

London, 16<sup>th</sup> June 2022

## **Fully-frictionless shopping booms, as number of checkout-free stores triples**

*Checkout-free stores, which use technology to allow customers to pick up items and leave without an end-of-shop checkout process, are now live in 20 countries across the world*

### **Stores use computer vision to track customers' shopping trips**

The number of stores across the world offering a frictionless checkout experience to customers using checkout-free technology increased threefold during 2021 to over 250, according to RBR's *Mobile Self-Scanning and Checkout-Free 2022* study.

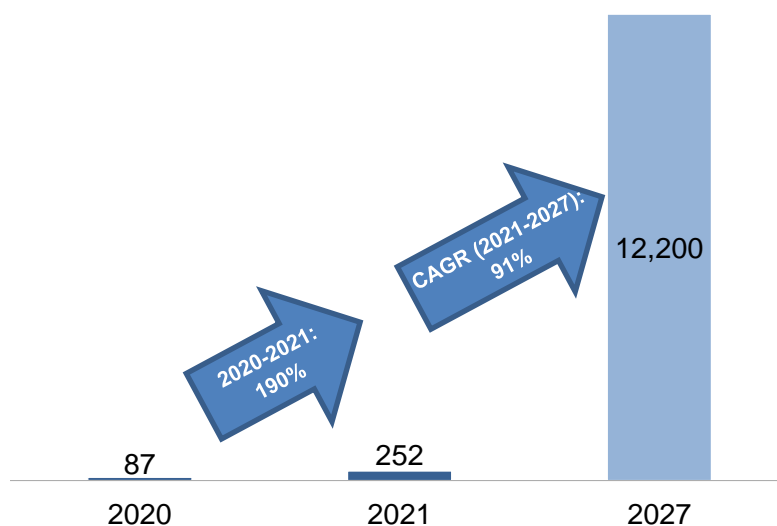
Checkout-free stores use computer vision, artificial intelligence and weighing scale technologies. In most cases this is installed within the physical infrastructure of the shop, tracking customers as they move around the store. Other retailers have deployed 'smart-carts' for larger basket sizes, which have the technology fitted to the carts themselves.

### **Amazon continues to open stores while major grocery chains start pilots**

Amazon has the largest number of checkout-free stores globally, mostly in the USA and the UK, with plans for expansion in these markets and others. These stores use Amazon's 'Just Walk Out' solution, although other retailers are also using the firm's technology, including travel convenience store chain Hudson. RBR's research shows a wide range of suppliers are present in the market, with technology from firms such as AiFi and Zippin live in an ever-increasing number of stores.

A number of large supermarket chains, including Ahold Delhaize, REWE and Tesco, are also piloting the technology in existing outlets. In addition, start-ups have been opening concept stores to showcase their own checkout-free technology. To date, checkout-free stores have mainly been small in scale, with cart-based technology deployed in larger supermarket formats.

**Number of Checkout-Free stores, 2020, 2021 and 2027**



Source: *Mobile Self-Scanning and Checkout-Free 2022* (RBR)

### **Number of checkout-free stores forecast to grow by over 90% per year**

RBR forecasts the number of stores with checkout-free technology around the world will reach over 12,000 by the end of 2027. If pilots at big box and grocery retailers are deemed successful there will be more extensive rollouts across store networks. The USA, China and large European markets will see the strongest growth in the number of checkout-free stores in the years ahead, with many other markets right across the world expected to see expansion too.



## PRESS RELEASE

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Alex Maple, who led RBR's research, commented: *“Physical retail is undergoing unprecedented change, with retailers investing heavily in technologies to transform their stores, making customer journeys smoother, and helping to offset rising labour costs and shortages in several markets. While the deployment of checkout-free technology in some countries has been faster than in others, these stores have been set up in every region across the world”.*

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### Notes to editors

These figures and insights are based on RBR's study, *Mobile Self-Scanning and Checkout-Free 2022*, the most comprehensive report available globally on store transformation technologies which eliminate the end-of-shop scanning process. RBR collected and validated data from domestic and international suppliers, and analysed information using its expertise in the banking and retail sector.

For more information about this report or to discuss the findings in more detail please email Alex Maple ([alex.maple@rbrlondon.com](mailto:alex.maple@rbrlondon.com)) or call +44 20 8831 7320.

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