Checkout is a $6B category and would rank #11 in the store.

*Source: IMC Checkout Update 2021*
The checkout category has grown 6.6% in dollar sales since 2016.

*Source: IMC Checkout Update 2021*
EDIBLES have driven checkout category growth 16.3% since 2016

*Source: IMC Checkout Update 2021*
Average category conversion is 17.5 UNITS per 100 shoppers.

*Source: IMC Checkout Update 2021*
Without effective merchandising, retailers lose an average of 54% conversion from cashier lanes to self-checkout.

*Source: IMC Checkout Update 2021*
Average Self-Checkout Registers

40% of transactions and
20% of sales volume.

*Source: 10 Percent Retail Self-Checkout Market Growth Collides with Deployment Risks, Loss Prevention Media, April 2019
15% of shoppers will leave a convenience store and abandon their purchase after just one minute of waiting in line.

Typical checkout category items grew 5.5% in 2020, outpacing total store growth in the convenience channel.

Source: IRI POS; Impulse Marketing Co 2020; 5.5% growth is in the Recovery period 5/10/20 to 12/27/20
*Checkout Category dollars are for key items merchandised at front-end, but include all locations in store $ sales. FE serves as a proxy for impulse purchase items
61% said the presence of an available self-checkout option would change their decision to abandon a purchase due to a long line at the checkout.

A queue line increased conversion by over 300% and generated an incremental $.25 per shopper.

Source: NCA "Future of Frictionless" Checkout Webinar 2020; IMC Proprietary Research
67% of shoppers said that their favorite in-store technology is self-checkout.

Source: Progressive Grocer "7 Ways the Pandemic has changed Food Retailing", March 2021
Undercount LED lighting at checkout drives incremental dollar sales by 5%.

Source: Lighting For Impact; Convenience chain test store vs control region; 13 performance 2013 vs 2014