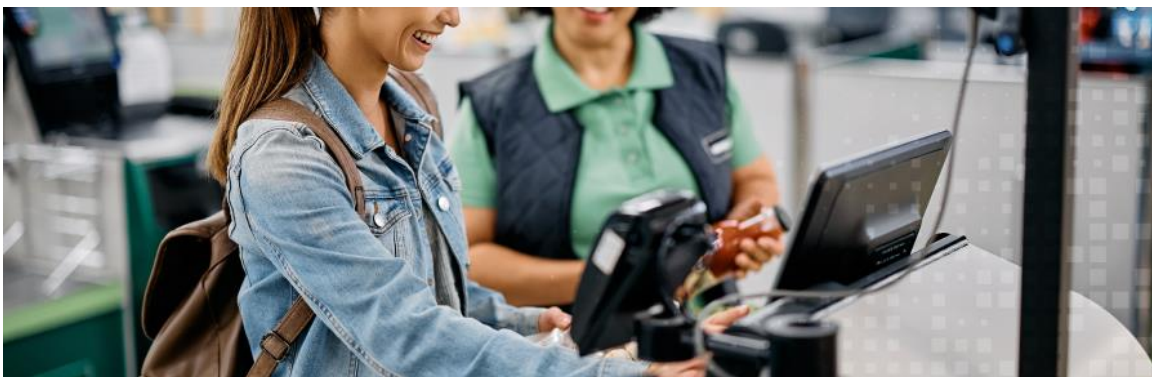


April 15, 2026

## Faster, Smarter Checkout: What It Means for Lottery

In this Data in Motion, we explore how evolving checkout formats are reshaping retail and what that means for lottery. Checkout is no longer a single moment at a fixed counter. It is becoming faster, more flexible, and increasingly integrated into the overall shopping journey. For lottery, this shift is redefining how—and where—it fits within the retail experience.

Retailers are investing in remodels, data-driven layouts, digital tools, and smaller, more efficient store formats to support quicker, more seamless trips across a growing range of checkout experiences. Increasingly, speed is one of the defining factors in how these experiences are perceived.



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*Deloitte reports 80% of shopping still happens in-store, making the checkout experience, not just the store itself, critical.<sup>1</sup>*

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Retailers are approaching this transformation in different ways. Target's rollout of express self-checkout improved total transaction times by nearly 8%. Walmart's next-generation Supercenter in Cypress, Texas, uses reimaged layouts, QR-enabled store tools, digital shelf labels, and new fulfillment options to create a more responsive, connected shopping experience.<sup>2,3</sup>

*Takeaway: Lottery must fit into more checkout formats than ever before. That means compact, flexible solutions that work in tighter footprints while maintaining clear visibility and ease of purchase at the counter.*

## Fast Trips Leave No Room for Friction

One of the clearest examples of this shift is in convenience retail, where speed defines the entire shopping experience.

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*The average convenience store visit, from car to checkout and back, takes just 3 minutes and 33 seconds.<sup>4</sup>*

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In this environment, even small interruptions, out-of-stocks, unclear options, or extra steps can slow the line or result in a lost purchase.

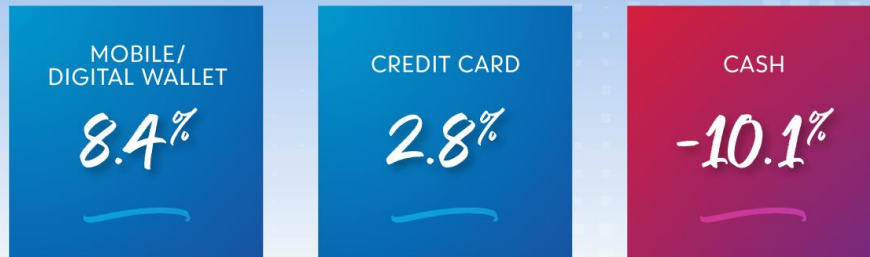
**VideoMining found that 52% of convenience store shoppers experienced zero wait time in 2022. When shoppers did wait, the average line time was 28 seconds.<sup>5</sup>**

*Takeaway: Lottery is competing inside a retail environment built for speed, efficiency, and quick decision-making. Success depends not just on terminal speed, but on minimizing delays through better product availability, clearer shopability, and streamlined purchase moments. These improvements help retailers serve more shoppers during peak periods and capture trips that might otherwise be lost.*

## Checkout is Being Rebuilt

Even in these speed-driven environments, fast checkout alone is no longer enough. Walmart's *2025 Retail Rewired* report highlights that shoppers increasingly prioritize transparency, privacy, security, and control.<sup>6</sup> This is reflected in the growth of in-store mobile payments, valued for their "tap-to-pay convenience, biometric security and real-time credential access."<sup>7</sup>

## Percentage change for US in-store transaction volume per payment method, 2022-2024



Source: PYMNTS Intelligence Report, Digital Wallets Beyond Transactions

At the counter, shoppers expect an intuitive purchase experience, clear confirmation of what was scanned, and a visible signal when transactions are complete. Retailers expect the same visibility and clarity to reduce confusion, missed scans, and avoidable shrink. Nearly half of shoppers say digital screens improve the in-store grocery experience.<sup>1</sup>

*Takeaway: Lottery must align with these expectations—delivering better transaction visibility, flexible payment options, and more intuitive at-counter shopping interactions that build confidence for both players and retailers.*

## Final Word

As checkout evolves from a fixed moment to an integrated, intuitive part of the shopping journey, expectations at the counter are rising. New technologies are simplifying transactions, improving product visibility, and helping retailers to serve more shoppers with less interruption.

For lottery, the opportunity is not to follow every retail trend, but to apply the right ones where they matter most: at the point of purchase. That means intuitive purchase experiences, real-time inventory visibility and automatic out-of-stock alerts, clearer product accessibility, flexible payment moments, and fewer manual steps.

This is where next-generation lottery terminals—combined with an intelligent retail ecosystem—play a critical role, helping lotteries meet evolving retail expectations while improving both the player experience and retailer performance.

# CONTRIBUTOR

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