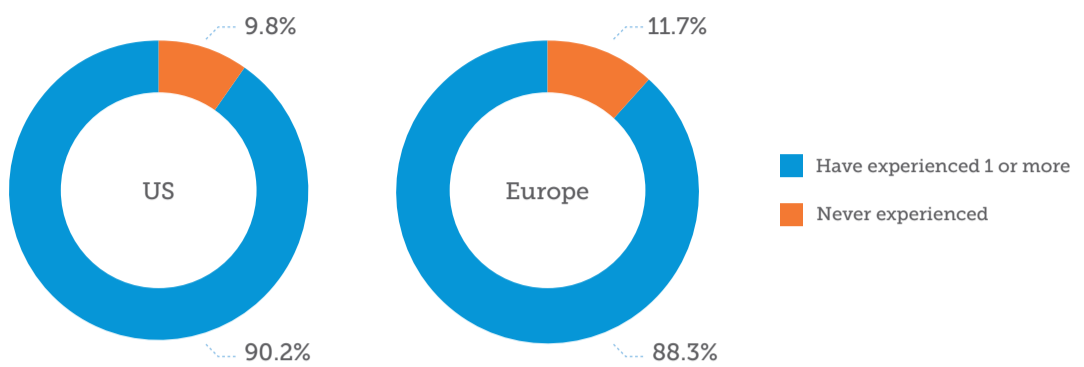


# Retail innovation: are Americans and Europeans so different?

Shops have been introducing new innovations to improve the customer experience, from self checkouts to augmented reality. This survey was fielded to 9041 respondents in the US and Europe and compares how consumers react to a list of 16 key innovations in retail.

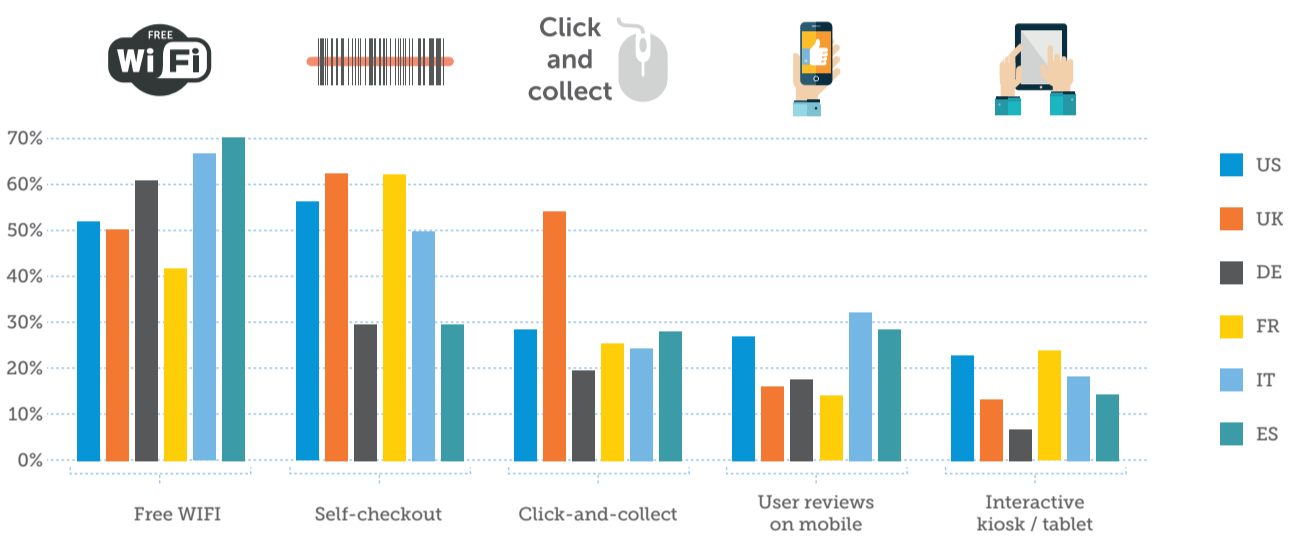
## Experience of Store Innovations

9 out of 10 consumers have experienced innovations in-store in both the US and Europe.



