

BLUE BITE

Connected Products U.S. Consumer Trend Report

Blue Bite

In June 2022, 500 adults aged 18-65 were surveyed online across the USA. Quotas were applied on age and gender to reflect the US population profile. All respondents were users of modern smartphones (Apple or Android, acquired since 2015), and they had all purchased something from at least one of the following categories in the past 12 months:



Consumer packaged goods

(e.g., food, beverages, clothes, makeup, household products)



Luxury goods

(e.g., designer jewelry, clothing, watches or bags)



Lifestyle apparel

(sports apparel, footwear, athleisure)



Wine and spirits

At Blue Bite, we recognize the critical importance of keeping in touch with how consumers interact with connected products so that we may more deeply understand how brand experiences can be enhanced and made more relevant through the use of QR codes and NFC tags.

The **2022 Blue Bite Connected Products U.S. Consumer Trend Report** was developed with response data generated from a self-administered consumer survey conducted by a global leader in market research.

Key Findings



78%

of most consumers already engage with brands in a range of ways, but aren't always happy about it.

35%

feel they are contacted too often.

38%

feel it's not always relevant.

92% aware of QR.

73% have a high usage of QR.

49%

of users, note regular usage of contactless payment.

People **under 35** are much more familiar with both technologies.



57%

Over half are more likely to buy a product if they've connected with the packaging.

73%

This figure is high among those under 35,

80%

and luxury shoppers.

When consumers consider connecting technologies, there is little separating QR and NFC in their perception of innovativeness

Among those aware of them, 3 in 5 rank them highly innovative.

