



Cust²Mate
AN A2Z COMPANY

CONSUMER EXPECTATION #1

A SEAMLESS SHOPPING JOURNEY



The Six Consumer Expectations Framework

SEAMLESS • TRANSPARENT • REWARDING • GUIDING • CONTINUOUS • RELEVANT

ABOUT THE RESEARCH

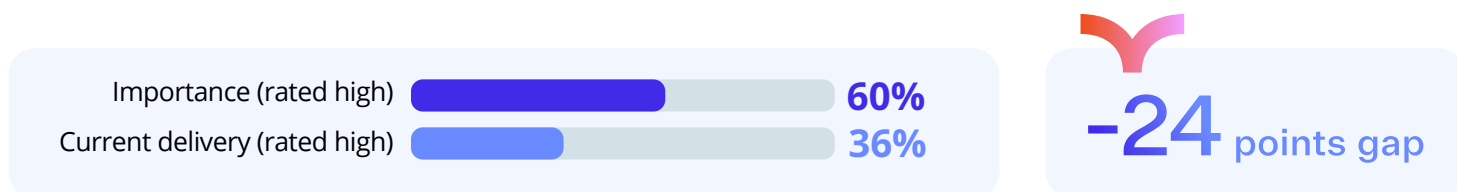
Based on a survey of 1,600 consumers across the US and Europe, this study measures the gap between what consumers expect from physical retail, based on their online experience and what supermarkets currently deliver across six key expectations.

THE EXPECTATION

Consumers expect shopping to feel seamless from start to finish, fast, intuitive, and free of friction, with no queues and the same effortless experience they have come to expect online.

THE GAP

The percentages below show the gap between how important consumers say this experience is to them, and how well they believe stores are currently delivering on it.



BUSINESS IMPACT OF THE GAP

32% of consumers abandoned a purchase and left the store because checkout took too long – demand created, revenue lost at the final step.

Why it Matters to Retailers

- Every abandoned basket represents revenue lost after purchase intent has already been created.
- Checkout friction discourages repeat visits as consumers increasingly avoid slow, inconvenient stores.
- Removing friction lets consumers focus on shopping, increasing product discovery and basket size.
- A seamless experience strengthens customer loyalty and drives greater long-term value.

What Consumers Say a Better In-Store Experience Would Deliver

Consumers were asked how a faster, clearer, more personalized experience – across all six expectations – would change their behavior. These results reflect that combined effect, not any single fix.

50%

would return to that store more often

38%

would choose it over a competitor

38%

would buy more items than planned

22%

would spend more overall per visit

88% loyalty & preference signal consumers who get a better experience say they return more often and choose that store over competitors. The primary return on closing the gap is stronger long-term customer retention. *Cust2Mate Survey 2026*

How Smart Carts Close the Gap *Cust2Mate platform capabilities, not survey findings*

- Consumers scan and pay from the cart, avoiding checkout lines and end-of-trip friction.
- Built-in product search helps consumers find items faster and move through the store more easily.
- Real-time queue management helps keep store flow smooth during busy periods.
- On-the-go shopping actions reduce pressure at checkout and create a more relaxed journey.