

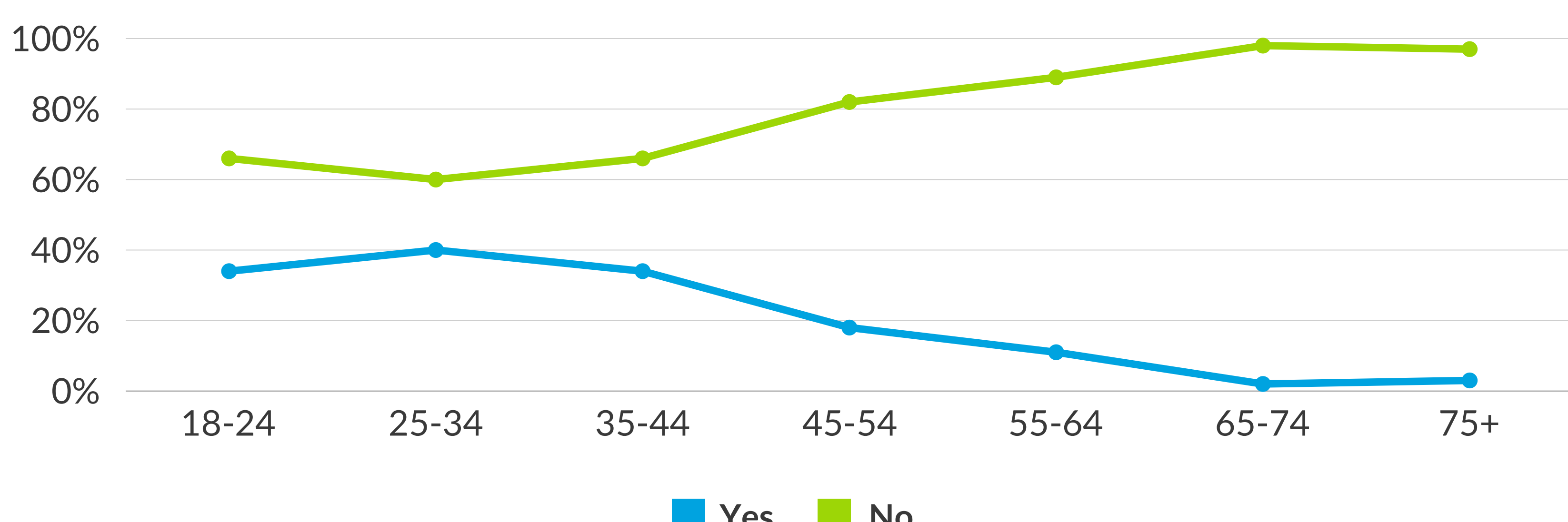
Exploring the Future of Retail: Key Technology Trends

Discover insights on the latest retail technology trends. We explore how innovations like virtual queues, self-checkout, virtual and augmented reality, and digital advertising are transforming shopping experiences. Gain a comprehensive understanding of how these technologies are shaping the future of retail. We surveyed 1,523 consumers across the US to understand their preferences when it comes to in-store retail technology. As age plays a pivotal role in technology adoption, we have broken down many of our data points according to this demographic aspect.



While the majority of consumers polled said *they had never used a virtual queue*, almost **40%** of those surveyed *under the age of 45 have tried it*.

