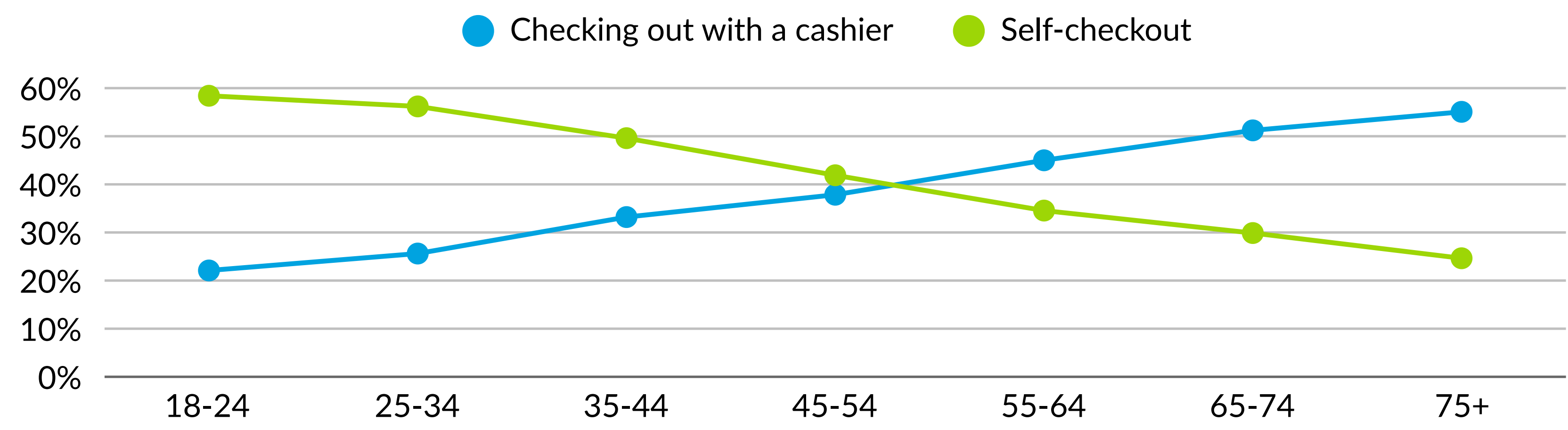


Exploring the Future of Retail: Key Technology Trends

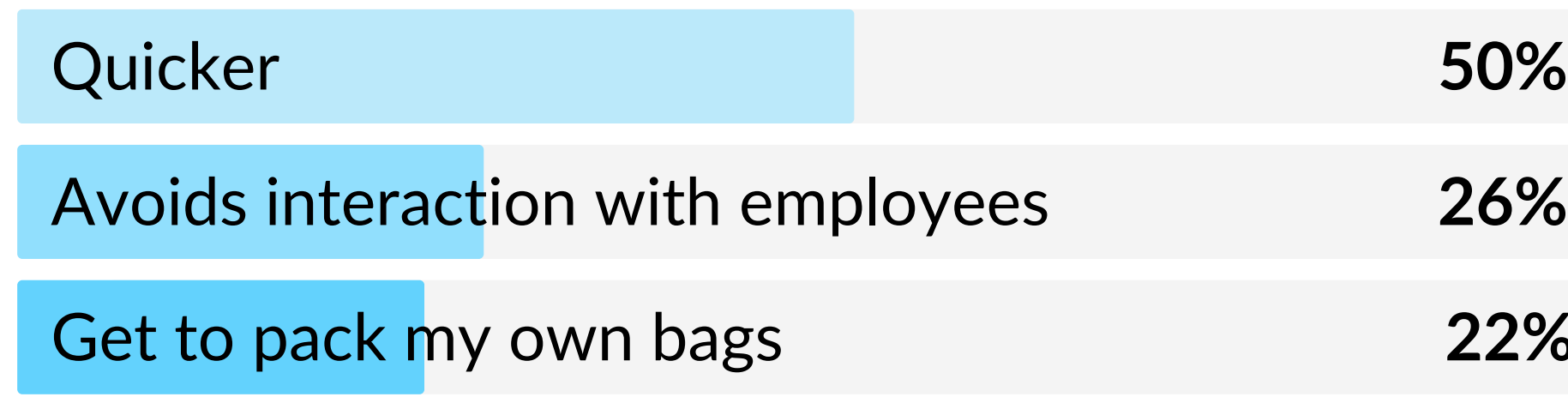
Discover insights on the latest retail technology trends with our new infographic, based on a survey of 1,280 consumers. We explore how innovations like artificial intelligence (AI), self-checkout, just-walk-out technology, loyalty programs, gamification, and digital advertising are transforming the shopping experience. Gain a comprehensive understanding of how these technologies are shaping the future of retail.