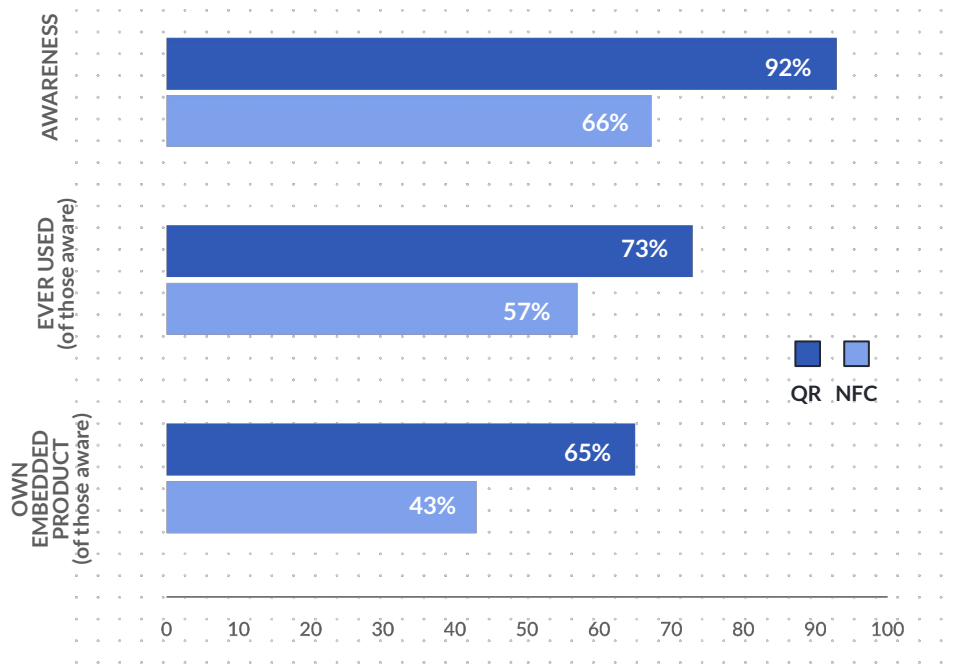
➤ 60% FOR QR CODE

➤ 61% FOR NFC

Awareness, usage and ownership are higher for QR than NFC

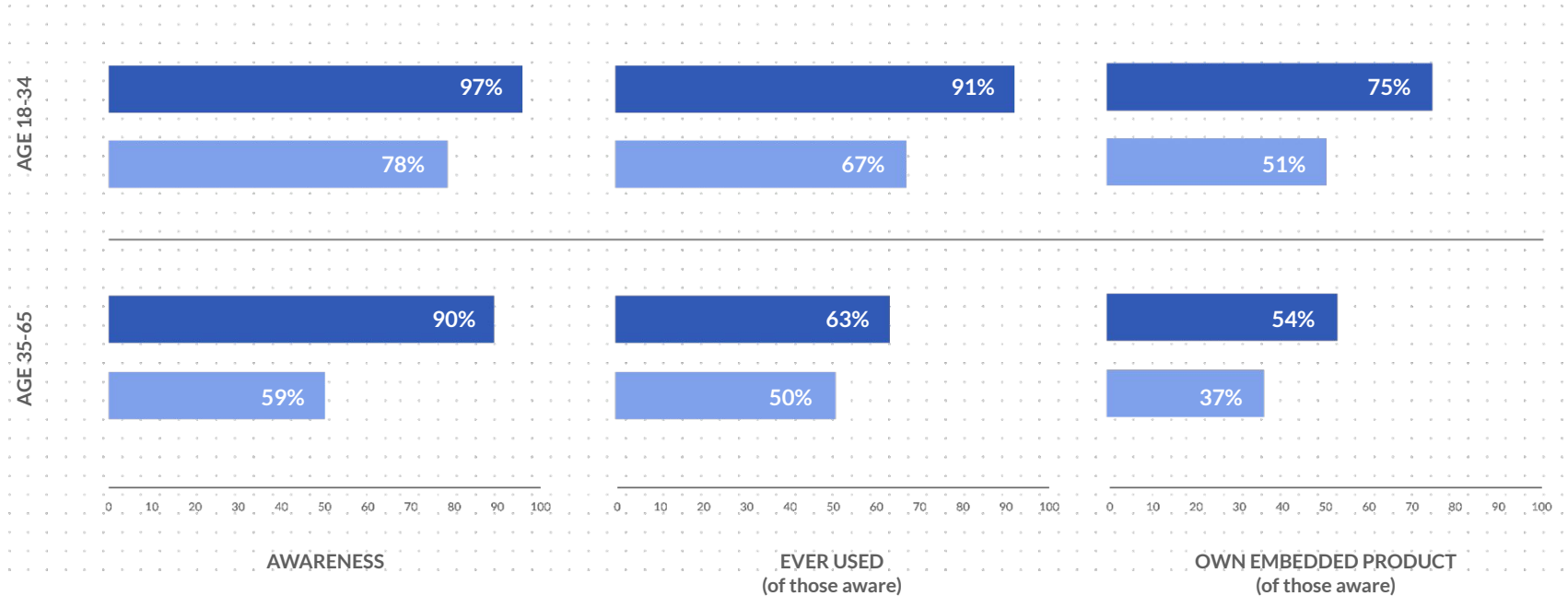
Q: What is your perception of QR codes: Old school- innovative, Base: aware of QR codes (n=462)

What is your perception of NFC: Old school- innovative, Base: aware of NFC (n=329)



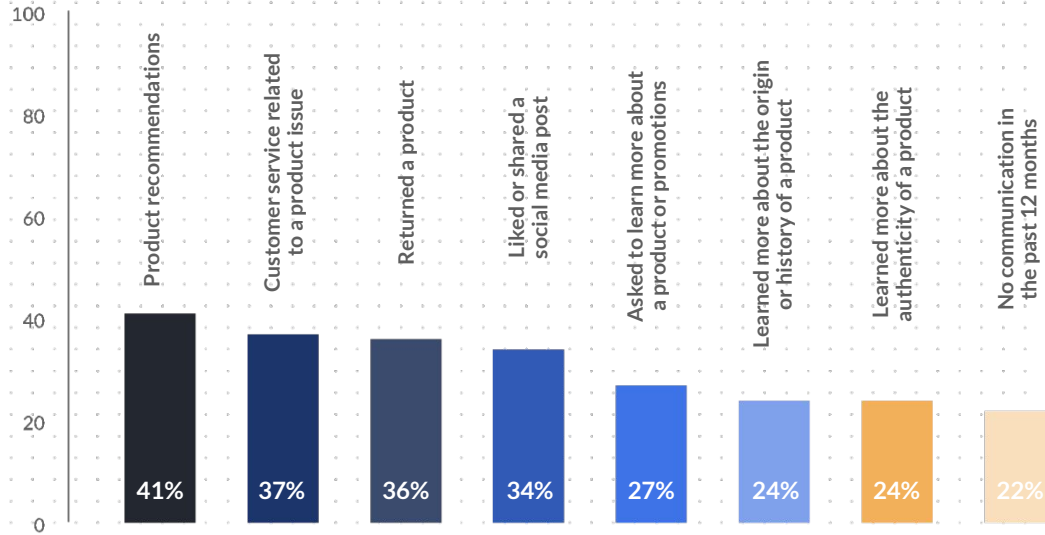
For both categories, awareness, ownership and usage are being driven by those under 35, highlighting them as a key target audience.

QR NFC

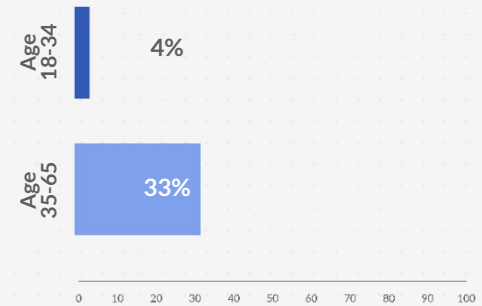


Most consumers—and almost all under 35—have had some kind of engagement with brands.
Product recommendations are the top engagement.

