



# CONSUMER TRENDS AND IN-STORE RETAIL TECHNOLOGY'S IMPACT ON SUPERMARKETS



Created by Cust2Mate,  
The Innovative Smart  
Cart Platform for Smart  
Retail Stores

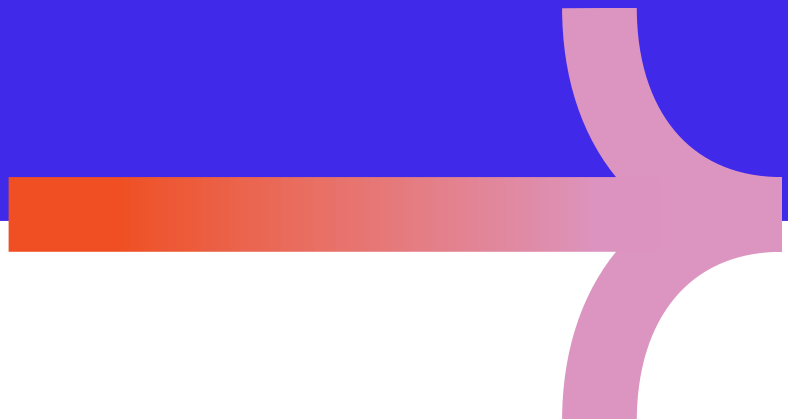
# INTRODUCTION



Today, grocers are navigating a changing landscape, marked by rising costs and the need to enhance customer experiences amid rapid technological advancements. Striking the right balance between these demands is pivotal for retailers' success. But what do shoppers value?

This report reveals that modern shoppers are interested in tracking budgets, saving time and money, and the potential of personalized shopping experiences. These insights highlight key areas for retailers to improve to remain competitive.

We invite you to explore the insights in this report which can help to better plan and navigate the evolving retail environment.



# SURVEY METHODOLOGY

This study shares insights into supermarket shoppers' needs, challenges, and preferences regarding shopping experiences and the potential of retail technology. It's based on a survey conducted by PollFish, which utilized an in-app survey methodology to ensure a representative sample.

1,000 people aged 18 and above from across the United States, (both men and women), responded. To qualify for participation, respondents were required to confirm their physical visits to supermarkets, ensuring relevant and accurate feedback.

This approach allowed for the collection of authentic data to foster a better understanding of the modern supermarket shopping landscape and the potential impact of Smart Cart technology to enlighten retailers and improve the shopping experience. Of the respondents, 55% noted that they shopped in store, at least once a week.





# KEY FINDINGS



## COST ACCURACY RISES AS MAJOR CONCERN

The accuracy of the bill is a top priority for shoppers, emphasizing the need for reliable and transparent billing processes.



## KNOW AS YOU GO

Consumers now want the ability to track purchases and budgets in real-time, showing the demand for transparency and financial control during the shopping experience.



## MISSING THE MARK

Many shoppers feel they are missing out on potential promotions and deals due to a lack of awareness.



## I'M NOT WAITING

Long checkout lines can result in significant sales losses, as shoppers may abandon their purchases due to the inconvenience and timeconsuming process.



## SMART PICKS

Shoppers want the same targeted product suggestions in-store that they receive online.



## SHOP SMARTER, NOT HARDER

There is a clear readiness from shoppers to embrace new retail technologies, such as smart carts, that enhance the shopping experience and drive customer engagement.



