



Cust²Mate
AN A2Z COMPANY

CONSUMER EXPECTATION #3

A REWARDING SHOPPING JOURNEY



The Six Consumer Expectations Framework

SEAMLESS • TRANSPARENT • **REWARDING** • GUIDING • CONTINUOUS • RELEVANT

ABOUT THE RESEARCH

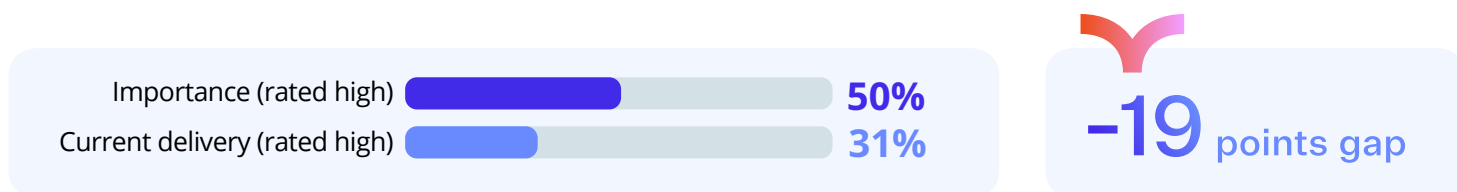
Based on a survey of 1,600 consumers across the US and Europe, this study measures the gap between what consumers expect from physical retail, based on their online experience and what supermarkets currently deliver across six key expectations.

THE EXPECTATION

Consumers expect shopping to feel rewarding, with promotions, discounts, and loyalty benefits recognized and applied automatically at the right moment, delivering the personalized value 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

46% of consumers missed a discount or promotion they were already eligible for – the value existed, but the retailer failed to deliver it

Why it Matters to Retailers

- Missed promotions reduce conversion and waste marketing spend after purchase intent has already been created.
- Complex reward redemption lowers participation in loyalty programs and limits promotional effectiveness.
- Automatically delivering relevant rewards increases consumer engagement, basket size, and confidence that they're receiving the best value.
- A consistently rewarding experience builds stronger customer loyalty and creates a meaningful competitive advantage.

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*

- Eligible promotions are applied automatically as items are scanned, with no coupons, apps, or manual steps required.
- Loyalty rewards are recognized and delivered at the right moment, ensuring consumers receive the value they have earned.
- Real-time visibility into savings reinforces value throughout the shopping journey, not just at checkout.
- Relevant offers become a natural part of the shopping experience, encouraging product discovery, greater savings, and larger baskets.