

Grocery Shopping and Technology

Grocery shopping before supermarkets

Common practices in Australia in earlier generations



Illustration of a traditional grocer

Visits to local shops

Shoppers walked with baskets and often bought food daily.

Personal counter service

The grocer fetched goods and weighed loose staples.

Cash or a store account

Customers paid at the counter or settled a recorded bill later.

Orders delivered to the door

Some households ordered goods for home delivery.

Early supermarkets

Self-service spread across Australia in the 1950s and 1960s

Choose your own groceries

Shoppers selected goods from open shelves.

Packaged goods and clear prices

Customers could compare products before buying.

Trolleys and a checkout

Shoppers collected their goods and paid at the end.

More under one roof

Stores expanded their range of groceries and chilled foods.



Illustration of an early supermarket

Supermarkets in the 1990s

Barcode scanning became a familiar part of the Australian checkout



Illustration of a 1990s barcode checkout

Barcode scanners

A scan identified the product and looked up its price.

No pricing stickers on products

Products no longer had an individual pricing sticker.

Faster, more accurate billing

Cashiers no longer had to key in every packaged item's price. No moving of price tags.

Saturday afternoon and Sunday trading

Most trading hour restrictions lifted.

Supermarkets in the 2010s

Self-checkouts and mobile phones in Australian stores

Self-checkouts

Customers scanned and bagged their own groceries. Staff helped when needed.

Online Ordering

Shopping options include Home delivery and “Click and Collect”.

Move from cash to cards

Tap-and-go cards and loyalty cards give stores information on shoppers.



Illustration of a supermarket around 2010

The supermarket of 2030

An imagined future with scan-and-go trolleys



Concept illustration, not a prediction

Scan as you shop

Scan each item at the trolley, then pack it straight into your bags.

Pay without unpacking

Confirm payment at the trolley. Staff would remain available to help.

Regular price changes

Prices swing each week between regular and promotional prices. Dynamic pricing.

Four recent technology changes

- Smarter shopping Apps
- Electronic Price Tags
- Cameras in stores
- **Scan and Go**



In store

Click & Collect

Delivery

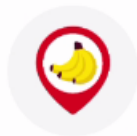
 Coles Lindfield

 Search for products

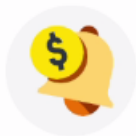


Log in or sign up

Place orders, save lists, link Flybuys and more.



Product locator



Watchlist



Lists



Catalogue

 Log in or sign up



Home



Lists



Products



Trolley



Pick up ▾

Delivery ▾

In-s



Chatswood East SM ▾

Open until 10pm ▾



Search berries in stock



Smart Basket



Product
Finder



Watchlist

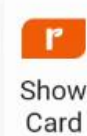


Fre
Con

2 of 16 offers boosted >

1834 / 2000

Only 166 more points to collect your reward



Show
Card



Container credits

2 available



Home



Lists



Products



Specials



More



← Product details



📍 Located in Aisle 8

Valcom Bamboo Shoot Slices |
225g

\$1.35 ea Save \$0.25

\$6.00/ 1kg | was \$1.60



Home



Lists



Products



Trolley



← Product Det...



📍 Aisle 7 >

Valcom Bamboo Shoots Slices 225g

☆ No ratings yet

\$1.60

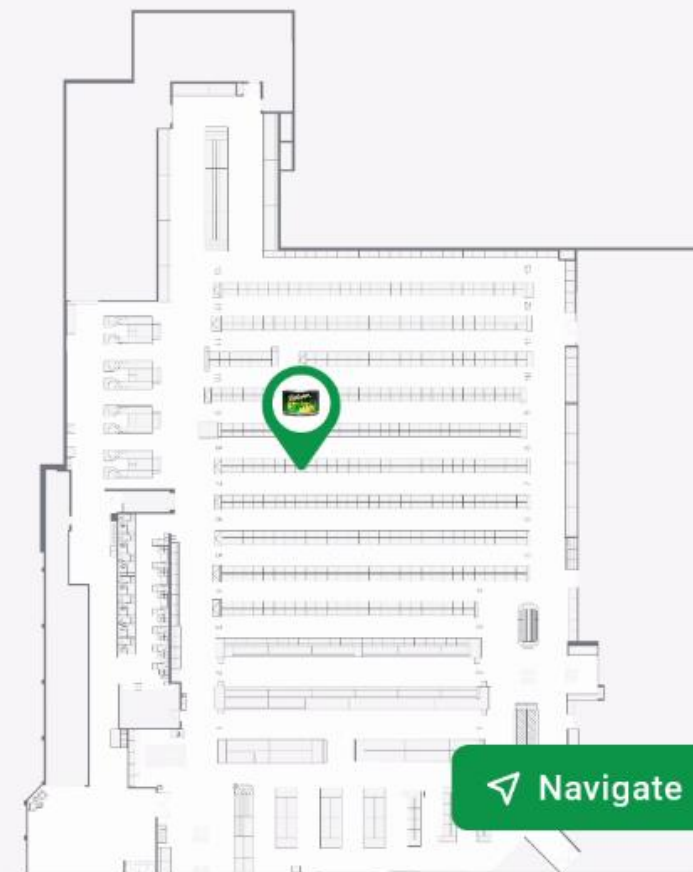
SEE MAP

LISTS



Product finder

Chatswood East SM



Navigate



Aisle 7

Valcom Bamboo Shoots Slices
225g



Product finder

Chatswood East SM



9

8

7

6

5



Navigate



Aisle 7

Valcom Bamboo Shoot Slices
225g

Woolworths Olive Assistant

Meal Planning & Recipes:

Olive can read handwritten recipes, or analyze photos of your fridge or pantry to suggest meals. It will automatically add missing ingredients to your cart.