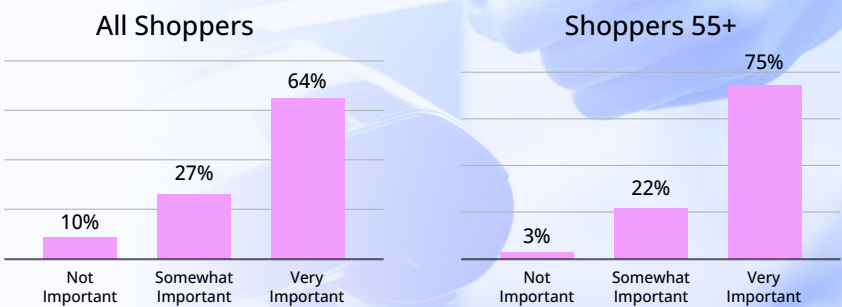
# PURCHASING

## Ensuring Bill Accuracy: A Key Concern Across Age Groups

Being able to confirm bill accuracy before payment is a key need for shoppers, especially in today's economic climate where consumers are more mindful of their spending. 64% of shoppers noted that it's important to verify the accuracy of their bill before completing a purchase. Among shoppers aged 55 and above, this percentage rises significantly to 75%.



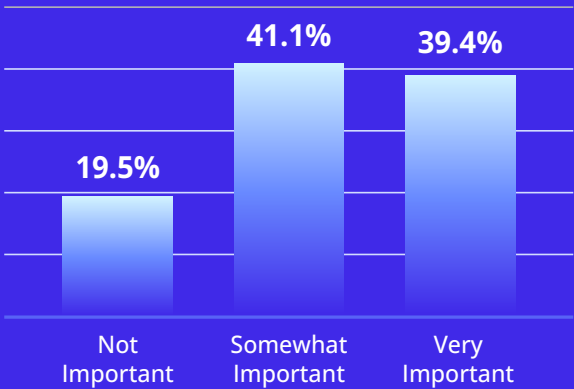
How important is it for shoppers to ensure your bill is accurate before finalizing their purchase



## Shoppers want to Track Purchases and Budget

Just as verifying prices at the end of a shopping trip is crucial, 39.4% of shoppers consider it important to track their purchases against their budget in real-time. Among shoppers aged 35-44, this percentage increases to 51%. Similarly, for shoppers with an annual income of less than \$25K, the figure rises to 45%; for those with a higher annual income of more than \$125K, it stands at 43%.

How important is it for Shoppers to track their purchases and budget in real time?



While the inability to track pricing may not immediately drive customers away, retailers need to remain attentive to what will attract and keep them coming through the door.

