



Cust²Mate
AN A2Z COMPANY

CONSUMER EXPECTATION #2

A TRANSPARENT SHOPPING JOURNEY



The Six Consumer Expectations Framework

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

ABOUT THE RESEARCH

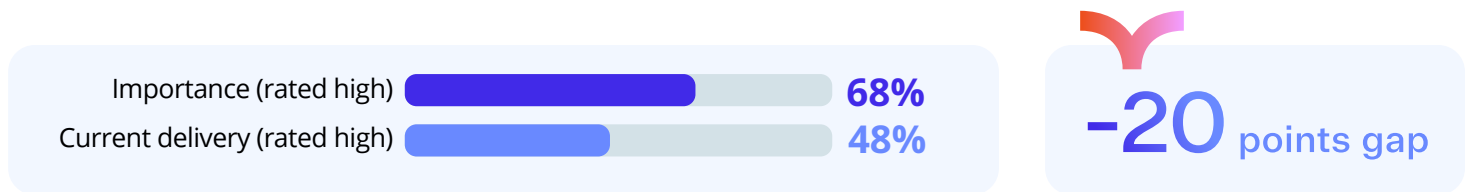
Based on a survey of 1,600 consumers across the US and Europe, this study measures the gap between what consumers expect from physical retail, based on their online experience and what supermarkets currently deliver across six key expectations.

THE EXPECTATION

Consumers expect shopping to feel clear and predictable, with every price, discount, saving, and basket update visible as they move through the store, giving them the same confidence they have 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

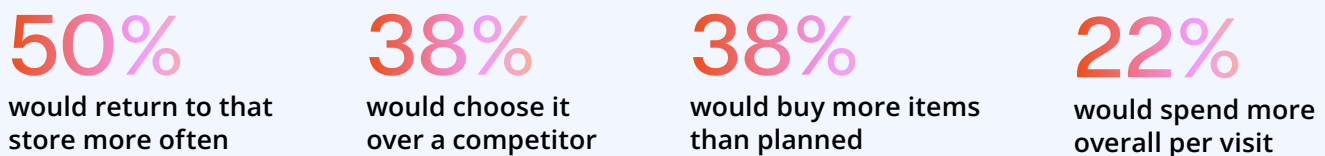
45% of consumers chose not to buy a product because the price or discount was unclear – uncertainty suppresses spending before the sale even begins.

Why it Matters to Retailers

- Price uncertainty causes consumers to abandon purchases even after deciding to buy.
- Without confidence in their running total, consumers tend to spend below their intended budget and avoid discovering additional products.
- Transparent pricing increases trust, reduces purchase hesitation, and encourages basket expansion.
- When consumers always know where they stand, retailers convert more in-store decisions into completed purchases and higher basket values.

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.



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 see a live basket total from the first item scanned, eliminating uncertainty about what they'll pay at checkout.
- Prices, discounts, and promotions update in real time, giving consumers full visibility into their savings.
- Product information, price comparisons, and alternatives help consumers make more confident purchase decisions.
- A single view of prices, promotions, savings, and basket value creates a transparent shopping journey.