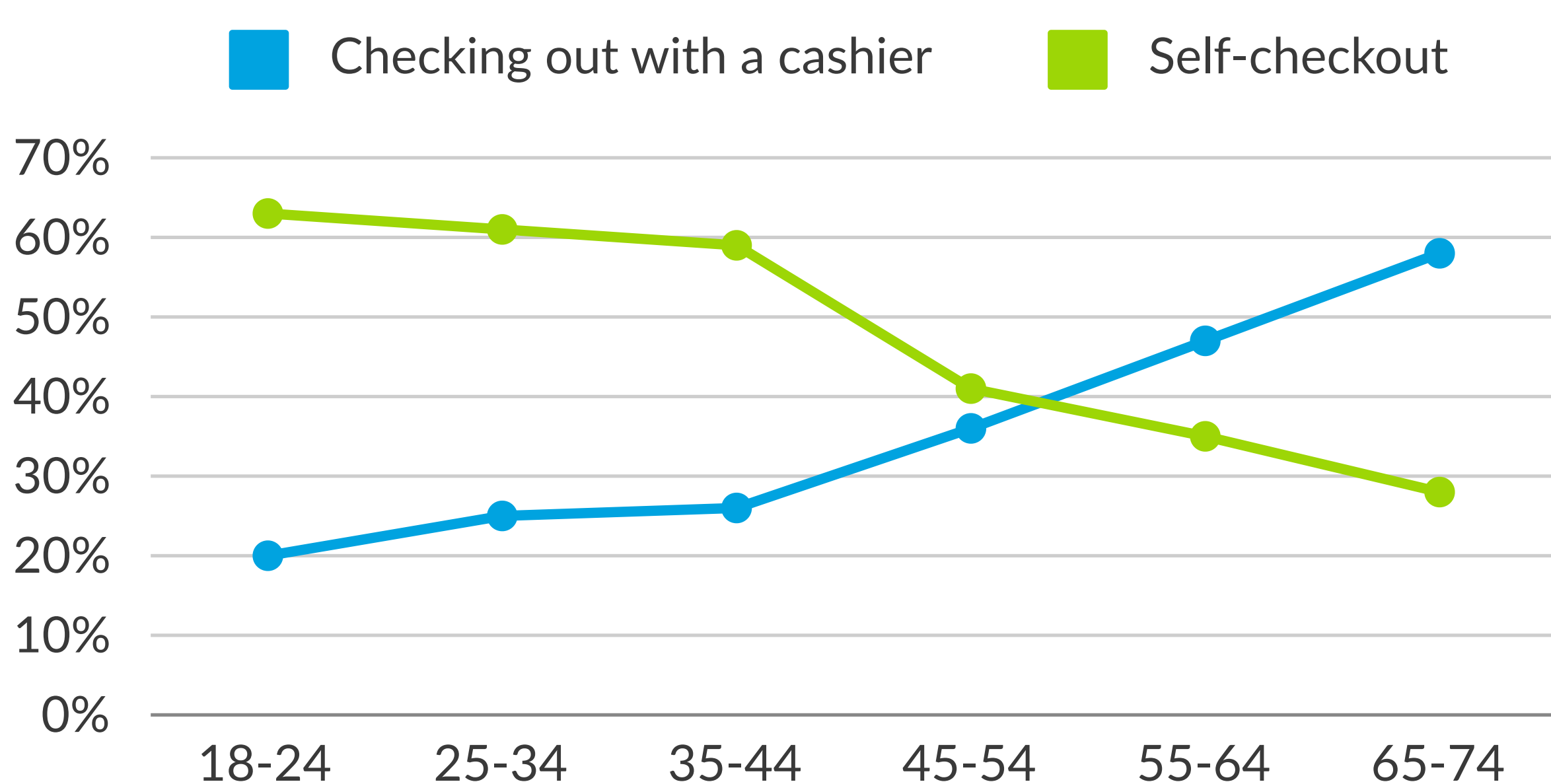
Have you ever used a *virtual queue to join a line* to enter a store while shopping?