Engagements with brands over last 12 months

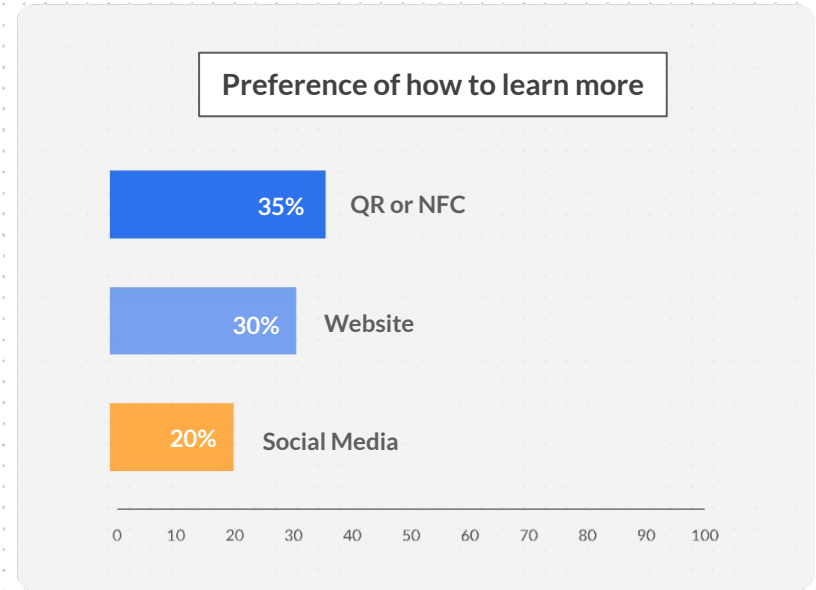
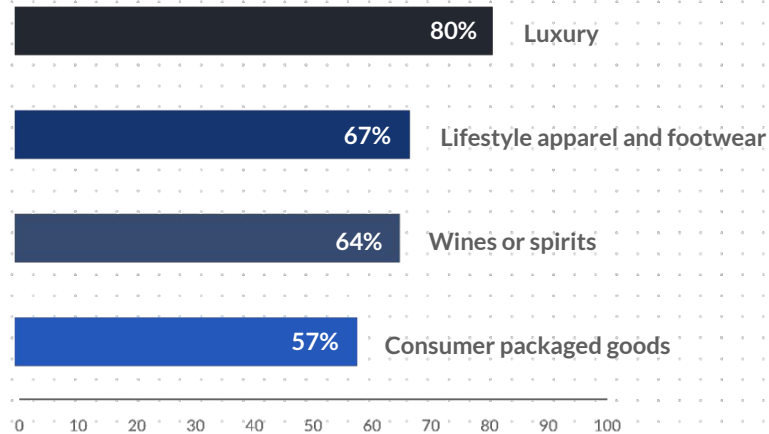


No communication in the past 12 months:



Consumers (particularly those under 35 and buyers of luxury goods) are more likely to buy a product or service if they have learned more about it through its packaging.

➤ 57% are more likely to buy if they have learned about it or accessed services through packaging. Of that 57%, 73% of respondents age 18-34 are more likely to buy:

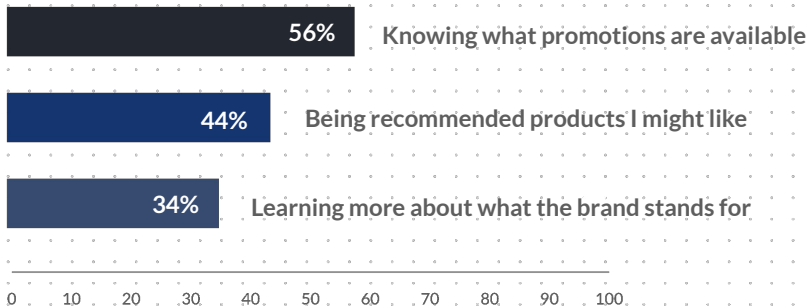


What do consumers like about communicating with brands?

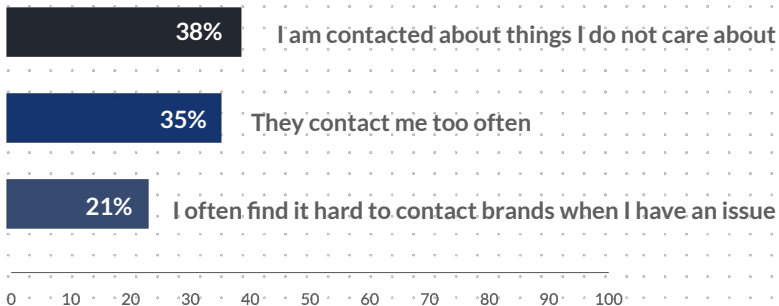


Over half like knowing what promotions are available. Their main complaints are being contacted about things they don't care about or too often.

