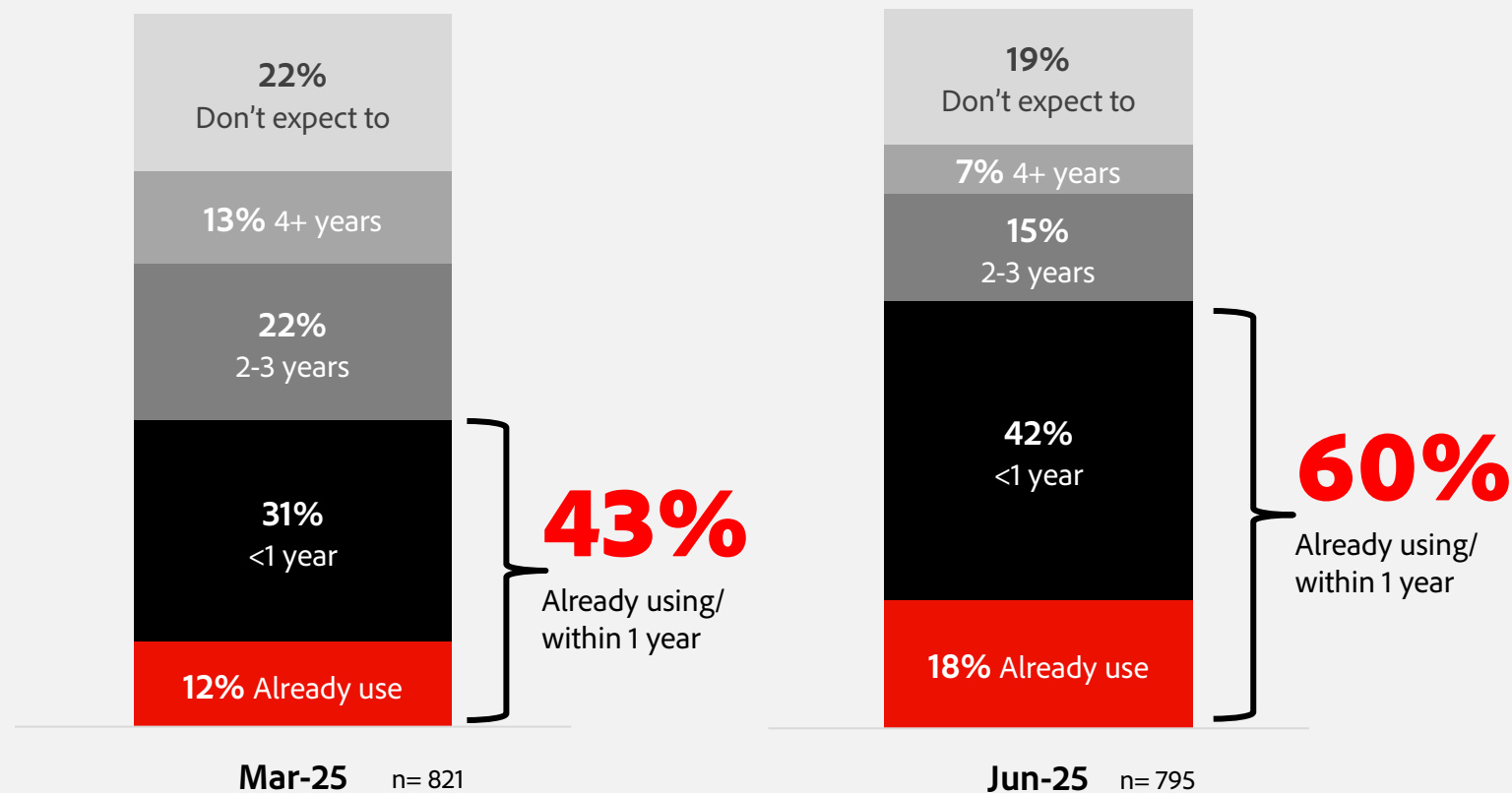
Familiarity with agentic AI is growing steadily, with almost **4 in 10** people on average now having heard of the new technology, **up 7%** in 3 months.

ⓘ Agentic AI refers to tools that can make decisions, take actions, and can assist with completing multi-step tasks rather than just generating content when prompted.