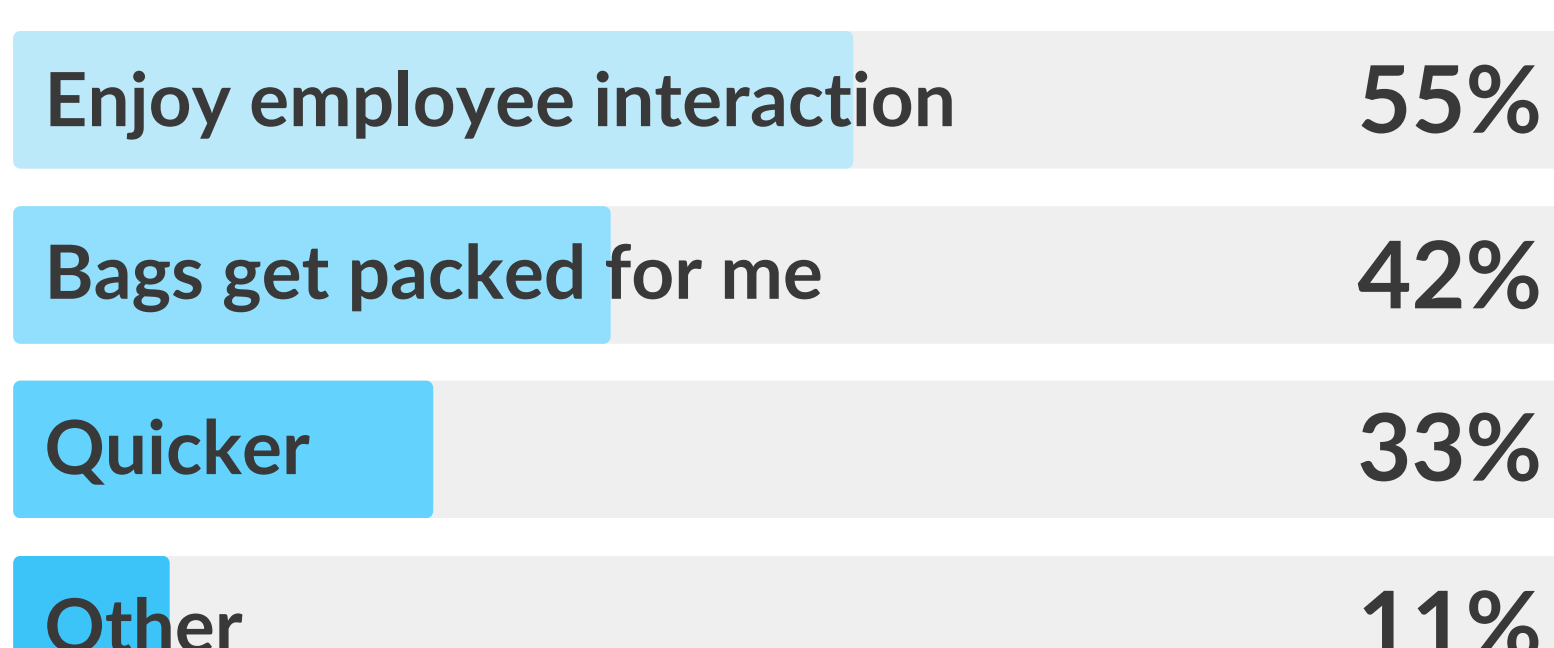
Of those who tried it, 74% liked the experience.

Self-checkouts are a hot topic these days, with some major retailers reporting that they are removing them entirely from their stores. As shown here, the *younger consumers show a preference towards self-checkouts*.