Top 3 Likes

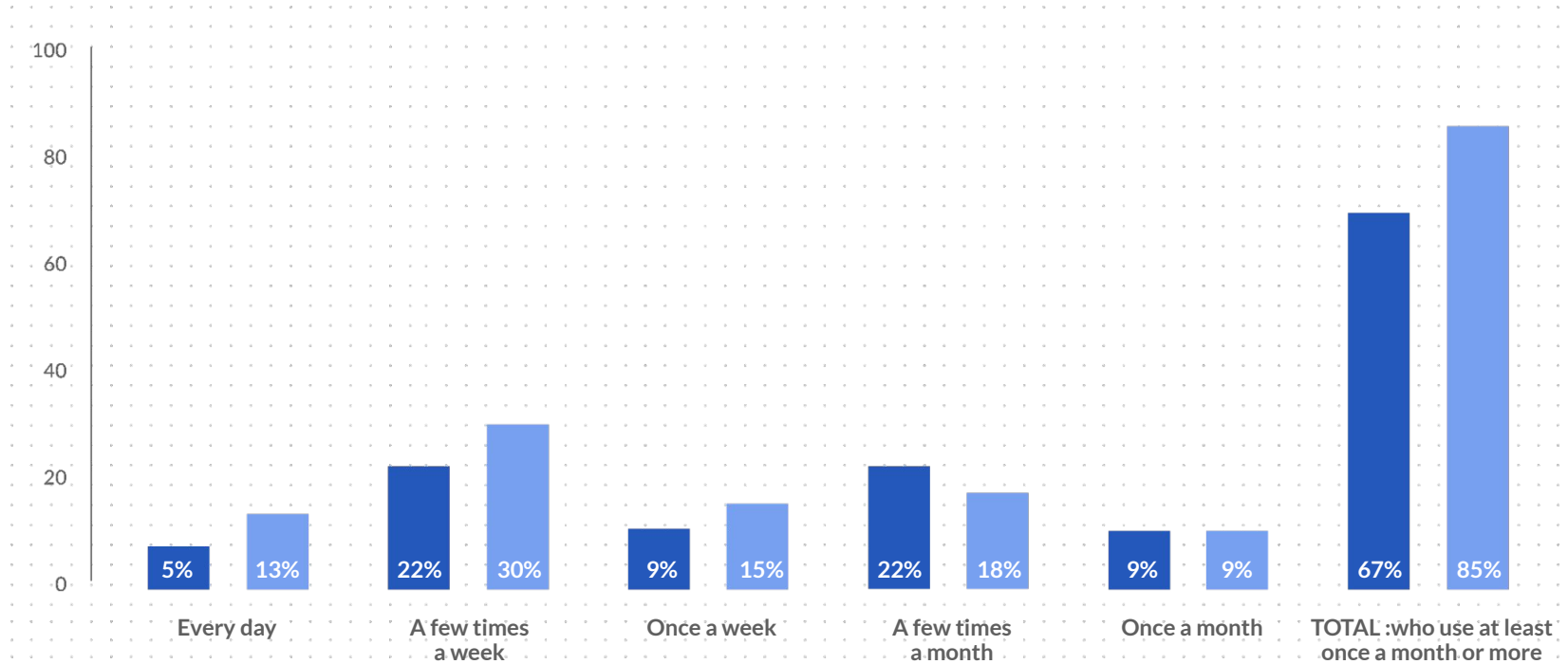


Top 3 Dislikes

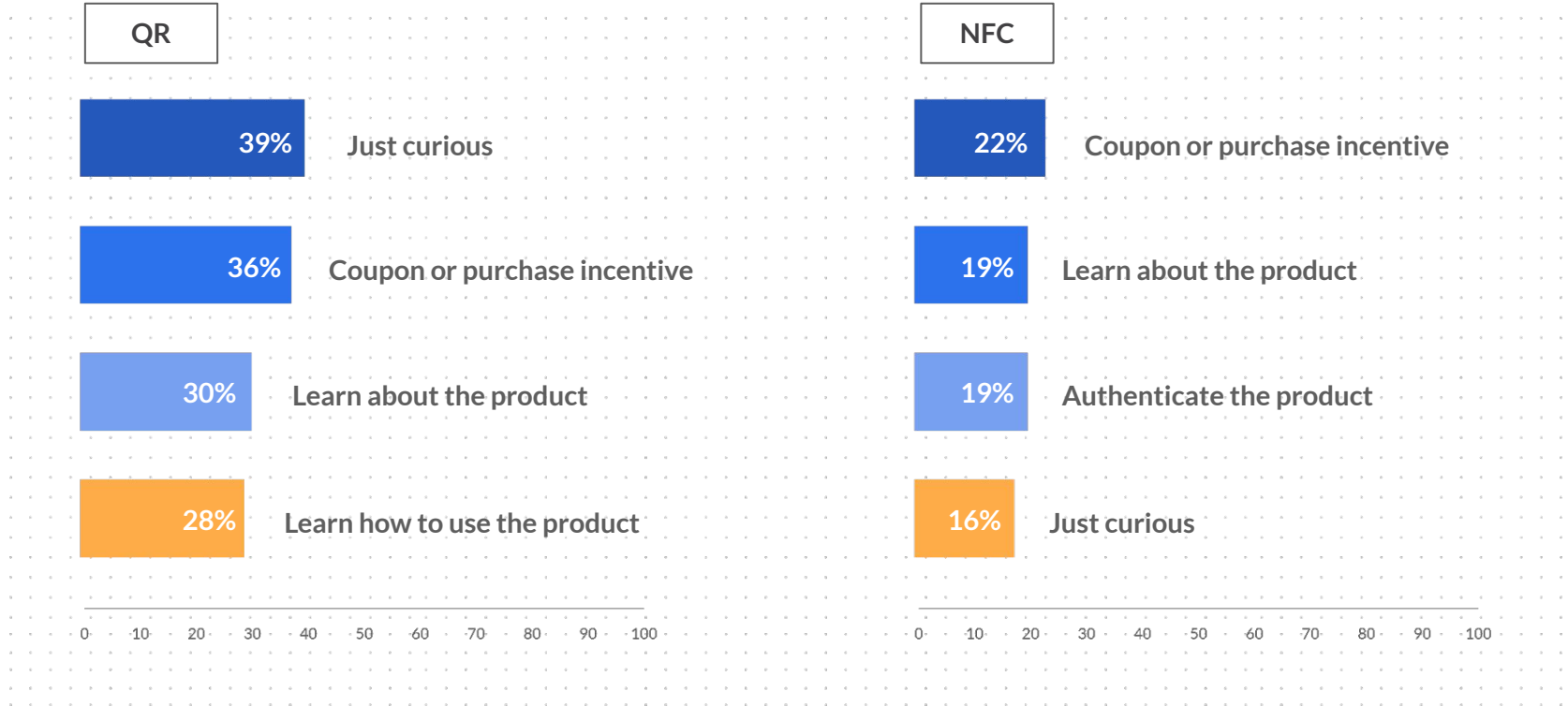


Beyond using NFC for contactless payments (49%) and QR to access menus (42%), respondents utilize QR and NFC for a variety of similar reasons.