22% Don't expect to

13% 4+ years

22% 2-3 years

31% <1 year

12% Already use

43% Already using/ within 1 year

Mar-25   n= 821

19% Don't expect to

7% 4+ years

15% 2-3 years

42% <1 year

18% Already use

60% Already using/ within 1 year

Jun-25   n= 795

Millennials are setting the pace of agentic AI adoption, with adoption rates running well ahead of the national average
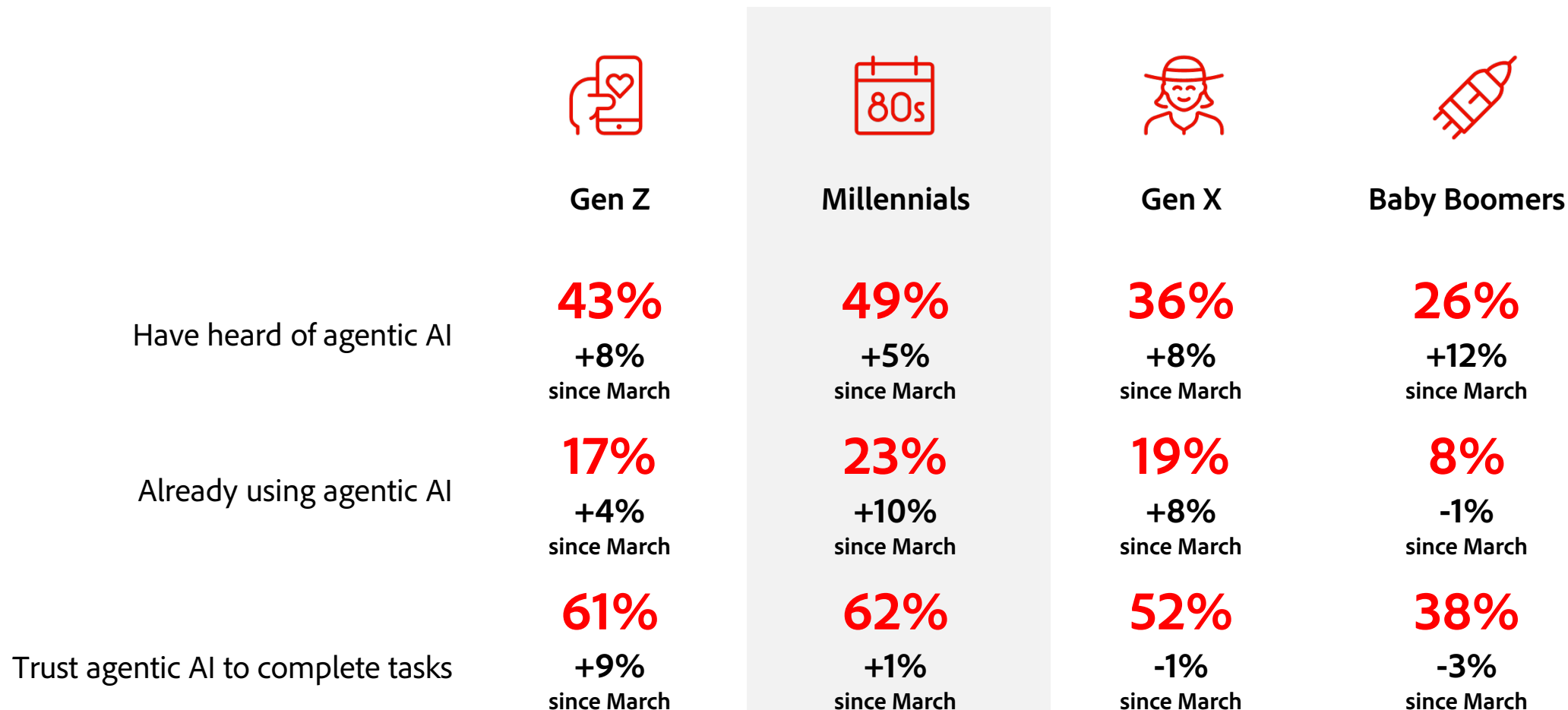
	Gen Z	Millennials	Gen X	Baby Boomers
Have heard of agentic AI	**43%** +8% since March	**49%** +5% since March	**36%** +8% since March	**26%** +12% since March
Already using agentic AI	**17%** +4% since March	**23%** +10% since March	**19%** +8% since March	**8%** -1% since March
Trust agentic AI to complete tasks	**61%** +9% since March	**62%** +1% since March	**52%** -1% since March	**38%** -3% since March