CHECKOUT PREFERENCES

Do you prefer self-checkout or checking out with a cashier?

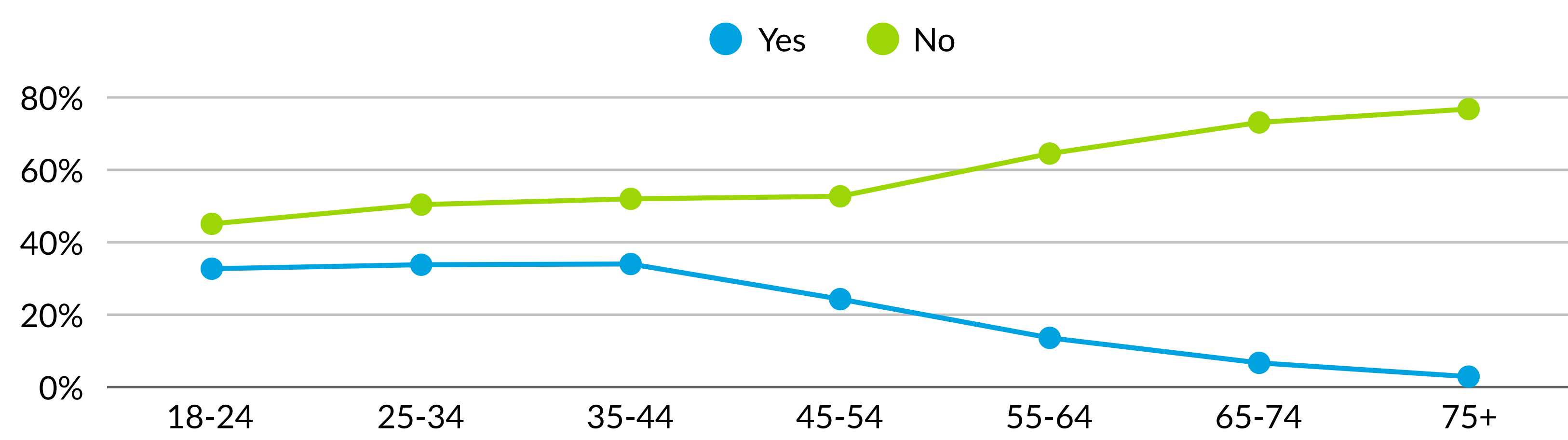


Why do you prefer self-checkout?



JUST-WALK-OUT TECHNOLOGY

Have you ever used "Just-Walk-Out" technology or sensor-based baskets that automatically identify your items as you shop, removing the need to scan items at a kiosk?

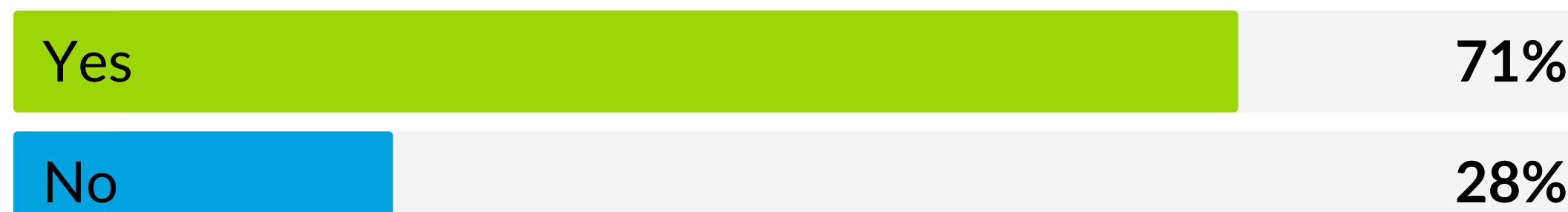


While 29% are excited about the speed, a combined 46% are either cautious or skeptical, citing concerns about being charged for items they didn't take or not seeing their total as they shop.