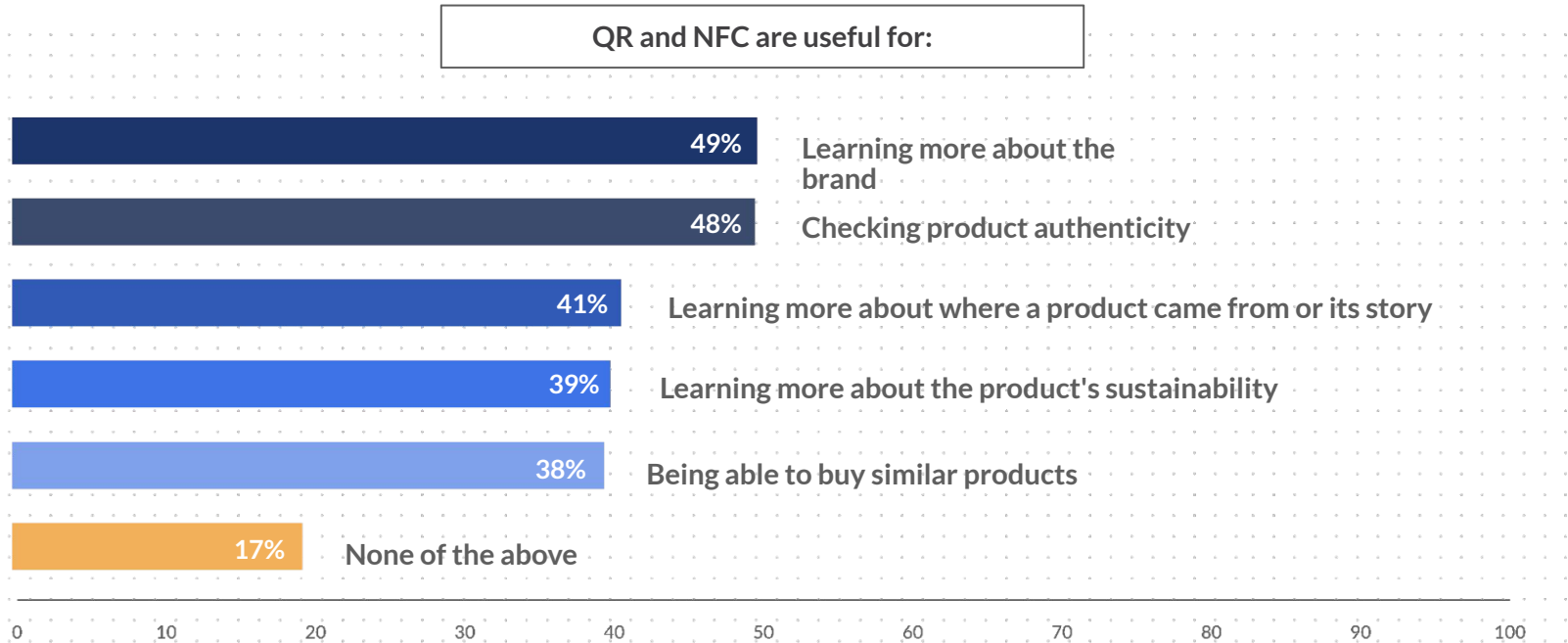
QR NFC



Other Top Reasons for Use of QR and NFC



Learning more about brands and checking authenticity are key services for which consumers find QR and NFC useful.