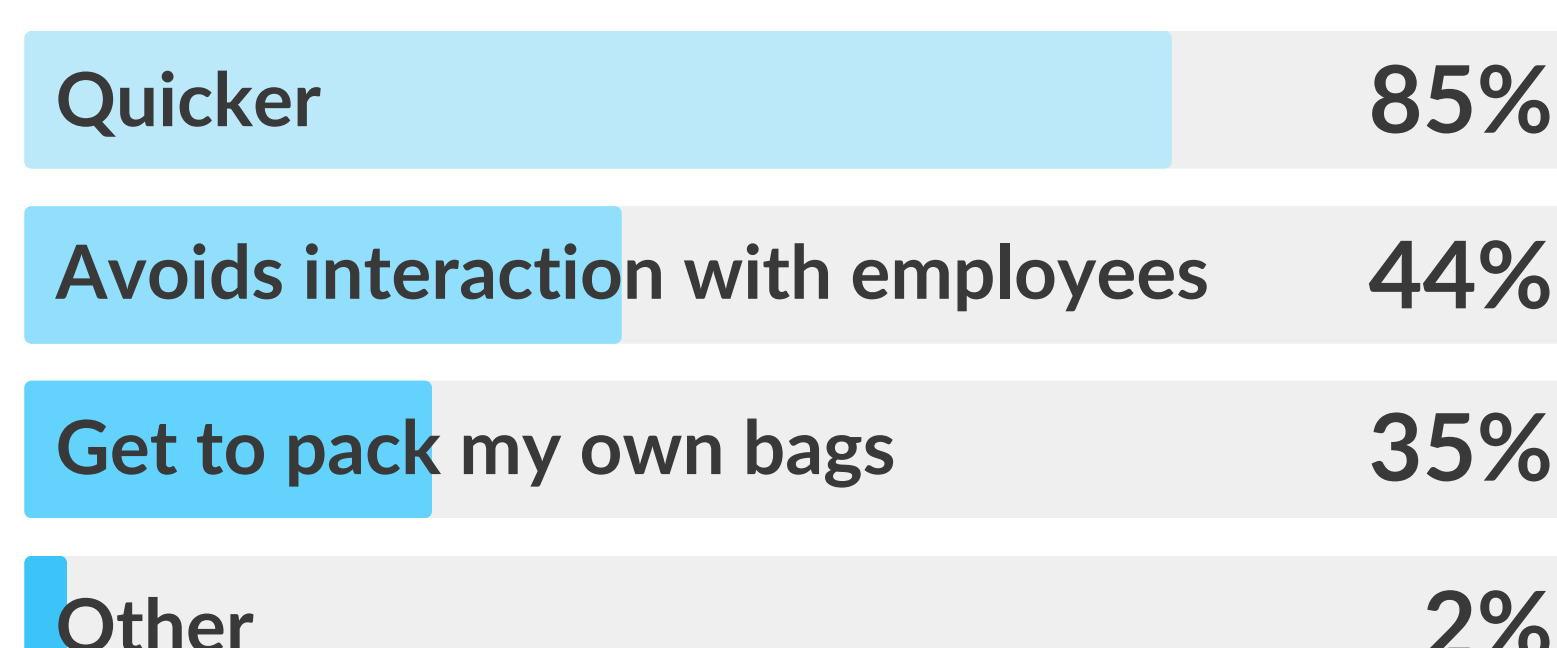
Do you prefer *self-checkout* or checking out with a cashier?



Why do you prefer *checking out with a cashier*?