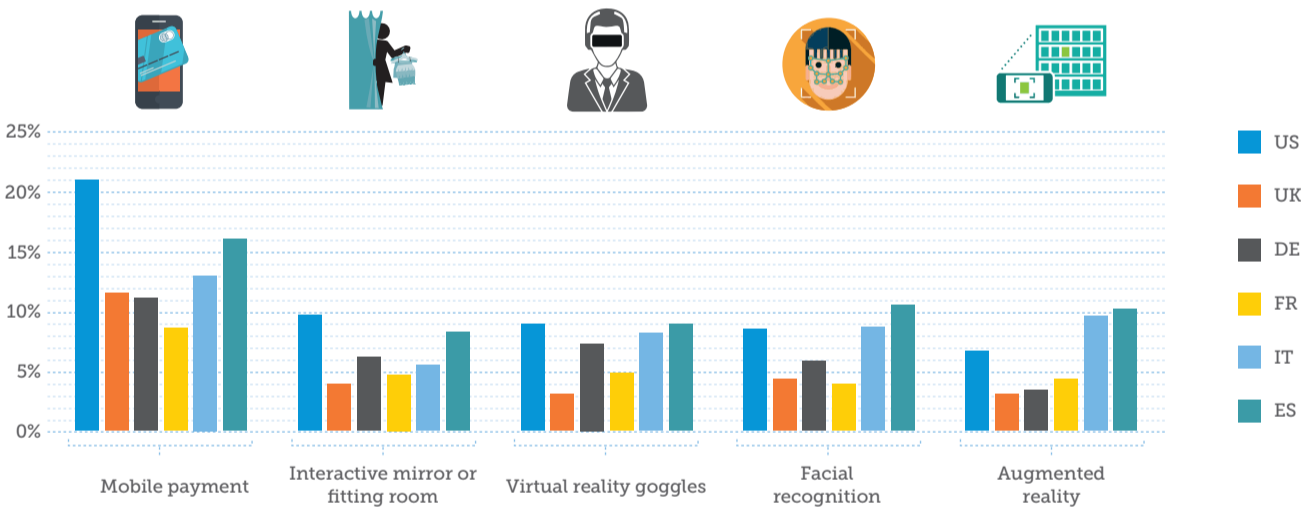
## Top 5 Innovations Experienced

Self-checkout and Free Wifi are already widely used across the US and Europe. The other innovations are less frequently experienced, except Click & Collect in the UK.



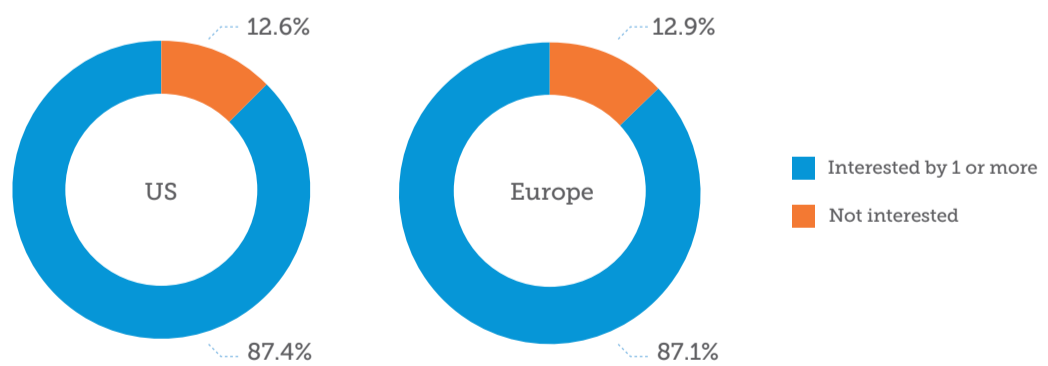
## Most Recent Innovations

VR, AR and Facial recognition are emergent technologies in both the US and Europe. Americans are more fond of Mobile payments (NFC, Apple Pay...)



## Interest for Store Innovations

Almost 9 out of 10 consumers in the US and Europe wish to see 1 or more innovation in their own stores.



## Top 10 Wished Innovations

Americans and Europeans are both interested in Free Wifi and innovations which speed up the purchase process. Most recent interactive technologies are less popular everywhere as few consumers have tested them yet.