Digital Price Tags



Digital Price Tags



E-Ink Displays The labels use small, Kindle-like electronic ink screens that show the product details.

Wireless Updates: A central system updates prices overnight.

LED Pick Lights: A small, multi-coloured LED light flashes to guide store staff through pick and pack.

Digital Price Tags



Advantages

- Removes very time consuming changing of paper labels.
- Electronic price labels always match scanned pricing at checkout.

Concerns

- The technology makes real-time or frequent price changes ("dynamic pricing") technically possible.

Digital Price Tags



Smartphone Tapping: Shoppers can tap their smartphone against the tag (using NFC) to get extra details.

Stores currently using: Woolworths, Aldi, Bunnings, Chemist Warehouse, Dan Murphy's.

Under testing in Coles, BWS and others.



☆ No ratings yet

\$4.00

\$1.60 / 100G

[2 for \\$6.00 - \\$1.20/100G >](#)

Save to list

Add to cart

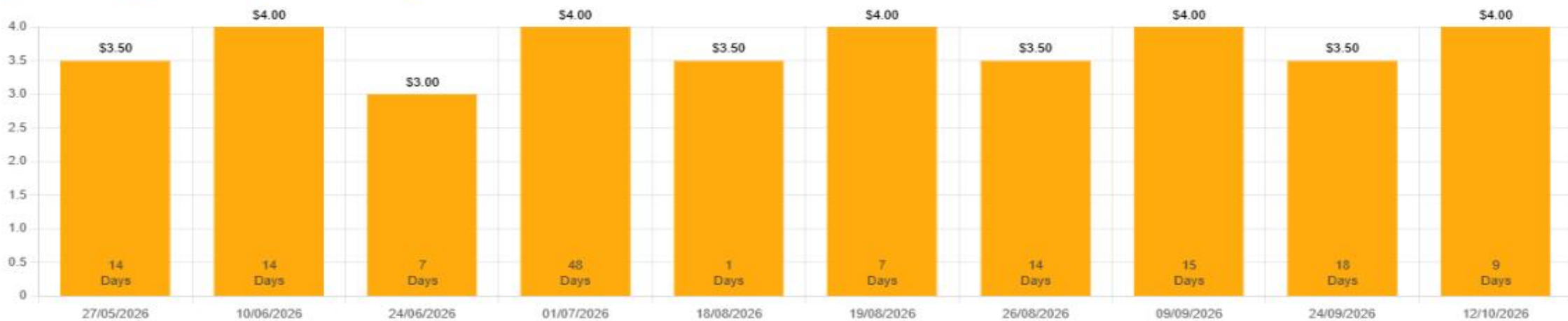
Available in store

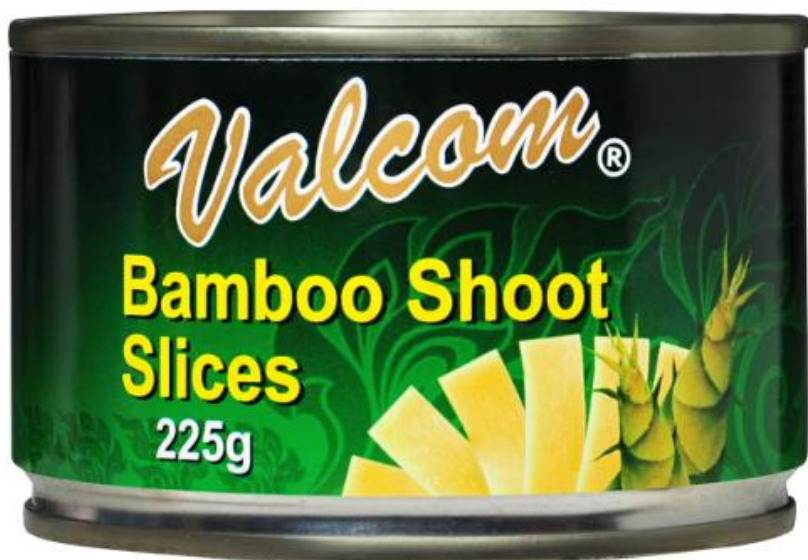
[Check other stores](#)



🔥 PRICE TREND ANALYSIS 🔥

📉 Low \$3.00 📈 High \$4.00 ➡ 9 Price changes ➡ 3 Different prices





Valcom Canned Bamboo Shoots Sliced 225g

☆ No ratings yet [Write review](#)