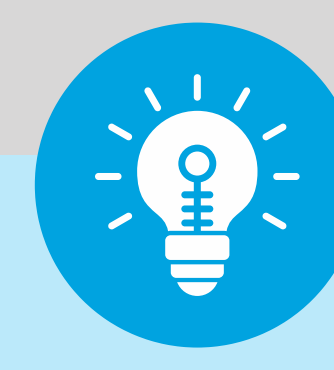
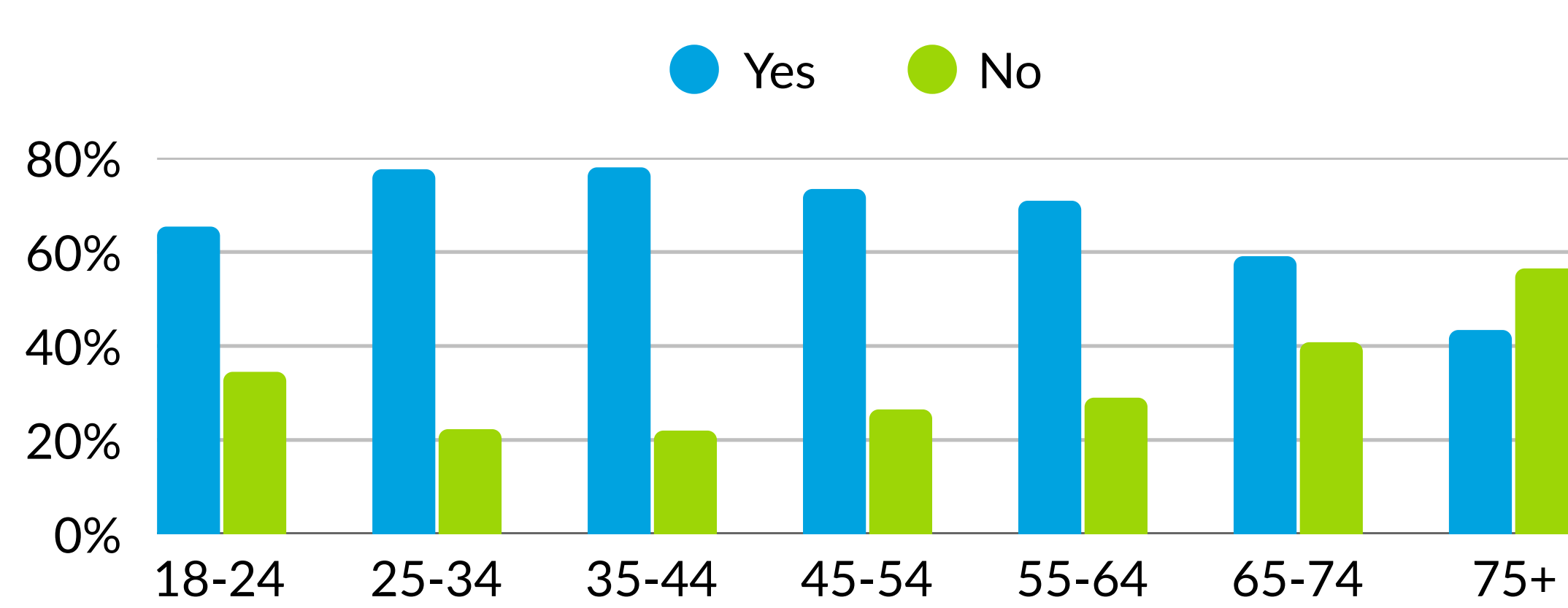


LOYALTY

Are you a member of any retail loyalty programs?



If you had to download an app to access a brand's loyalty program, would you still join the program?

