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

Merchant spending is **INCREASING** across vertical segments

![Charts showing spending by vertical segments: Grocery/Supermarket 59%, Fuel/Convenience 56%, Food Services 52%, General Merchandise 51%, Travel and Lodging 49%]

**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**

![Icons representing benefits: increase customer retention, increase payment options, launch value-added services]

**78%** agree
Security and consumer protection DRIVE INVESTMENTS

70% of merchants are concerned about securing customer payment credentials.

40% 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

AS OF 2016, 50% OFFER THESE ALTERNATIVE PAYMENTS

Mobile NFC acceptance 44%

Mobile-based payments lead the way across all sectors.

Contactless card 40%

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

Learn more at ACIWorldwide.com/grocery

2016 Ovum Global Payments Insight Survey of 1,000 respondents in 18 markets.

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