

# The Frictionless Experience of Shopping at Amazon Go

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**eMarketer Editors**

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Amazon recently unveiled its first Amazon Go convenience store outside of its home market of Seattle, putting down brick and mortar roots in Chicago.

eMarketer's principal retail analyst, Andrew Lipsman, took a spin through the aisles of the new store and reports back on the experience in the latest episode of "Behind the Numbers."

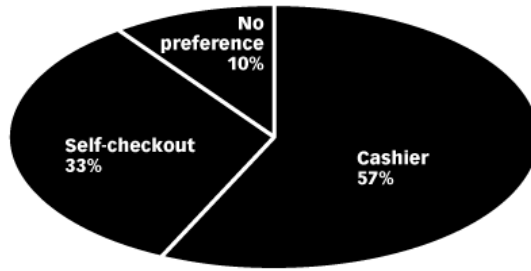
***Datapoint:*** Frictionless checkout may be the future of retail, but the capabilities of current self-checkout technology generally haven't persuaded shoppers to abandon traditional cashiers.

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**US Internet Users' Preferred In-Store Checkout Method, July 2018**

% of respondents

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Note: n=1,969 ages 18+

Source: CivicScience as cited in company blog, Aug 1, 2018

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