

The 2024 Digital Commerce Index, Powered by NCR Voyix

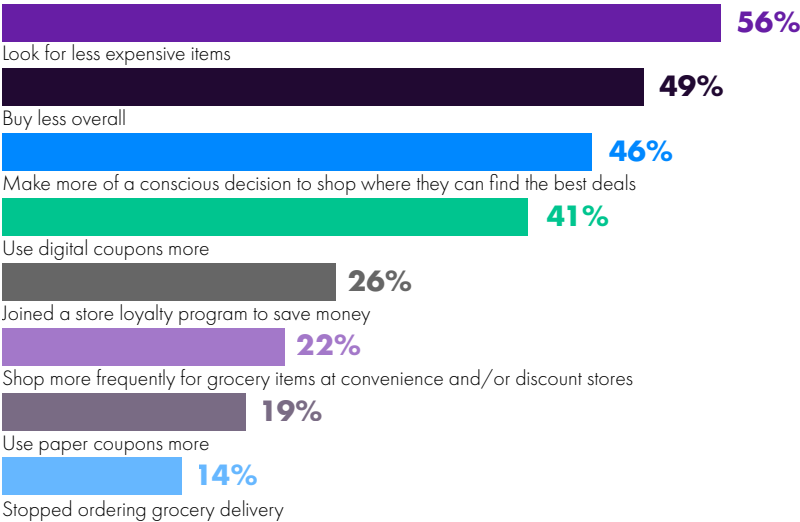
A Snapshot into Consumer Shopping and Dining Trends

A survey of 1,133 American consumers explores how dining, grocery and fuel convenience purchase behaviors are changing. The findings reveal price hikes and technology are reshaping consumer preferences and expectations.

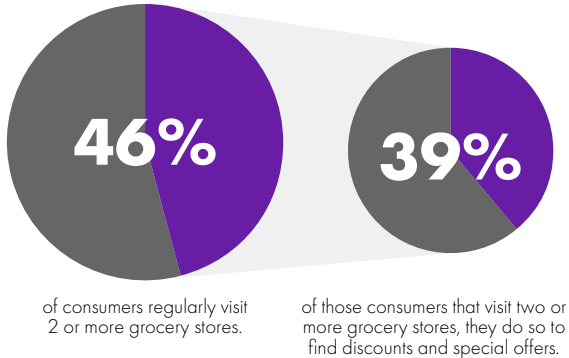
RETAIL

Shop Around: Inflation Sparks Bargain Hunting

In the past year, inflation has changed **74%** of consumers' grocery shopping habits.



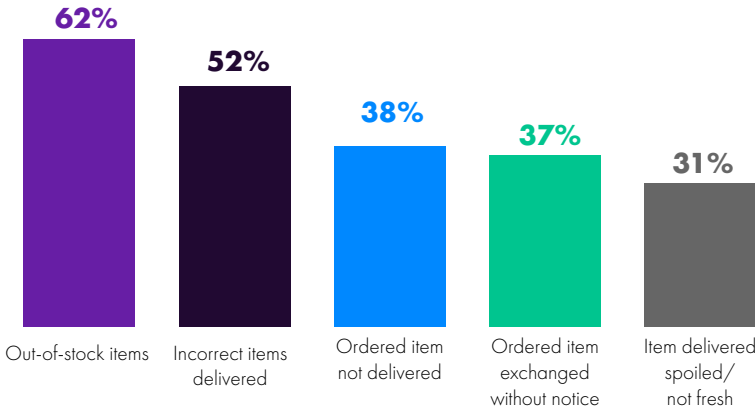
Do you always visit the same grocery store, or do you shop around?