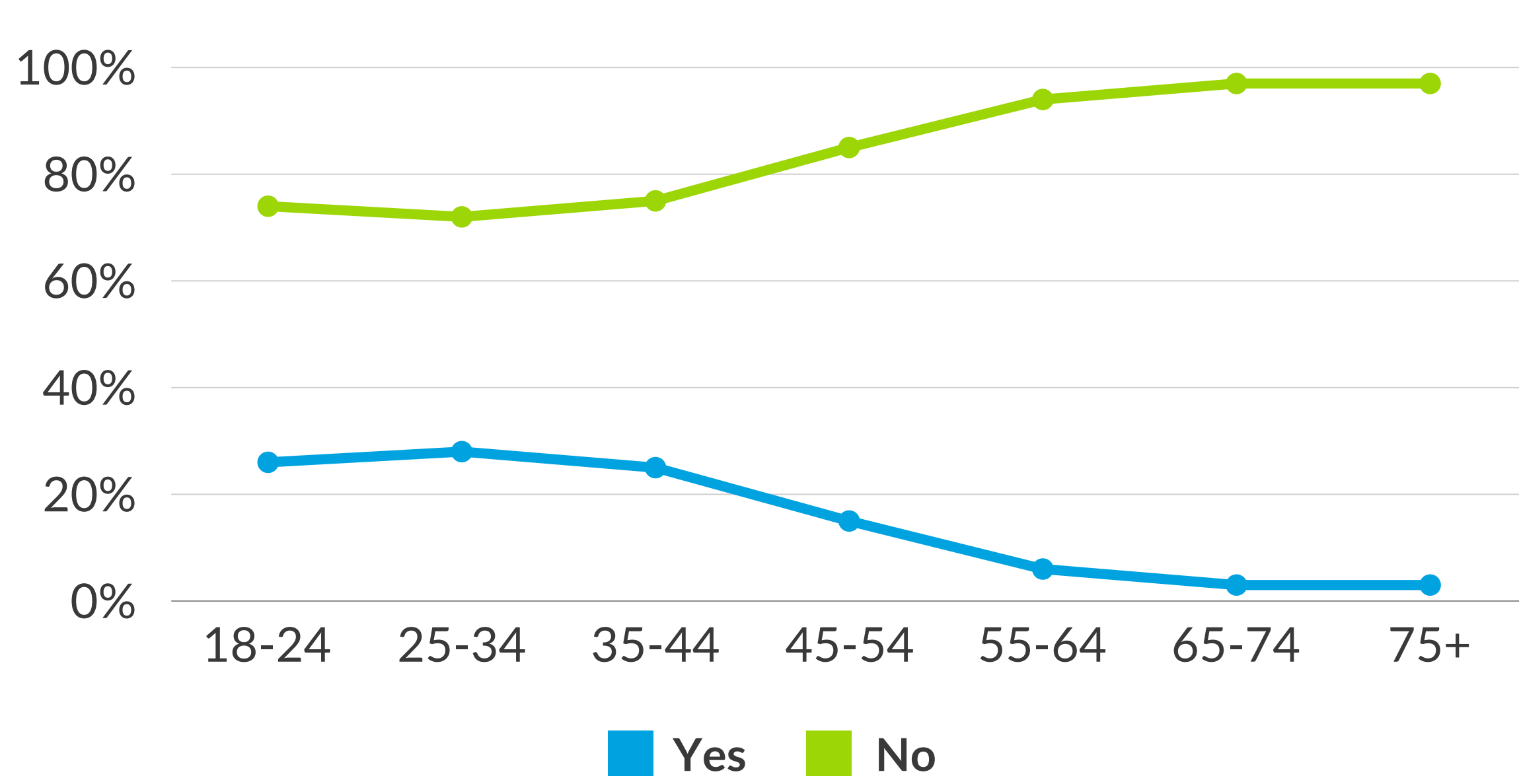
Why do you prefer *self-checkout*?



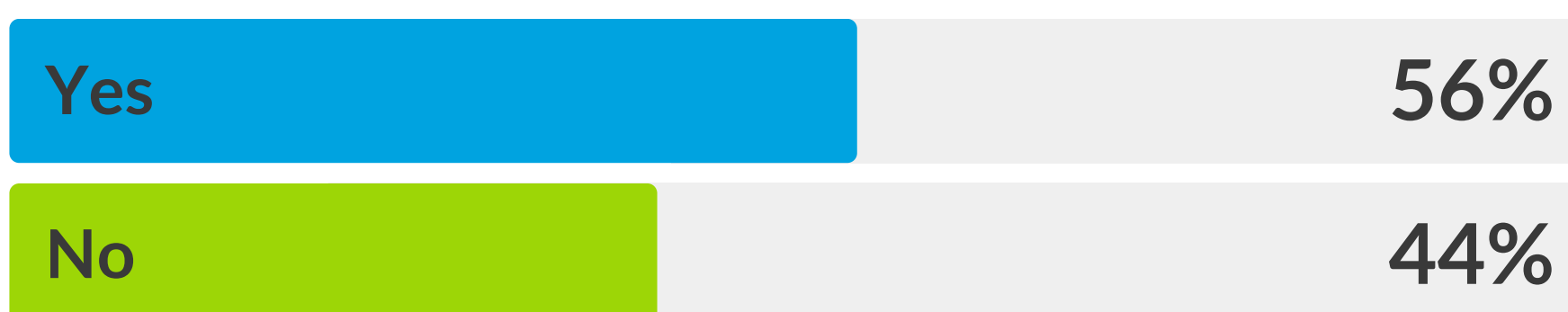
Whether trying on shoes or visualizing furniture, Augmented Reality (AR) and Virtual Reality (VR) are in early stages, with only **1%** of retailers using them and **16%** of consumers having experienced them, yet they can significantly improve product visualization and customer satisfaction.



