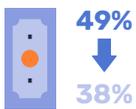


# Contactless Transactions Soar in Unattended Retail

2021 proved to be a year of evolution for cashless transactions, showing significant growth in contactless payments. To better understand this progress, Cantaloupe partnered with Michigan State University (MSU) to study 160,000 vending machines across the United States.

## Payment Method Trends: January 2020 – October 2021



### Cash transactions

Decreased from **49%** in Jan. 2020 to **38%** in Oct. 2021



### Cashless transactions

Increased 11 points from **51%** in Jan. 2020 to **62%** in Oct. 2021

**Additionally, contactless sales increased steadily each month throughout 2020 and into 2021.** Starting in Jan 2020, 18% of cashless transactions were contactless. By Oct 2021, contactless transactions had increased to 43% of total cashless transactions overall.

## Survey Snapshot\*

**160K**

**machines**, up from 120K machines in 2020

**200%**

**increase in EMV digital payments**

**Contactless payments**

**Doubled**

for low-volume machines

\*Survey included data from January 2021 to October 2021



**Consumers spend more with cashless**

Between January 2021 and October 2021, the average cashless transaction **increased to \$1.83.**

## Low-Volume Machines Make a Comeback

In 2021, sales overall increased on low-volume machines\* to pre-pandemic levels and cashless sales were **60% of total machine** sales by the end of October 2021. More importantly, contactless transactions, a subset of cashless, **increased from 30% to 42%** of total cashless sales.



Contactless payments on low-volume machines **increased from \$7M to \$14M of total cashless sales.**

\*Machines with less than \$2,000 in monthly sales

## EMV Contactless Transactions on the Rise



EMV contactless transactions can only occur on EMV-capable devices. EMV is a security standard jointly created by Europay, Mastercard, and Visa (“EMV”) that reduces the chance of in-person credit/debit card fraud and increases the security of consumer financial data. Data from 2021 showed an increase of EMV digital payments, going from 1M to 3M from January 2021 to October 2021.

**EMV digital payments are expected to grow by 2M in 2022.**

### A look at 2022

In the first six months of 2022 we continue to see a rise in cashless and contactless transactions across our entire network of devices.\*



**\$2.30**

**average** cashless transaction total.



**69%**

**of total sales** are cashless.



**48%**

**of total cashless sales** were made using a contactless payment method.

*\*Data as of June 2022 across Cantaloupe's network of devices.*

*The study was conducted by Michigan State University's Broad College of Business—MS Business Analytics (MSBA) program, which provides an educational experience that combines a number of university resources in addressing the study, research, and application of analytics.*

**Contact Cantaloupe today** to learn how cashless and contactless transactions are powering the world of unattended retail.



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