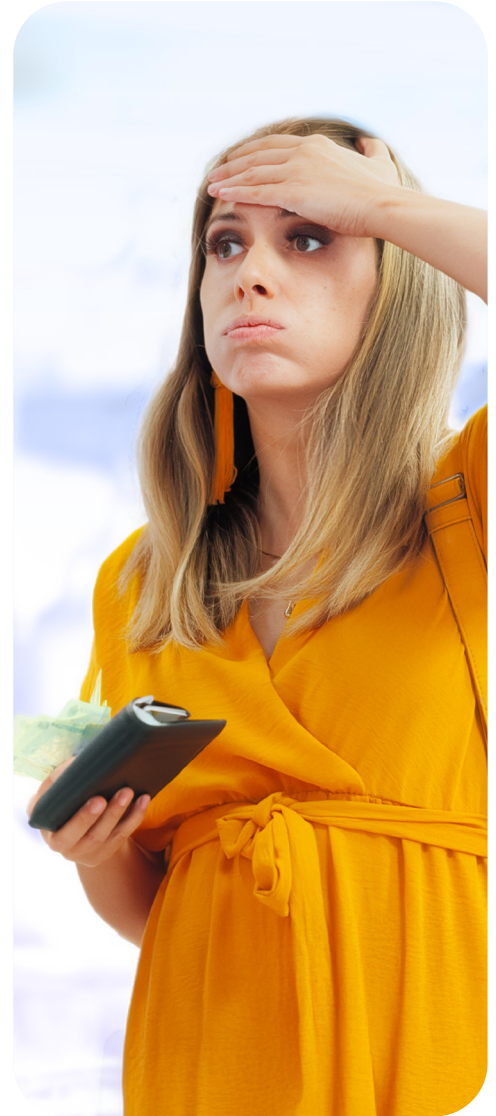
# CHECKOUT

## Long Checkout Lines, Lost Sales

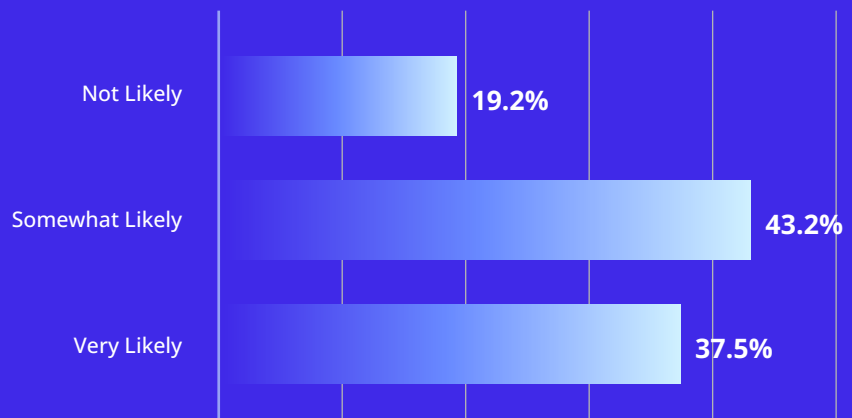
Long checkout lines are a major inconvenience and can detract from shopping satisfaction. They can lead to frustration, especially during peak hours. Despite spending their time going through the aisles and filling their carts with items, 25% of shoppers admitted they will abandon their purchases when confronted with long checkout lines.

The threat of walking out the door is more pronounced among young shoppers with abandonment rates at 28% for those aged 18-44, compared to 20% for those 45 and older. Men also show more willingness to abandon their purchases, with 27% indicating they would do so.

Reducing wait times at checkout is essential for improving customer experience and retention. Our survey reveals that almost 38% of shoppers are likely to seek out stores that offer quicker checkout options. This preference is once again notably higher among younger shoppers, at 43% for those aged 18-44, while it drops to 32% for those aged 45 and above. Men are also more inclined to choose a different store, with 41% willing to do so.



**How likely are Shoppers to choose one store over another if the other store enables them to skip the checkout line?**



# PROMOTIONS

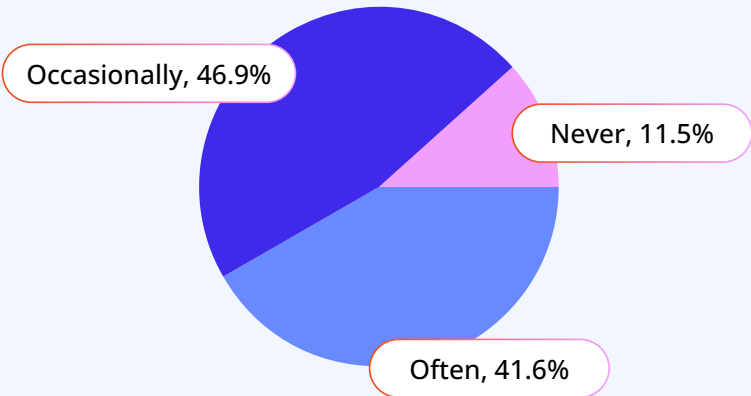
## Missing Out on Deals: Shoppers' Frustration with Financial Incentives

Promotions play a crucial role in buying decisions. Shoppers are actively seeking discounts, deals, and promotions to save money, especially in today's cost-conscious environment. Promotions not only encourage impulsive purchases but also foster brand loyalty and encourage repeat business.

