

# BUSY SHOPPERS WANT *to* BUY FAST

Grocers that make checkout easy will keep consumers who value their time



"The Time To Address Poor Checkout & Long Lines Is Now."

- Forrester Study



## Where we SHOP

85% say checkout is important or very important to their shopping experience

75% of U.S. shoppers are not exclusive to any single grocery store

Forrester forecasts online grocery shopping will nearly double in value by 2022\*

**\$335M**

## What we DISLIKE

74% say checkout is at least occasionally slower than they would like

Just 34% of shoppers are very satisfied with the checkout experience

Just 23% of shoppers are very satisfied by line length

## Why we SWITCH

58% are likely to change stores if the primary difference was better checkout

39% of shoppers admit to having left a store empty handed due to long lines

24% shop at a different store chain to avoid slow checkout experiences

Get the study for insights into shopper behavior and slow checkout at [digimarc.com/slowcheckout](https://digimarc.com/slowcheckout).