



PRESS RELEASE

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Retailers seek flexible POS software to improve customer experience

The global POS software market continues to grow, with retailers accelerating investment in solutions for omnichannel commerce through an expanded range of store touchpoints

POS software at the forefront of new customer experiences

Retail and hospitality operators are increasingly rolling out new POS software to facilitate new customer journeys, according to *Global POS Software 2021*, the latest study by strategic research and consulting firm RBR. The study, which analysed projects by more than 100 vendors across 48 countries, found that there were 300,000 new POS software installations in the year to June 2021.

Walmart rolling out its own cloud-based software

Retailers' desire to expand touchpoints at their stores is far from a new phenomenon. The world's largest retailer, Walmart, began this process in 2018, piloting proprietary software called "Cloud Powered Checkout" (CPC) for mobile POS at selected US garden centres.

Since then, Walmart has rolled out CPC for a range of use cases at its stores, including mobile self-scanning and curbside pickup, as well as starting to deploy it at self-checkout and assisted lanes.

Global fashion chain Inditex has also benefited from investment in modern POS software. It has deployed an in-house solution which has enabled the use of RFID technology to give the retailer a single full item-level visibility of inventory.

Changing software can expand fulfilment options

The pandemic brought into sharp focus the need for flexibility and agility in physical retail. RBR found many firms have changed POS application to allow a greater range of fulfilment options. For example, French retailers Caroll and BUT have both rolled out new solutions over the past year to enable services including BOPIS (Buy Online, Pickup In Store).

Similarly, US firm Petco moved to a new system which allows nationwide curbside pickup, while Philippine fashion group Golden ABC has upgraded its software, helping it to deploy mobile POS.

Outside the general merchandise sector, other retailers are moving to cloud-based solutions, citing the need to "future-proof" their systems. Major firms including fuel convenience giant Shell, grocery chain Big Y and restaurant franchising company FAT Brands have all shifted to this model in the past year.

Grocery retailers invest in new stores and self-service technology

More than half of new POS software deployments came in the Grocery+ segment, which includes supermarkets, convenience, and drugstores. This sector was deemed essential during COVID-19 lockdowns, with many opening new stores or installing additional self-service touchpoints, the latter partly as a way of reducing close interaction between customers and store associates.

New POS Software Installations, by Segment, June 2021



Source: *Global POS Software 2021* (RBR)

Although the pandemic exacerbated financial problems faced by many general merchandise retailers, some were still able to expand. Discounters Dollar Tree and Dollar General both opened hundreds of stores in the USA. Store network expansion by hospitality operators slowed down in many parts of the world, however many quick-service chains shifted to self-service, installing kiosks.



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POS software installations at major retail and hospitality operators reached 8.4 million globally by June 2021, with more than 1.8 million new installations forecast over the next five years. Alan Burt, who led RBR's research, commented: *"As retailers widen the range of touchpoints customers can use, they increasingly look for flexible POS solutions which can integrate physical and online systems, and are ready for new sales channels of the future"*.

Notes to editors

These figures and insights are based on RBR's study *Global POS Software 2021*, which provides deep market insights built on a rigorous analysis of 2,150 projects, by more than 100 vendors. The report includes commentary and insights into the grocery, general merchandise and hospitality segments, at an individual country level. For more information about this report or to discuss the findings in more detail please email Alan Burt (alan.burt@rbrlondon.com) or call +44 20 8831 7322.

RBR is a strategic research and consulting firm with three decades of experience in banking and retail automation, cards and payments. It assists its clients by providing independent advice and intelligence through published reports, consulting, newsletters and events.

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