



Press information

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TWO THIRDS OF SHOPPERS WILL PAY BY FINGERPRINT IN 2015

First global study into the future of retailing reveals a shopping revolution is just years away

LONDON, May 13 2008 – Biometric fingerprint payment, interactive dressing room assistance and intelligent shopping trolleys could depart the realms of science fiction for the real world, as new technologies look set to revolutionise the way we shop.

60 per cent of consumers across the globe believe that they will be able to pay for purchases using just their fingerprint by 2015 – with this innovation rated top by the greatest proportion of people questioned. The UK is most in favour of this shopping solution – with 31 per cent giving it the top vote.

In TNS's *New Future In Store* study, unveiled today, a confident 73 per cent of shoppers said that they expect to be using interactive touch-screens in dressing rooms to communicate with sales assistants by 2015, whilst half expect that 3D body scanning and interactive dressing room mirrors will eliminate the stresses of trying on that new skirt.

Interestingly, as with fashion, shopping priorities change dramatically between countries. Whilst Chinese consumers' rate the concept of an in-store holographic sales assistant far above other countries (named as first choice by 59 per cent compared to an average of 23 per cent), German shoppers are far more concerned about having a body scan to help their clothes to fit.

Consumers across Europe, Asia, the US and Canada ranked these amongst a range of futuristic product innovations which look set to revolutionise the way we shop over the next decade. Next generation web-based services, new technologies and the need for tighter security and faster shopping will drive demand – with concepts as far fetched as networked refrigerators automatically ordering groceries likely to fuel new product developments.

Barry Lemmon, Global Head of TNS Retail & Shopper Insights, said: "There's no doubt that we're into a time of transition in retailing – and for consumers, the look and feel of a shopping experience is set to change beyond recognition. In our increasingly hurried culture, shopping experiences which

free up time are likely to rank top – as shown by this first study into the future of retailing. But despite desire to save money and time, most consumers aren't going to be prepared to swap good traditional service for technology – shown by the noticeable lack of enthusiasm for holographic sales assistants.”

TNS's *New Future In Store* report surveyed 4,500 primary household shoppers online in eight countries – Canada, China, France, Germany, Japan, Spain, UK and US – and asked them to comment on 12 innovations.

Other result highlights include:

- 41% of consumers see biometric fingerprint payment as having 'high appeal' – rising to 60% in China but falling to 24% in Germany
- Whilst 73% expect interactive dressing room assistance to be in place by 2015 just 23% would be likely to use this
- US consumers were most keen on 'smart' shopping trolleys – 28% ranking it top vs just 9% in France and Germany
- 3D body scanning is most popular amongst Germans (21%) compared to an average of 12%
- Spaniards are keener than other Europeans on the concept of a fridge networked into other devices to order and have groceries delivered (45% compared to 25% in the UK)
- 59% of Chinese consumers rank a holographic sales assistants as their top innovation – whilst Japanese and British like this least, at 15%.

Siemon Scammell-Katz, Managing Director of shopping consultancy TNS Magasin, said:

“Technology will be pervasive in 2015 and this will drive more change in the way consumers shop in the next 10 years than it has in the last 20 years. We know that shoppers are frequently overwhelmed by too much choice and the need to shop in minimal time, and these innovations will provide welcome reassurance and help. What is interesting to see is the differences in priorities between countries – in the global marketplace, it looks like there will still remain a need to tailor stores and experiences to give local people what they want to aid their shopping trips.”

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Note to editors:

New Future In Store surveyed 4,500 primary household shoppers online in eight countries – Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States. The data was collated and analysed in February 2008.

About TNS Retail & Shopper Insights

TNS Retail & Shopper Insights is a specialist area of expertise that helps leading consumer products manufacturers and top retailers gain actionable insights into the shopper environment. TNS has built a unique offering that tracks the entire 'shopper journey' (before shoppers enter a store, as they walk

around a store, at the point of purchase, and after they have selected a product for purchase). Equipped with the latest technology and research techniques, a team of TNS retail and shopping experts is forging global partnerships with some of the world's best-known manufacturing and retail brands.

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

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