85% say checkout is important or very important to their shopping experience

75% of U.S. shoppers are not exclusive to any single grocery store

Forrester forecasts online grocery shopping will nearly double in value by 2022*

85%

74% say checkout is at least occasionally slower than they would like

Just 34% of shoppers are very satisfied with the checkout experience

Just 23% of shoppers are very satisfied by line length

58% are likely to change stores if the primary difference was better checkout

39% of shoppers admit to having left a store empty handed due to long lines

24% shop at a different store chain to avoid slow checkout experiences

58%

*SOURCES: A commissioned survey of 1,000 U.S. consumers conducted by Forrester Consulting on behalf of Digimarc (March 2018)
* "The State Of Online/Online Grocery Retail, 2018" Forrester Research, Inc. (March 20, 2018)

Get the study for insights into shopper behavior and slow checkout at digimarc.com/slowcheckout.