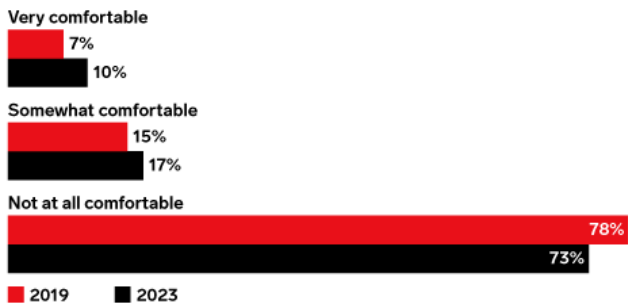# Most US consumers are still not comfortable with biometric payments

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

How Comfortable Are US Adults With Amazon Biometric Payments That Would Allow Hand-Scan Checkout at Whole Foods?
% of respondents, 2019 & 2023

Very comfortable
- 7% (2019)
- 10% (2023)

Somewhat comfortable
- 15% (2019)
- 17% (2023)

Not at all comfortable
- 78% (2019)
- 73% (2023)

■ 2019 ■ 2023

Note: ages 18+; rebased to exclude responses of "I'm not sure"
Source: CivicScience as cited in company blog, Aug 1, 2023

282835   Insider Intelligence | eMarketer

Key stat: A majority (73%) of US adults are not at all comfortable with Amazon biometric payments that would allow hand-scan checkout at Whole Foods Market, per CivicScience. That's 5 percentage points lower than in 2019.

Beyond the chart:

- Amazon plans to roll out its Amazon One biometric payments tech to all Whole Foods locations by the end of this year.

- Biometric payments can streamline the checkout process for customers, but it comes with its own set of privacy concerns, which could pose a barrier to adoption.

Use this chart:

- Assess US adults' comfort level with biometric payments.
- Determine investment in biometric payment systems.

More like this:

- The Power of Amazon in 2023 (Insider Intelligence subscription required)
- How retailers like Sephora, Nike, and Amazon bridge the digital-physical gap
- Apple's encroachment on the financial services sector shouldn't scare financial institutions
- Privacy risk is the biggest deal breaker for online shoppers

More Chart of the Day:

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- 9/11 - Customer service calls
- 9/8 - Do we have your attention?
- 9/7 - Influential social spend
- 9/6 - Retail media closes the deal
- 9/5 - Beauty researchers bypass department store

Methodology: Data is from an August 2023 CivicScience study as cited in company blog. 3,451 responses from US adults ages 18+ were obtained from online surveys conducted during July 27-31, 2023; 1,505 responses were obtained during September 17-24, 2019. Data is weighted according to the US Census.