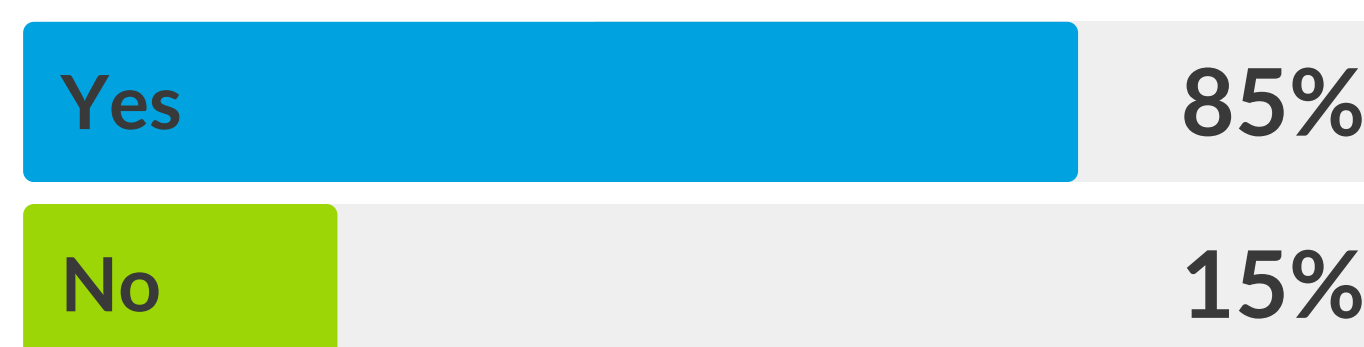
Have you experienced shopping through *VR or AR* in a retail setting?



Would you try shopping through *VR or AR* in a retail setting in the future?