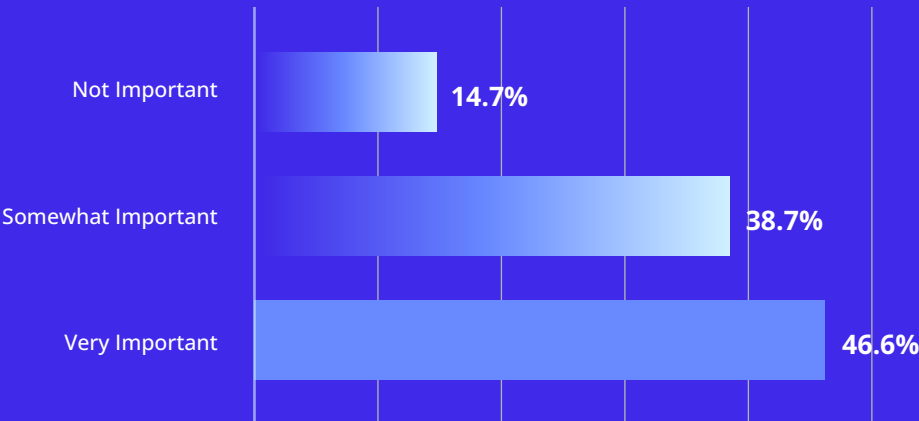
However, **41.6% of shoppers** often feel they miss out on available discounts and deals due to a lack of awareness or discovering them too late. Men are particularly affected, with **44% expressing this sentiment**. Additionally, there is a strong desire at **46.6% for personalized discounts and promotions** tailored to individual preferences and shopping habits. This need is even more pronounced among shoppers aged 45 and above, with **49% expressing interest**. In contrast, **shoppers without children show slightly lower interest, at 40%.**



How often do shoppers feel that they missed out on promotions and discounts when they shop in-store?



How important is it for shoppers to have access to personalized discounts and promotions that address personal needs while they shop?



# PROMOTIONS

## The Power of Tailored In-Store Suggestions

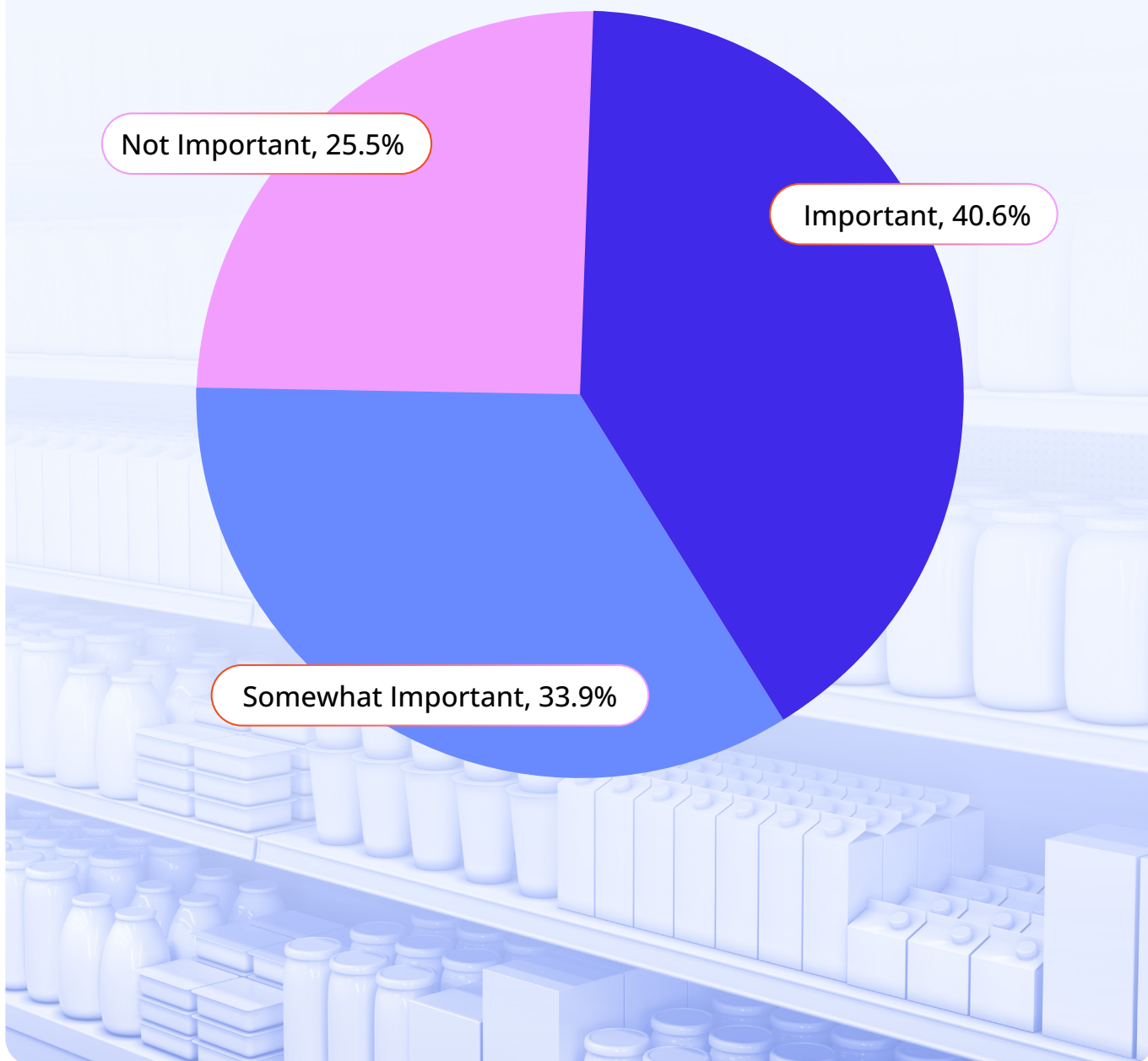
Much like the demand for personalized discounts, shoppers also highly value tailored product suggestions. 40% of shoppers find these recommendations important, with men showing even greater interest at 45%. Younger shoppers, particularly those aged 18-44, place even higher value on personalized suggestions, at 50%.