Learning more about the brand?

Almost three-quarters of respondents said learning more about consumer packaged goods would be useful, suggesting consumers want to take the time to learn more at all price points.

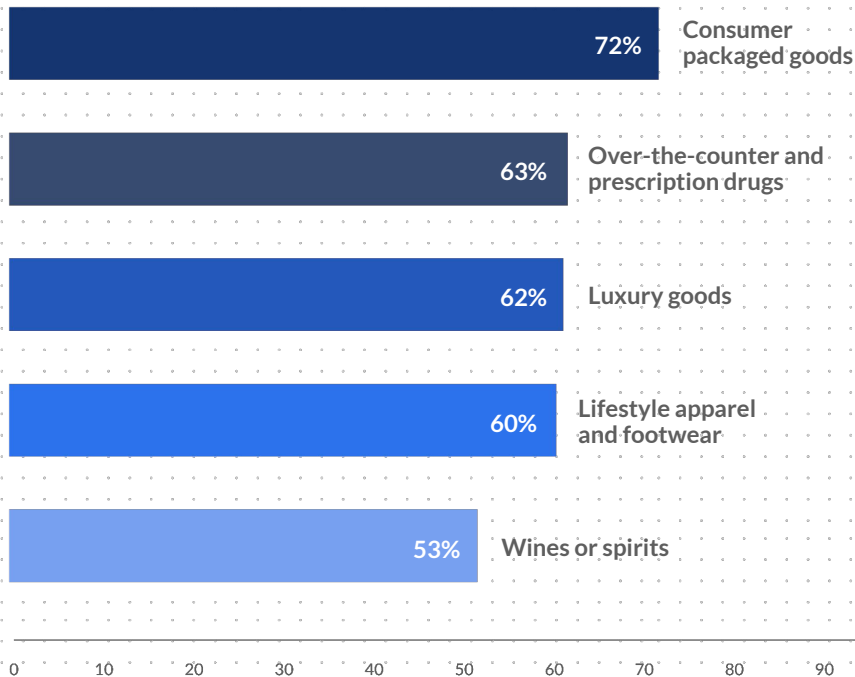


CALL OUT

Younger consumers generally associate more products with connected packaging services, with the exception being over-the-counter and prescription drugs across all services.

While younger consumers are generally more engaged, this suggests older respondents can be encouraged to connect if the experiences are tailored to them.

Learning more about the brand would be useful for:

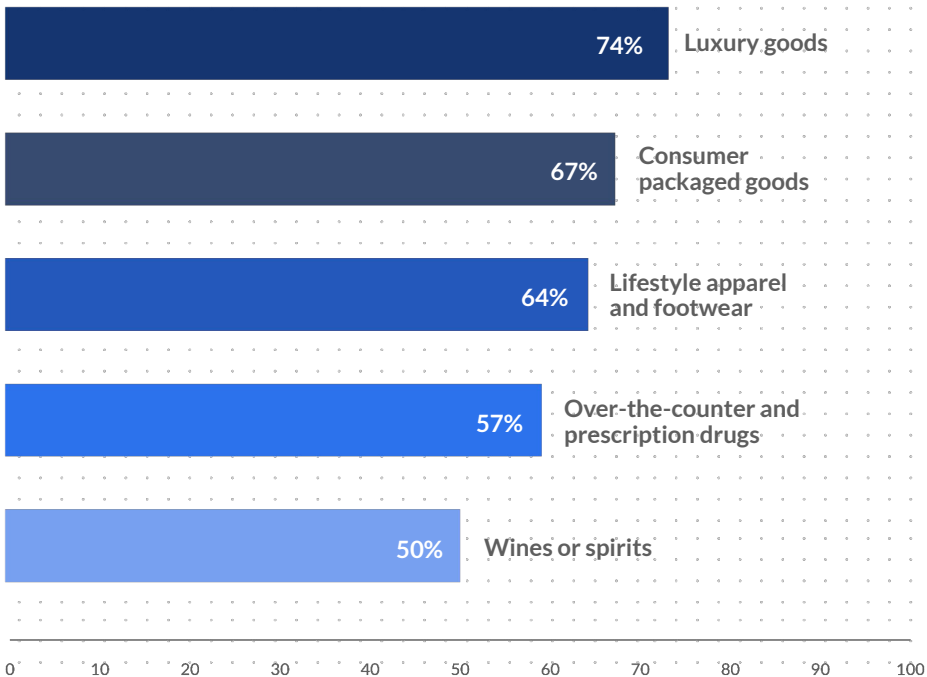


Checking product authenticity?



