

2016 OVUM GLOBAL PAYMENTS INSIGHT SURVEY ANALYZING THE **GENERAL MERCHANDISE** SEGMENT

Merchant spending is **INCREASING**
across vertical segments



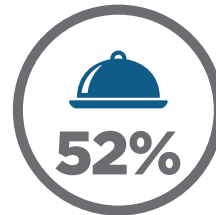
GENERAL
MERCHANDISE



GROCERY/
SUPERMARKET



FUEL/
CONVENIENCE



FOOD
SERVICES



TRAVEL
AND LODGING

Expected **ROI** based on increased investment



73%

launch
value-added services.



73%

increase range of
payment options.



71%

increase
customer retention.

New payment technologies will provide benefits
for **GENERAL MERCHANDISE** merchants

81% 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 GENERAL MERCHANDISE 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 **GENERAL MERCHANDISE** segment?

Learn more at

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