This approach not only boosts customer satisfaction and loyalty but also helps retailers stand out in a competitive market by meeting individual preferences.

Not Important, 25.5%

Important, 40.6%

Somewhat Important, 33.9%





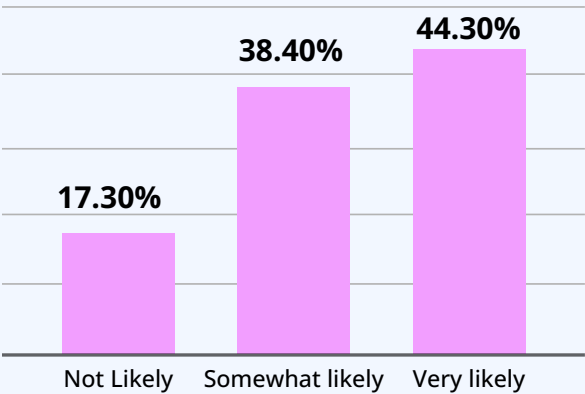
# THE INTEGRATION OF TECHNOLOGY

## Shop Smarter, Not Harder

Consumers are increasingly open to innovative retail technologies such as smart shopping carts. 61% of shoppers express interest in using them due to their range of features designed to enhance the shopping experience with 45% of shoppers finding it useful to have an app with a shopping list that guides their shopping journey- a feature that smart carts offer.

