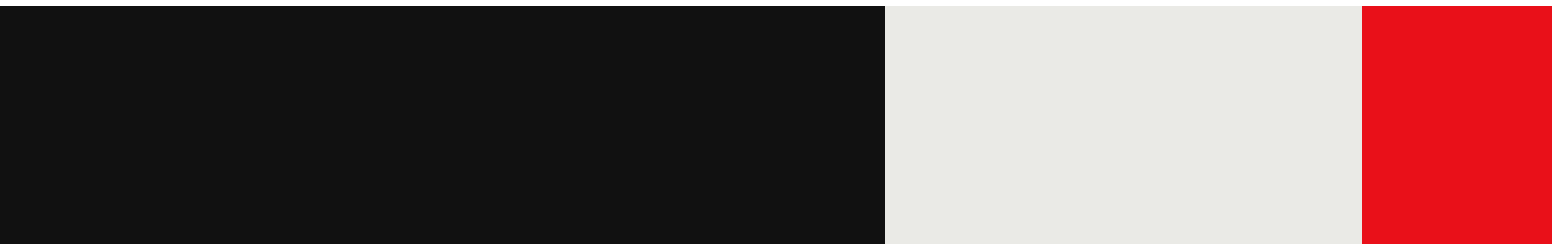


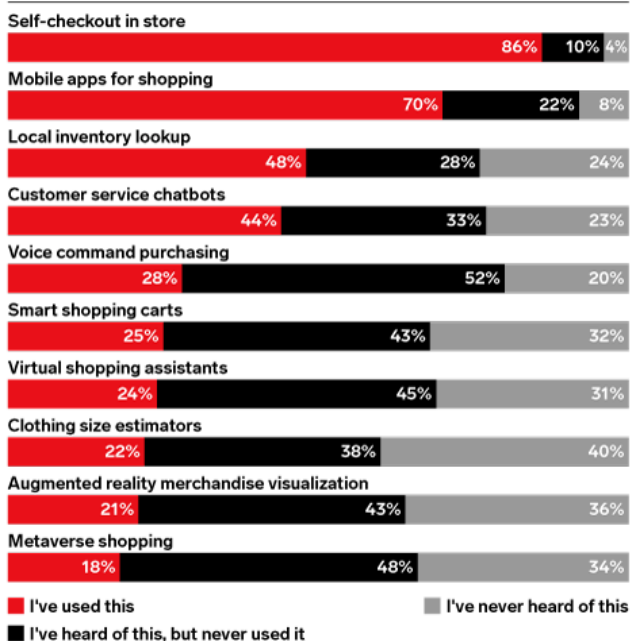
# Self-checkout leads in retail tech adoption

Article



## Select Retail Technology Adoption Among US Adults, Sep 2024

% of respondents



Source: Morning Consult survey as cited in company newsletter, Nov 27, 2024

288473

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**Key stat:** 86% of US adults have used self-checkout, and 70% have used mobile apps for shopping, per a September 2024 study from Morning Consult.

### Beyond the chart:

- While self-checkout comes with challenges like heightened theft, it offers convenience, particularly for younger shoppers. Over half (53%) of Gen Z and millennial shoppers prefer self-checkout over traditional registers, according to a 2024 survey by NCR Voyix.
- [Our analysts predict](#) that the rising cost of groceries could bring more consumers in-store to avoid costs like delivery fees.

**Use this chart:** Marketers can use this chart to understand which technologies shoppers are most familiar with and defend initiatives to try new tools, like smart shopping carts, to boost convenience.

### Related EMARKETER reports:

- [In-Store Digital Payment and Checkout Trends](#) (EMARKETER subscription required)

- [Retail Trends to Watch in 2025](#) (EMARKETER subscription required)

*Methodology: Data is from a November 2024 Morning Consult survey as cited in company newsletter. 2,206 US adults were surveyed online during September 20-24, 2024.*