Why Mobile Self-Scanning 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.
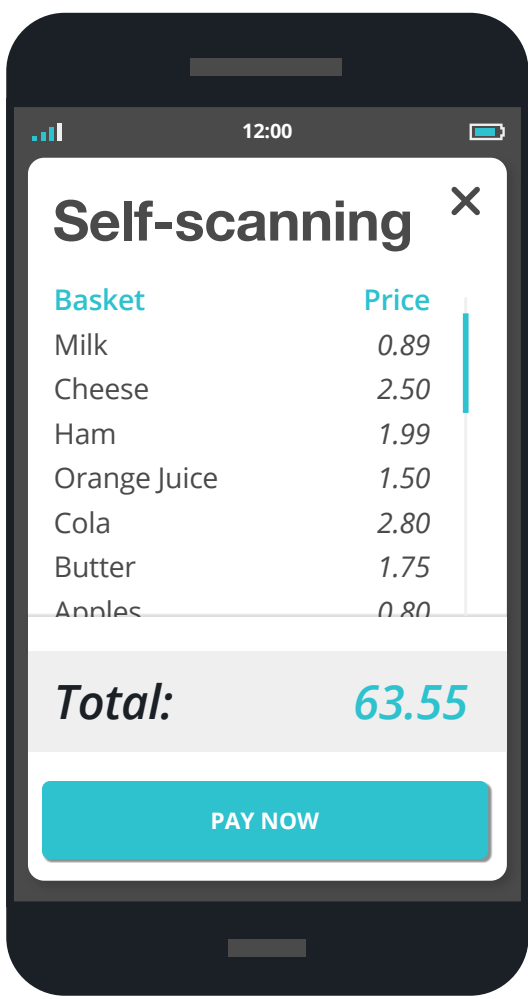
8.8 billion
Average annual revenue in Euros.

Explore the highlights of our self-scanning survey:

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

Self-scanning

Basket	Price
Milk	0.89
Cheese	2.50
Ham	1.99
Orange Juice	1.50
Cola	2.80
Butter	1.75
Apples	0.80

Total: **63.55**

PAY NOW

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 mobile self-scanning 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 mobile self-scanning."
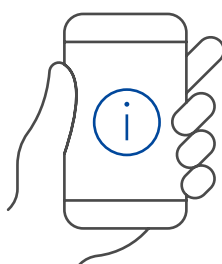**SURVEY RESPONDENT**

Sauvignon Blanc

★★★☆☆ *4.99*

Enjoy with:
FISH
SEASONED CHEESE
RICH SEAFOOD
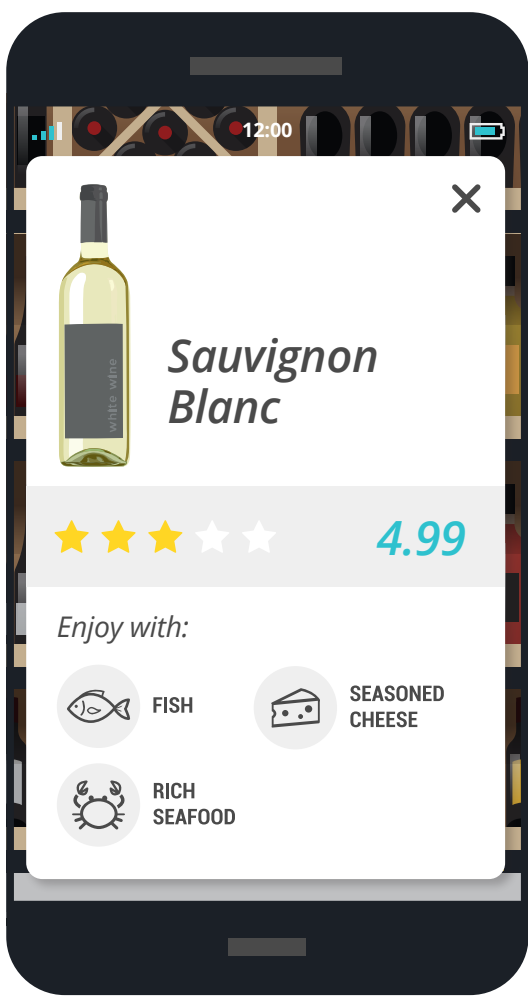
Seamless product information in the palm of your hand

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

SCANDIT
Has Self-Scanning Store Mainstream?

As well as being more convenient, mobile self-scanning 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.

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