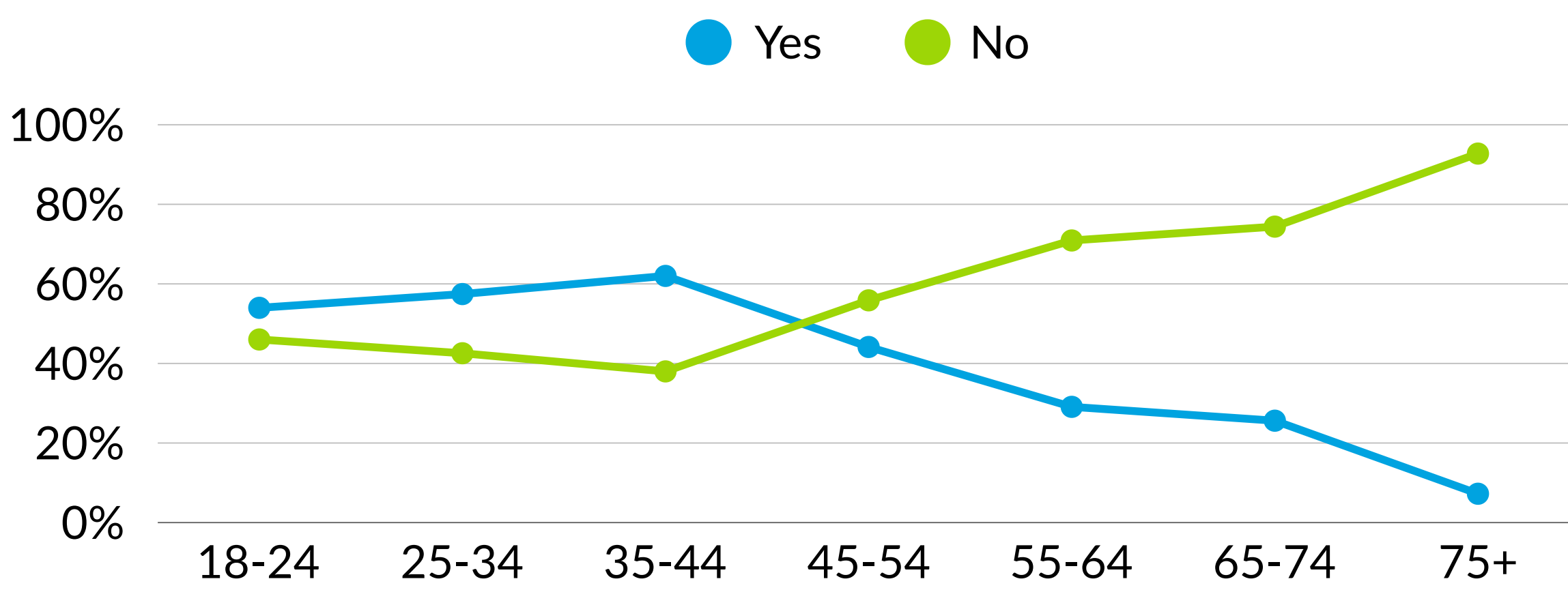


Accessibility:

44% would refuse to participate in a program that isn't accessible on their phone, highlighting that while apps are a barrier for some, mobile accessibility is a requirement for others.

ARTIFICIAL INTELLIGENCE (AI)

Have you ever used AI technology (e.g., ChatGPT, Google Gemini, etc.) while shopping online?



Adoption Rate: AI usage jumped from 15.03% in 2025 to 44.1% in 2026.



Demographic Drivers:

While growth occurred across all ages, the 35-44 and 45-54 age groups saw the largest increases (rising by approximately 17% and 16% respectively). Even the 65-74 age group saw a doubling in AI usage (from 12.3% to 25.6%).

