

BUSY SHOPPERS WANT *to* BUY *FAST*

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



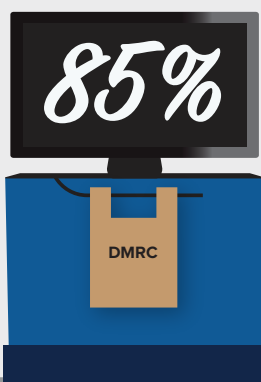
*"The Time To Address Poor
Checkout & Long Lines Is Now."*

- 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*

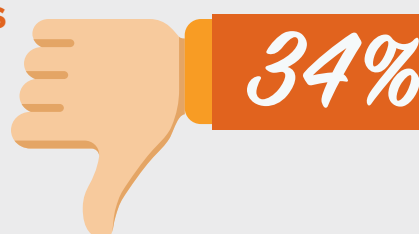


What we DISLIKE

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

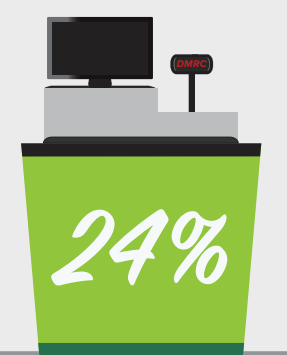
58% are
likely to
change
stores if
the primary
difference
was better
checkout



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.