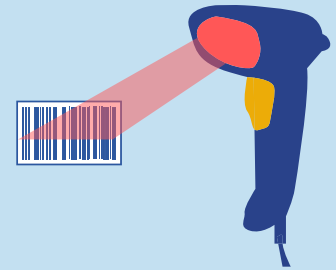


# Case Study: How Advances in Retail Technology Improve the Customer Experience

In the 1980s, Walmart and similar big-box stores benefited from adapting to emerging retail technology, such as UPC scanners.



**Customers benefitted greatly from stores utilizing new technology:**



2. Businesses were able to offer lower prices to customers.

1. Lower business costs allowed room for more consumer choice with products.



3. Increased revenue allowed stores to expand geographically, widening customer access.

Read our report on the history of retail data at [netchoice.org/retaildata](https://netchoice.org/retaildata)

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