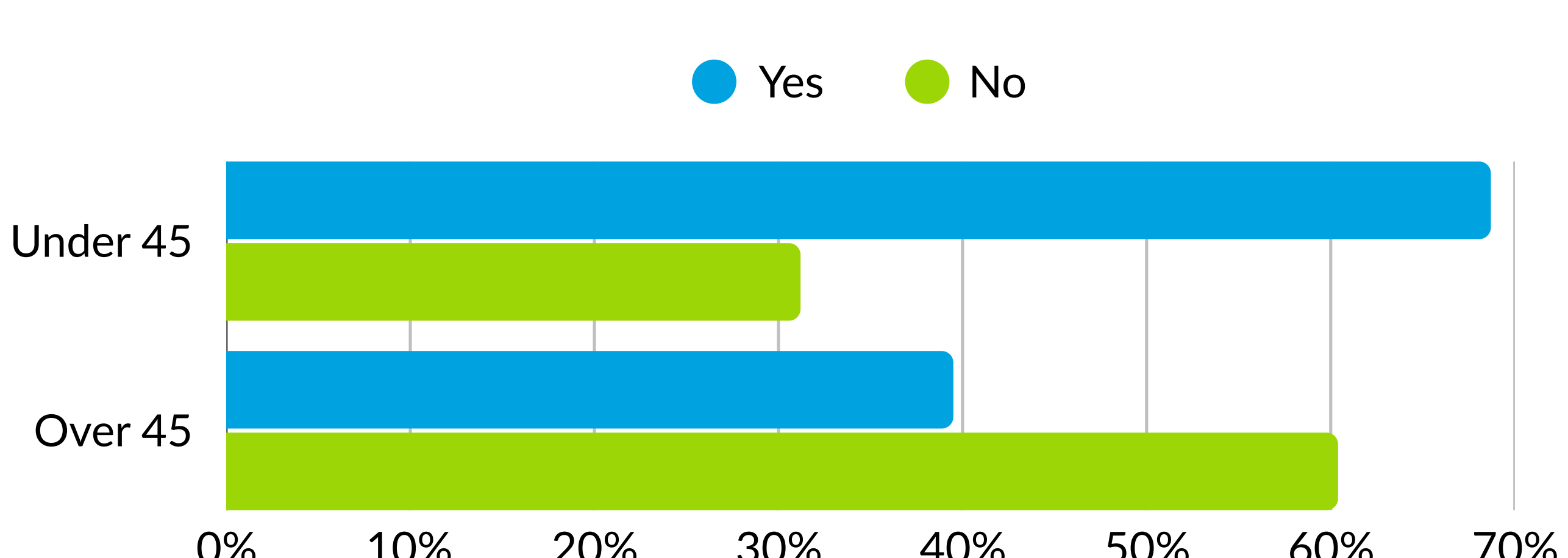
GAMIFICATION

The 2026 data highlights "gamification" as a major potential driver for physical store visits, particularly for younger demographics.

53% stated that if two stores were equally convenient, they would choose the one that offers an app with fun challenges and prizes.



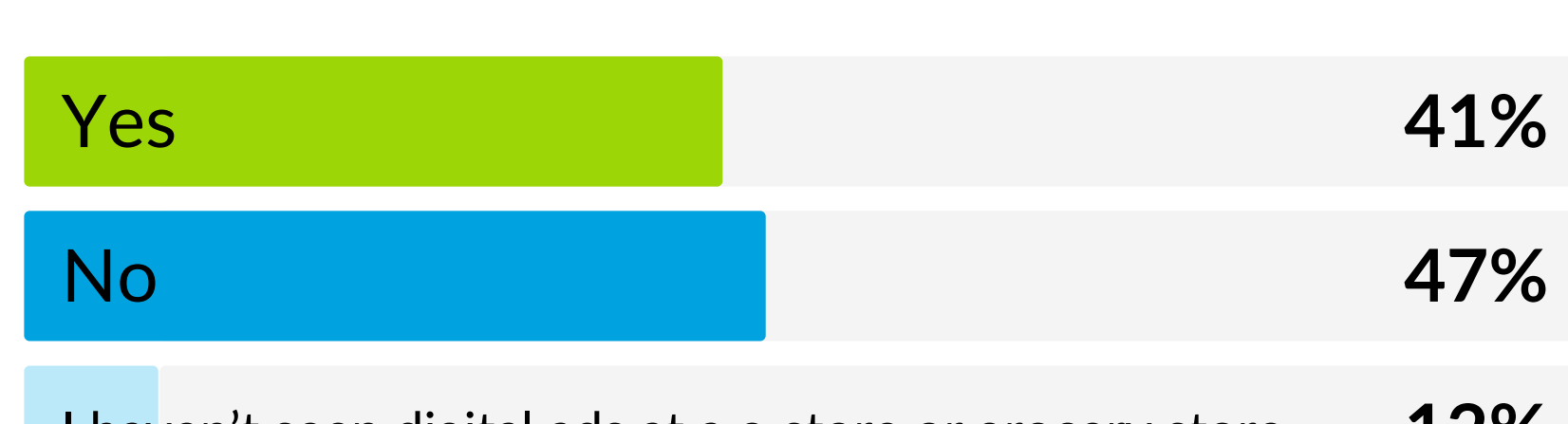
Would earning game-based rewards (e.g., streaks or instant win scratch cards) motivate you to visit a convenience store or grocery store more often?



DIGITAL ADVERTISING

51% of consumers claim that digital advertising in stores has "no impact" and they don't pay attention to it.

Have you bought anything as a result of digital advertising you have seen when visiting a convenience or grocery store?



About Intouch Insight

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!
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1-800-263-2980

[Find out more](#)