In Store Sweeps Online Grocery Shopping

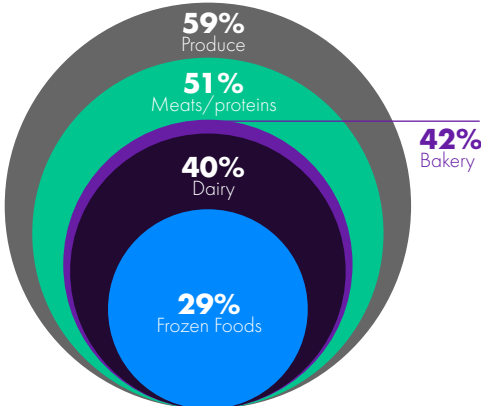
67% of consumers prefer shopping for groceries in store.

Those consumers that experienced challenges with online grocery shopping said the following were their top five headaches:



Consumers also prefer to select certain grocery items in person rather than let a shopper pick them out.

The top five items consumers would rather self-select in store include:



High Service Fees and Other Headaches Lead to Cart Abandonment

Nearly two in five (37%) survey respondents said they abandoned an online order due to high service fees. When asked why they did not complete online grocery orders, consumers said:



- 37%** High service fee
- 27%** Items out of stock
- 21%** Preferred delivery window unavailable
- 15%** Lower price elsewhere

Technology Powers Comparisons

When asked how technology has changed their shopping experiences, consumers cited the following top three ways:

- Compare prices more frequently
- Research products before purchasing more frequently
- Use more digital payment options

Self-Checkout Is Making Strides With Consumers

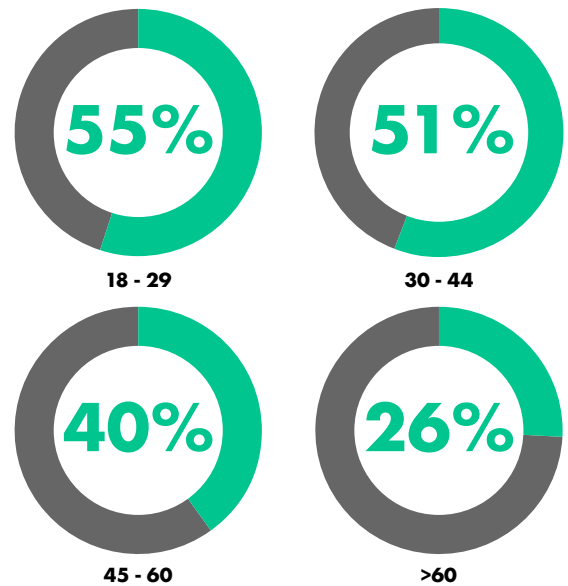
Self-checkout is gaining favor with consumers.

43% Of consumers prefer self-checkout when buying groceries in store.

Looking at a generational snapshot, more than half of Gen Z and Millennial grocery shoppers prefer self-checkout.

Preference by age:

■ self-checkout ■ traditional staffed checkout



The top 5 reasons why consumers prefer self-checkout include:



1 It's faster



2 Shorter lines



3 Prefer to bag their own items



4 Privacy



5 Don't have to talk with checkout staff



Nearly 1/3 of consumers prefer traditional checkout because they often have many products when checking out and may find it easier and less time consuming. In fact, this was the top reason behind their choice.

84% of traditional staffed checkout users would be more inclined to use self-checkout if incentivized to do so.

Gas Stations Can Serve Up More Than Traditional Fuel

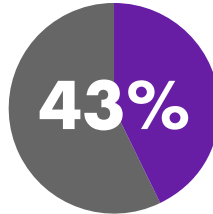
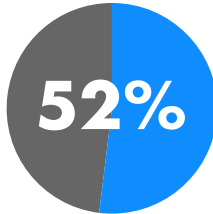
58%

More than half of consumers have purchased a meal at a gas station one or more times this year.

Curbside pick-up at the gas station? While most consumers aren't ready for it, the channels are starting to blur as 44% of consumers would be interested in ordering food at the pump and having it delivered to their car.

Consumers aged 45 - 60

Interestingly, more than half of people between the ages of 45 and 60 would like to order food at the pump and have it delivered to them.