Unsurprisingly, given the emphasis on it within the industry, luxury goods are the key area for checking product authenticity.

Checking product authenticity would be useful for:

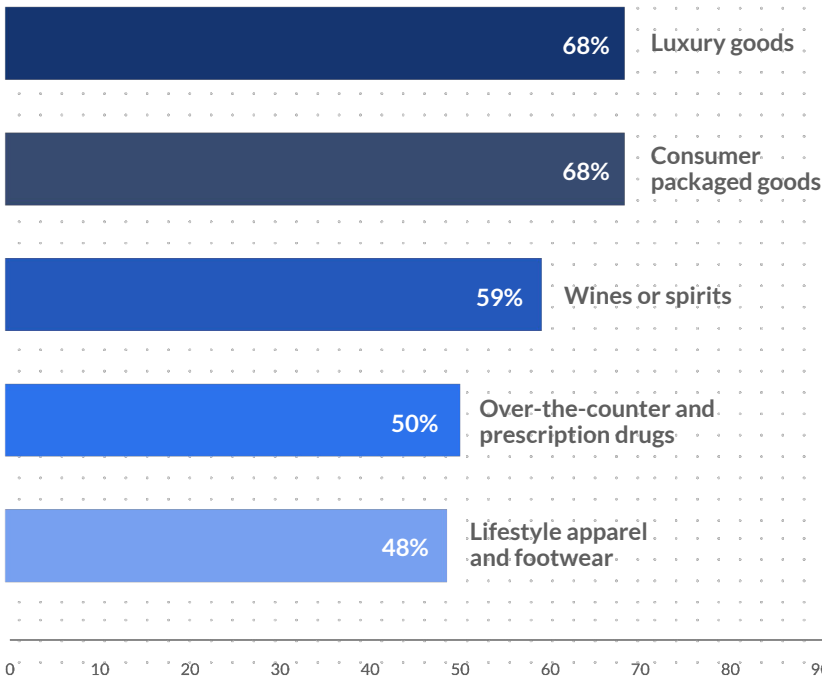


Learning more about products?



Luxury goods and CPG scored highest on consumers' desire to learn more about products, with wine or spirits not far behind.

Learning more about a product would be useful for:

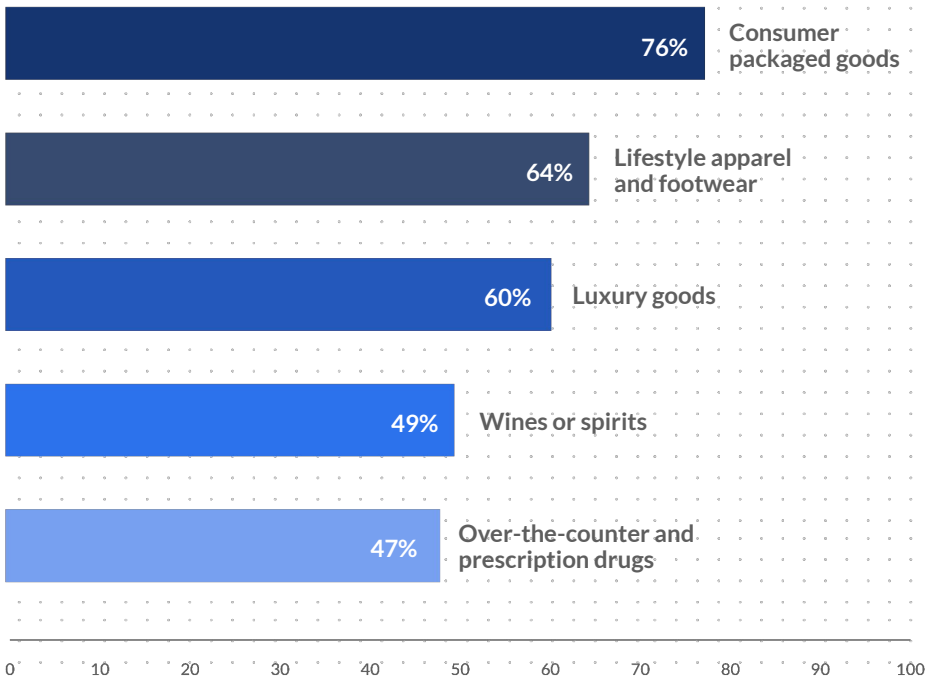


Learning about sustainability



After CPG, lifestyle apparel and footwear ranks highly in the desire for knowledge about sustainability, potentially highlighting concerns around fast fashion.