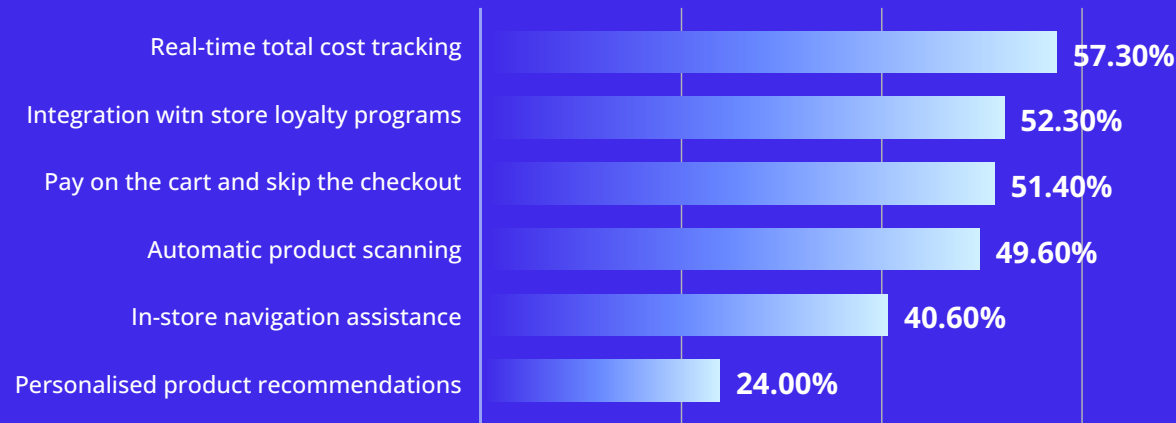


**How likely are you to use a Smart Shopping Cart that allows you to scan items as you shop, pay on the cart, and skip the checkout line?**



Real-time total cost tracking is noted as the most crucial feature by shoppers, closely followed by the ability to better use loyalty programs and skip the checkout line. Shoppers aged 35-44 show even greater preference for real-time cost tracking (66%) and integration with store loyalty programs (62%). Men express a stronger preference for in-store navigation assistance, with 44%valuing this feature compared to 37% of women. Integration with store loyalty programs is favored by 48% of men, while 56% of women prioritize this aspect. Personalized product recommendations are valued by 29% of men, but only 20% of women find them important.

### Which smart cart features would most encourage shoppers to use one?



# OPTIMIZING THE SHOPPING EXPERIENCE WITH RETAIL TECHNOLOGY

This survey shows that cost-saving opportunities are top of mind for today's shoppers, so retailers must prioritize features that offer personalized savings to meet these needs effectively. Addressing long checkout lines is also key, as they can lead to lost sales and unhappy customers. Improving checkout efficiency is vital for enhancing customer satisfaction, retention, and gaining a competitive edge.

Smart carts transform a traditional fixture of brick-and-mortar shopping, bringing it into the 21st century with advanced features that not only enhance the shopping experience but also address key challenges faced by today's consumers. They allow shoppers to track purchases and budgets in real-time, bypass checkout lines, and interact with personalized ads and coupons based on their shopping behaviors and preferences.

The survey reveals a strong inclination towards smart carts, with 61% of shoppers expressing interest in using them. This figure rises to 65% among families with children and peaks at 69% among shoppers aged 35-54. This enthusiasm underscores the potential of smart carts to revolutionize the shopping experience and boost customer engagement in retail environments.



# ABOUT CUST2MATE

A2Z Cust2Mate Solutions Corp. (NASDAQ: AZ) creates innovative solutions for complex challenges that brings innovation, ease, excitement and value to retailers and shoppers. The company's flagship innovative smart cart solutions are transforming brick-and-mortar retail, bridging online and in-store shopping through interactive technology that guides and informs customers.

Cust2Mate's AI-driven smart carts personalize every in-store journey, turning routine trips into engaging, rewarding experiences. They enable seamless in-cart scanning and payment, allowing shoppers to bypass checkout lines while receiving real-time customized offers and product recommendations. This enhanced customer experience boosts satisfaction and loyalty while helping retailers streamline operations and optimize merchandising through data-driven insights.

The carts are equipped with multiple layers of security for accurate recognition and transaction integrity. Its modular, all-in-one detachable panels transform legacy shopping cart fleets into intelligent platforms that deliver a range of benefits.

For more information on A2Z Cust2Mate Solutions Corp. and its subsidiary, Cust2Mate Ltd., please visit [www.cust2mate.com](http://www.cust2mate.com).



## THANK YOU

Contact us to discuss pilots, integrations, and deployment options tailored to your stores.

[info@cust2mate.com](mailto:info@cust2mate.com)

+972 3 3733870

[cust2mate.com](http://cust2mate.com)