

Why Scan & Go on Smartphones is Going Mainstream

Convenient and speedy, self-scanning shopping experiences were on the rise at the start of 2020. Then the pandemic hit and things accelerated. When contactless shopping became essential, self-scanning on smartphones was one technology helping keep nervous shoppers and exposed employees safe.

We conducted a survey on self-scanning experiences in 2020. Who took part?

116 Major multinational European retailers.

7+ countries

Retail stakeholders based across seven countries, operating in many more.

8.8 billion

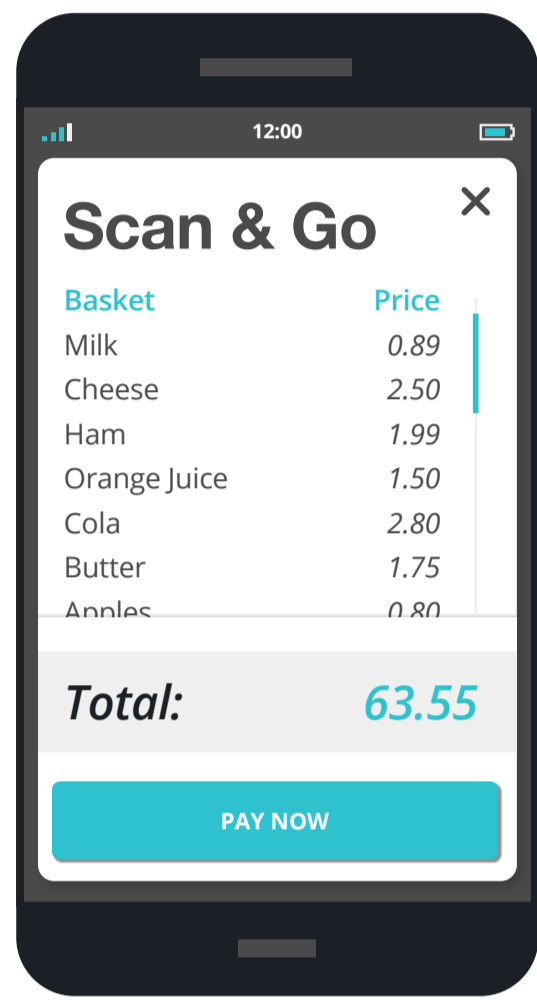
Average annual revenue in Euros.



Explore the highlights of our self-scanning survey:



1. Self-scanning is already well established and interest is growing



37.9%
of retailers offer self-scanning shopping services.



45.4%
offer self-scanning via a smartphone app.



33.3%
of those without it were already working on it or are now due to customer demand.

2. Consumer interest in self-scanning is growing faster since COVID-19

27.3%

saw an increase in usage of self-scanning since COVID struck.

56.8%

believe customers prefer to self-scan **using their smartphones**.

68.1%

believe Scan & Go on smartphones is helping give people the **confidence to go back into physical stores**.

3. Retailers are seeing tangible financial benefits from the switch to self-scanning - while boosting customer engagement

Basket sizes are increasing

36.3%

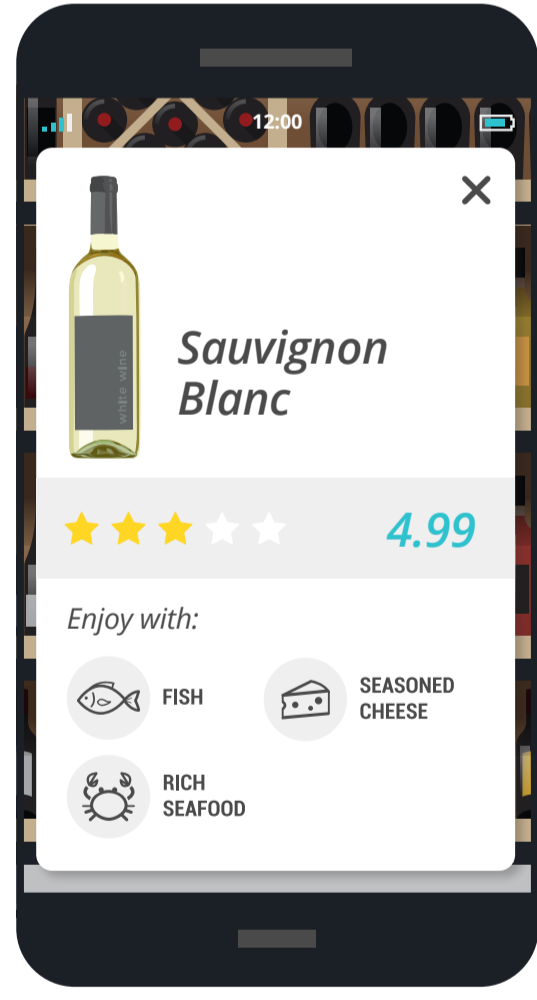
observed an increase in basket size for self-scanning customers.



Less visits, bigger baskets

"What has changed is that there are fewer visits to the store, but the average basket size on these occasions has risen a lot. This is also thanks to the presence of Scan & Go."

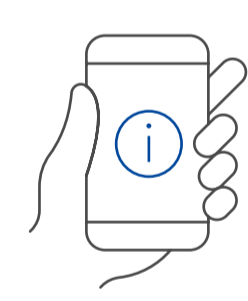
SURVEY RESPONDENT



Seamless product information in the palm of your hand

59.5%

agree that customers want **more product information** to help them make conscious choices.



Consumers want more information

"We've seen a significant rise over the last 2 to 3 months, more a desire from customers wanting to know more about the products they are buying, ingredients and maybe the background of where it came from."

SURVEY RESPONDENT

Self-scanning mobile apps help **engage and empower** customers with essential **product information, reviews and promotions**.

4. Retailers stated a number of factors are pushing self-scanning into the mainstream



The need to provide safer and more **contactless shopping** in stores isn't going away.



Customers **dislike of queuing** and the acceleration of adoption amongst new demographics.



Customers growing desire for more **accessing product information in store** - and self-scanning apps help support this.

5. Mobile shopping apps are an investment priority in 2021

35.3%

of retailers stated that **current app enhancement** is an investment priority in 2021.

Discover more valuable self-scanning insights from leading retailers.

[EXPLORE THE FULL REPORT](#)



As well as being more convenient, Scan & Go helps keep customers and staff safe. Get in touch with Scandit to discover how easily it could be to introduce enterprise-grade scanning to your customer-facing mobile applications.

Contact us:

Worldwide: +41 44 586 4540
USA: (415) 528 5050

www.scandit.com/contact-us

