

## 2016 OVUM GLOBAL PAYMENTS INSIGHT SURVEY ANALYZING THE **GROCERY/SUPERMARKET** SEGMENT

Merchant spending is **INCREASING**  
across vertical segments



GROCERY/  
SUPERMARKET



FUEL/  
CONVENIENCE



FOOD  
SERVICES



GENERAL  
MERCHANDISE



TRAVEL  
AND LODGING

## Expected **ROI** based on increased investment



**67%**

launch  
value-added services.



**73%**

increase range of  
payment options.



**80%**

increase  
customer retention.

New payment technologies will provide benefits  
for **GROCERY/SUPERMARKET** merchants

**78%** AGREE



# Security and consumer protection **DRIVE INVESTMENTS**



of merchants are concerned about securing customer payment credentials.



of merchants cited security as their key investment driver.

## Payments continue as a **CRITICAL PART** of business strategy



**81%** of merchants see payments as a clear part of their business strategy.

## **ALTERNATIVE PAYMENTS** top interest for **GROCERY/SUPERMARKET** merchants



Mobile NFC acceptance  
**44%**



AS OF 2016,  
**50%**  
OFFER THESE  
ALTERNATIVE PAYMENTS



Contactless card  
**40%**

**Mobile-based payments** lead the way across all sectors.

How will you keep pace within the **GROCERY/SUPERMARKET** segment?

Learn more at

[ACIWorldwide.com/grocery](http://ACIWorldwide.com/grocery)