Mar-25 n= 1,006   Jun-25 n= 1,011

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People are most drawn to personalised agentic AI use cases that helps them compare, buy, and create with ease

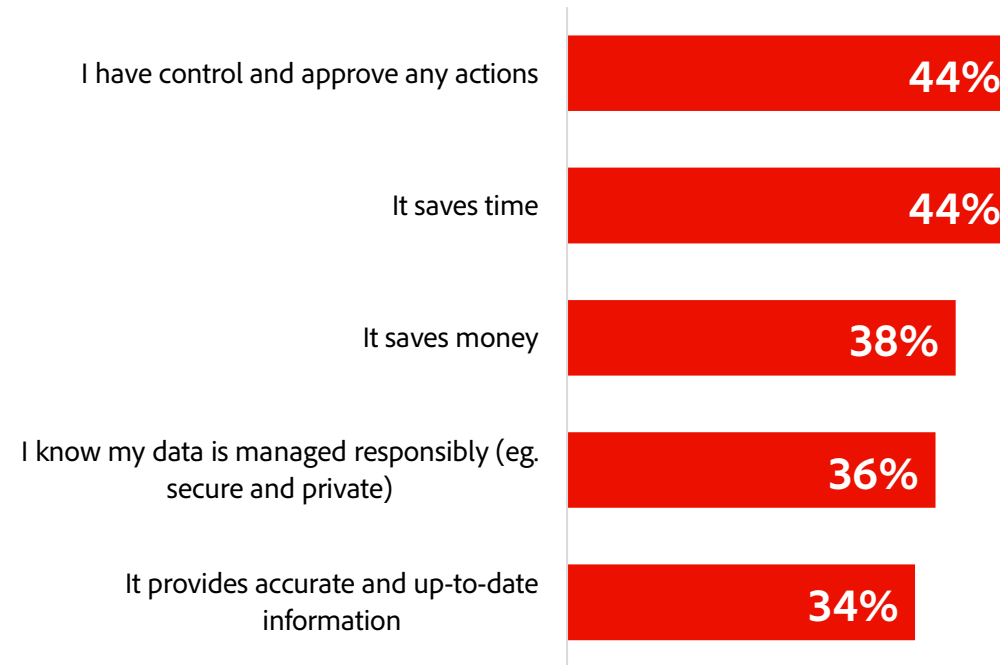**The proportion of people who find current and future agentic applications appealing**

Shopping and consumer decisions

- **63%** Agent that compares products/services and recommends based on your preferences
- **57%** Agent that finds deals and completes approved purchases
- **54%** Agent that manages returns or customer service with brands
- **47%** Agent that switches service providers (e.g. telco, energy) to save you money

Creativity and content production

- **55%** Agent that suggests creative ideas tailored to your style
- **55%** Agent that edits or enhances photos and videos
- **52%** Agent that generates visuals, social posts, or designs from your ideas
- **50%** Agent that repurposes content across formats (e.g. long video to short clips)

June 2025
n= 1,011

Control, security and proven benefits are top hygiene factors for further agentic AI adoption

The factors that would make it more likely for people to try AI agents (top 5)

I have control and approve any actions	44%
It saves time	44%
It saves money	38%
I know my data is managed responsibly (eg. secure and private)	36%
It provides accurate and up-to-date information	34%

n= 1,011

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Section 4

The business opportunity:

How organisations are using AI to power customer experiences, and what's next.

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AI is transforming how Australians buy, create and work. Organisations must design and deliver digital experiences fit for an AI-powered world.

Guiding discovery

Organisations can create AI-native, conversational experiences that support how customers now search and explore using AI tools. Static content is no longer sufficient when consumers are used to dynamic, AI-driven environments.

Intercepting needs

Using agents, businesses can now better connect data and content across systems to deliver personalised experiences in real-time. This means using data to anticipate customer needs, acting on intent signals and responding in the moment.
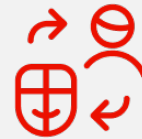
Scaling creativity

Agentic and generative AI tools can unlock creative capacity for teams and individuals. For teams, uncovering insights, creating on-brand content can be accelerated. For individuals, AI can help bring ideas to life, even for non-creatives.

Lifting productivity

Agentic AI can serve as trusted teammates. It can streamline workflows and automate tasks. Using agents within existing tools and processes, with in-built governance and AI guardrails, helps scale AI responsibly and ethically.