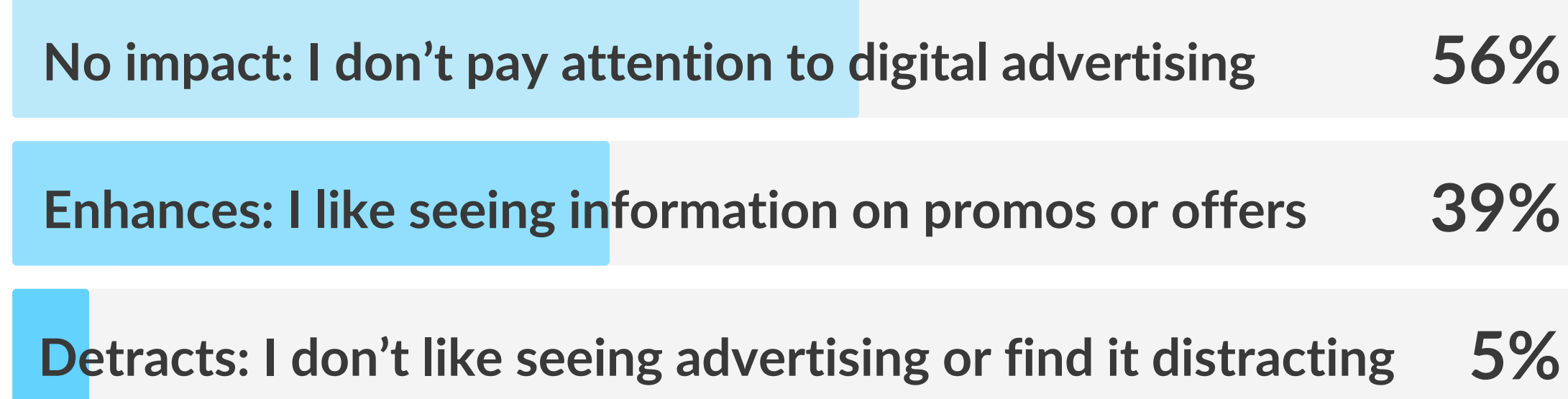


Did you like the experience?

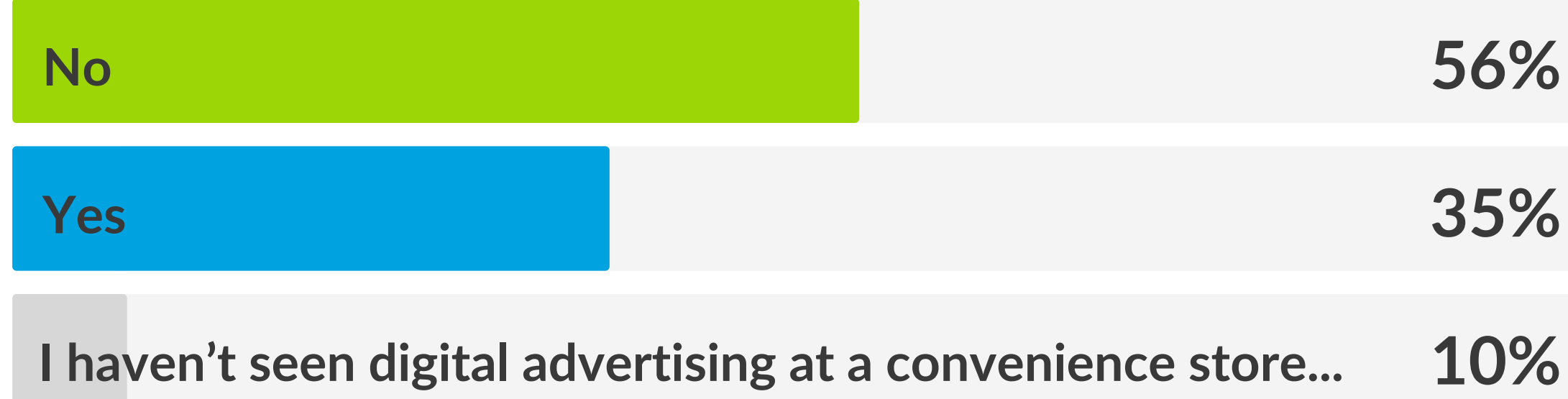


The rise in *Retail Media Networks* is another trend that retailers, especially in the grocery and convenience store space, are keeping an eye on. The big takeaway here is that **only 5%** of shoppers find it detracts from their experience, demonstrating that there isn't a major negative impact of increased ads.

How does digital advertising displayed inside or outside a grocery or convenience store impact the shopping experience?



Have you bought anything as a result of digital advertising you have seen when visiting a convenience or grocery store?



Why is this important?

Understanding consumer interaction with retail technology is crucial for staying competitive in today's market. Our survey reveals that virtual queues are significantly more popular among younger consumers under 45, with almost 40% having tried them. Additionally, the ongoing debate around self-checkouts is highlighted by our findings, which show a clear preference among younger shoppers.

Retailers need to consider these preferences to align with consumer expectations and enhance the shopping experience. Adapting to these technological preferences can lead to increased customer satisfaction and loyalty, ultimately driving sales and growth.

Looking to transform your retail strategy? Intouch is here to guide you!

1 <https://www.threkit.com/23-augmented-reality-statistics-you-should-know-in-2023>

About Intouch Insight

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty. With roots dating back 40+ years, we are proud to deliver growth solutions to some of the world's largest, and most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!
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