

Here's What Long Checkout Lines Mean for Grocery Sales

Article



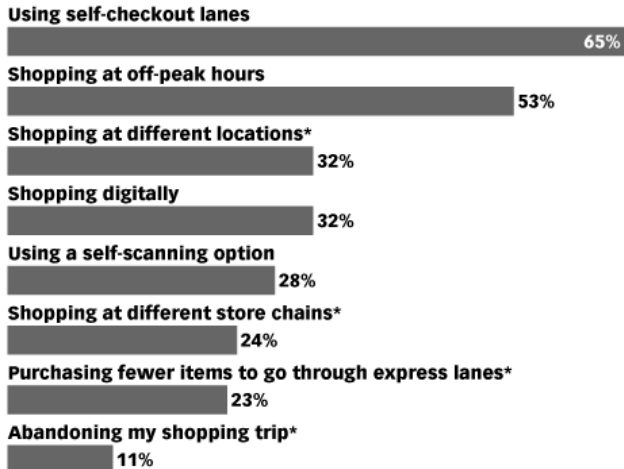
For some shoppers, a long wait in line at the supermarket may lead them to head out the door. And they don't always make the purchase somewhere else: They may just abandon it altogether.

When faced with a long queue, the majority of US grocery shoppers will head toward the **self-checkout lane** (65%) or choose to shop during off-peak hours (53%) when a store is less likely

to be crowded, according to an April 2018 **Digimarc** survey conducted by **Forrester Consulting**.

What Actions Would US Grocery Buyers Take to Avoid a Slow Checkout Experience? April 2018

% of respondents



Note: n=1,000 ages 18+ who shopped for groceries in the past 2 weeks;
*retailer revenue loss actions
Source: Digimarc, "Consumers Cringe At Slow Checkout" conducted by Forrester Consulting, Aug 14, 2018

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Others respondents said they willingly buy fewer items to take advantage of the express checkout lane or use **scan-and-go technology** to speed up the process.

Nearly one-third (32%) said they'll quit a long line and search for a better checkout experience elsewhere. But 11% said they will abandon a purchase entirely if a line is too long.

Many of the study's respondents viewed online grocery shopping as a decent way to skip checkout lines. That aligns with a variety of data suggesting that skipping lines is a key feature of online shopping. For example, a **Retail Feedback Group** survey found that consumers who buy groceries online do so because it saves them time (64%) and offers a more convenient experience than shopping in-store (52%).

However much people hate waiting in lines, **online grocery buying remains on the margins**, held back by consumers' preferences about touching, seeing and smelling the foods they purchase.

We forecast that only 2.8% of US food and beverage sales will occur online this year, and that percentage will not grow dramatically. By 2022, we estimate that 3.1% of US food and

beverage sales will take place online.