

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