43% of people in this age group also confessed to making an impulse buy at the gas station because of pump advertisements.

The top three things consumers want to see at their local gas station convenience store are:



A coffee shop



Fresh food options

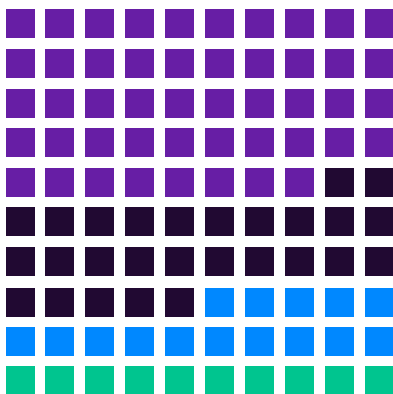


Sit-down restaurant

RESTAURANTS

Inflation is on the Menu

When asked how inflation has affected their dining out habits in the last year, survey respondents said:

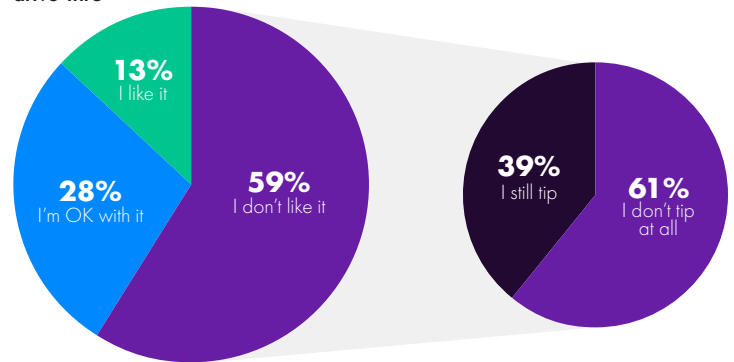


- 48% I dine out less than I used to
- 27% I dine out the same as I used to
- 15% I dine out at less expensive places
- 10% I dine out more than I used to

Tipping Tiffs

Consumers want the best customer service, but it seems that the tipping prompt may be tipping them the wrong way.

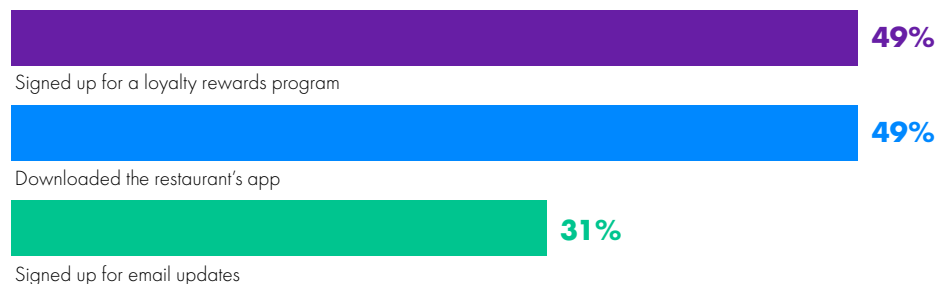
How do you feel about being prompted to add a tip at the checkout counter or drive-thru



Secret Ingredient: Loyalty

Even though some consumers may be slowing down on dining out, they still want to keep up with their favorite restaurants and gain access to any deals they can get their hands on.

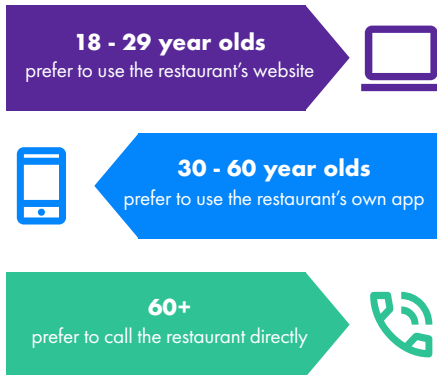
Which of these have you done for a restaurant?