Learning more about a product's sustainability would be useful for:

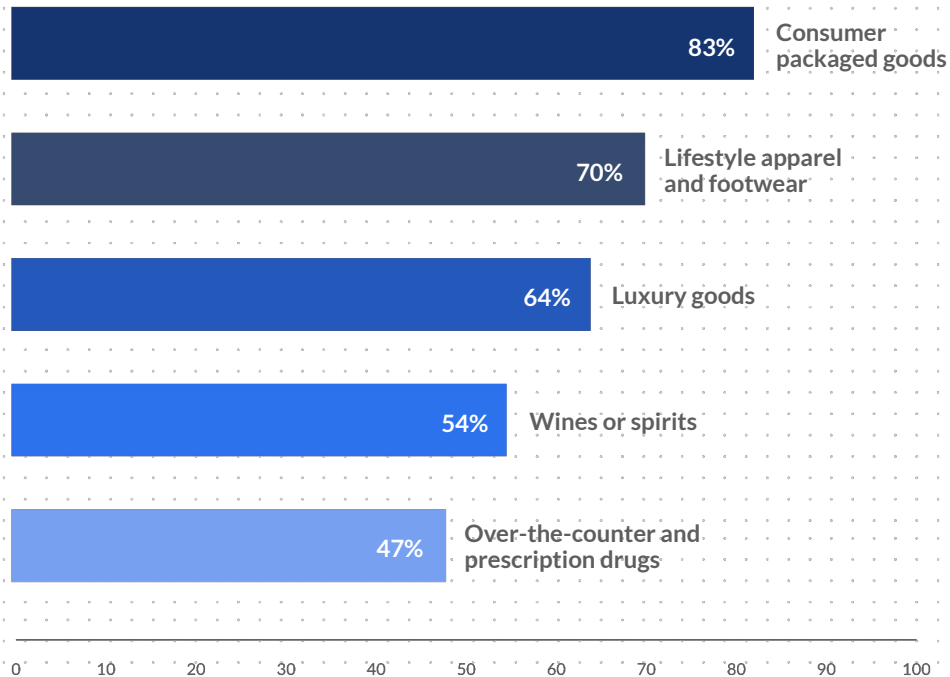


Being able to purchase similar products would be useful for:



Consumers expressed greatest interest in purchasing similar products in the CPG category.

Being able to purchase similar products would be useful for:



About Blue Bite

The world's leading connected products platform, Blue Bite empowers brands to open a new two-way, interactive digital communication channel with consumers through the simple scan of a QR code or NFC tag.

The patented Blue Bite Experience Suite® allows brands to create and deliver personalized mobile experiences at scale using an intuitive, brand-managed software platform. Blue Bite's dynamic and contextual ability to update messaging in real time throughout the product lifecycle delivers an unprecedented experience that builds consumer engagement and loyalty, uncovers actionable insights, accelerates sales, reduces churn, and provides product authentication and traceability.

Founded in 2007, Blue Bite is a leading brand of Markem-Imaje, a global product identification and traceability solutions leader.



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Survey questions used to gather this data

Q: Have you ever heard the term QR code? Base: All respondents (n=500); Have you ever scanned a QR code to learn more about a product? Base: Aware of QR codes (n=462); Have you bought/do you own anything with a QR code printed on it? Base: Aware of QR codes (n=462); Have you ever heard the term NFC (near-field communication)? (e.g. Apple Pay or tap to pay) Base: All respondents (n=500); Have you ever tapped an NFC tag? Base: aware of NFC (n=329); Have you ever bought/do you own anything with an NFC tag in the product or on packaging? Base: aware of NFC (n=329);

Q: What kind of engagements have you had with brands over the past 12 months? (select one or more)

Q: Do you think you would be more likely to buy a product if you were able to learn more about it or access more services through its packaging? Base: All respondents (n=500) Which of these channels would you most like to learn more about a brand through? Base: More likely to buy if have learned about it through packaging (n=286)

Q: What do you like about communicating with brands?(select one or more ? What do you not like about communicating with brands?(select one or more) Base: All respondents (n=500)

Q: How often have you scanned QR codes in the past 12 months? Base: ever used QR code (n=339); Why did you scan a QR code?(select one or more) Base: ever used QR code (n=339); How often have you tapped NFC tags in the past 12 months? Base: ever tapped NFC (n=188); Why did you tap an NFC tag?(select one or more) Base: ever tapped NFC (n=188)

Q: Which of these services do you think you would find QR codes or NFC tags useful for?(select one or more) Base: All respondents (n=500)

Q: Which of these products do you think learning more about the brand would be useful for?(select one or more) Base: Think learning more about the brand would be useful (n=247)

Q: Which of these products do you think checking product authenticity would be useful for?(select one or more) Base: Think checking product authenticity would be useful (n=242)

Q: Which of these products do you think learning more about where a product came from or its story would be useful for?(select one or more) Base: Think learning more about where a product came from would be useful (n=207)

Q: Which of these products do you think learning more about the products sustainability would be useful for?(select one or more) Base: Think learning a product's sustainability would be useful (n=193)

Q: Which of these products do you think being able to buy similar products would be useful for?(select one or more) Base: All respondents (n=190)