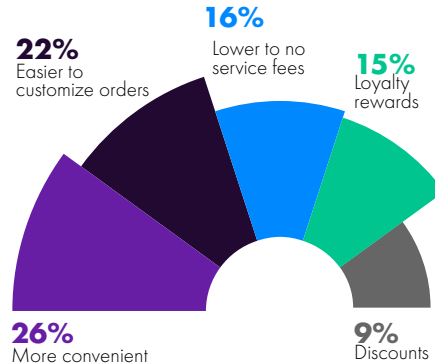
Patrons Go Direct

50% of consumers prefer to use a restaurant's app or website to place their order, while 23% still prefer to call the restaurant and place their order over the phone.

Preferences vary by age:



Why consumers prefer to use a restaurant's app or website:



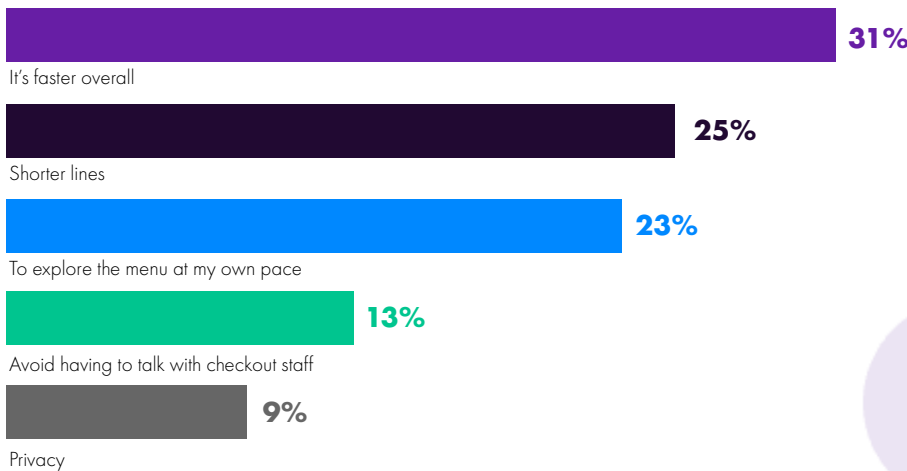
The top 5 features consumers expect a restaurant's mobile app to offer:



Add Personalization, Eighty-Six Delivery Fees

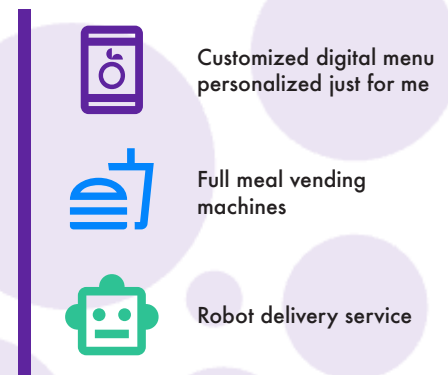
57% of consumers have cancelled a delivery order after seeing the delivery fee.

More than half (53%) of consumers have chosen to use a self-service kiosk in the past six months for the following reasons:



Consumers are looking forward to the future to see what new technology the restaurant industry will implement.

Futuristic restaurant technology consumers wish their favorite restaurant provided:



NCR VOYIX

About the 2024 Digital Commerce Index

NCR Voyix commissioned a blind survey of American consumers in November of 2023 to understand how dining, grocery and fuel convenience purchase behaviors are changing. Respondents to the online survey included a total of 1,133 American consumers. The margin of error for this survey is plus or minus +/- 2.981%.

About NCR Voyix

NCR Voyix Corporation (NYSE: VYX) is a leading global provider of digital commerce solutions for the retail, restaurant and digital banking industries. NCR Voyix transforms retail stores, restaurant systems and digital banking experiences with comprehensive, platform-led SaaS and services capabilities. NCR Voyix is headquartered in Atlanta, Georgia, with approximately 16,000 employees in 35 countries across the globe. For more information, visit www.ncrvoyix.com.