\$1.60

\$0.71 / 100G

Save to list

Add to cart

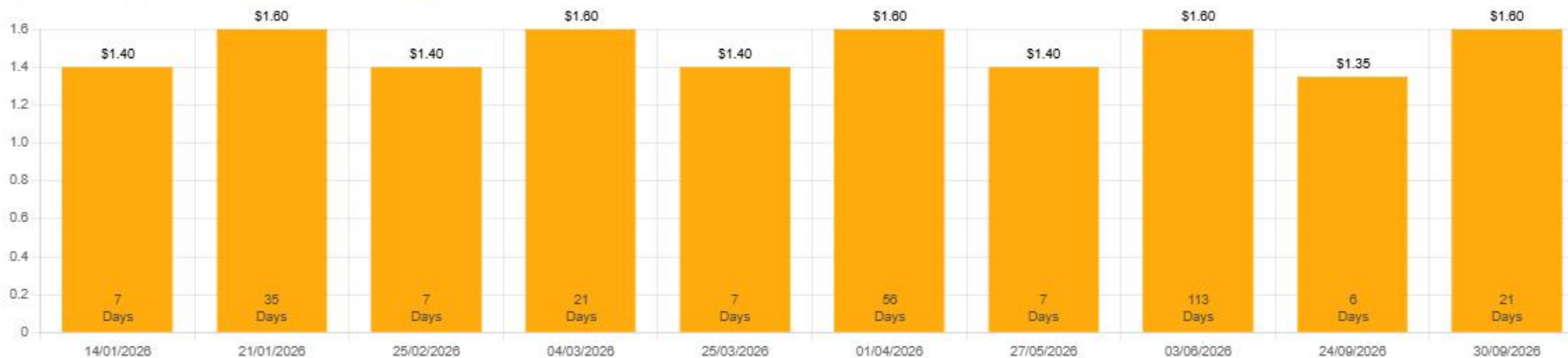
Available in store

[Check other stores](#)



🔥 PRICE TREND ANALYSIS 🔥

📉 Low \$1.35 📈 High \$1.60 ➡ 9 Price changes ➡ 3 Different prices

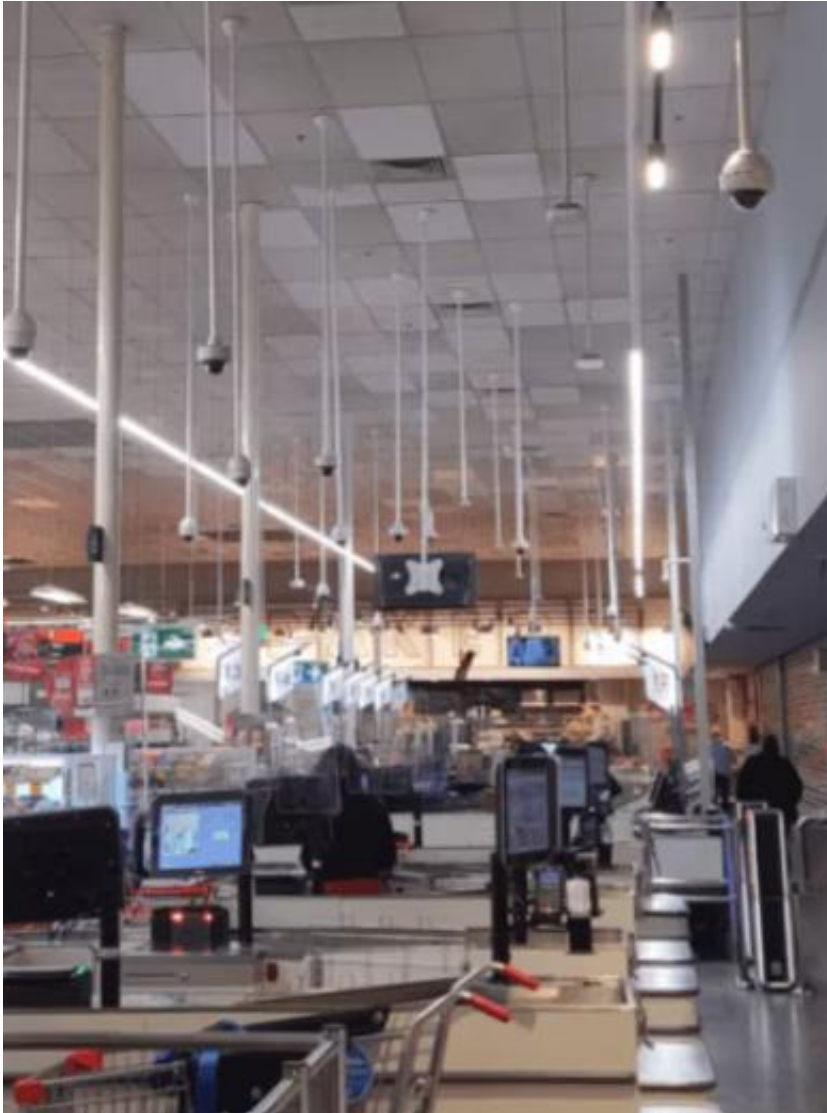


Cameras in stores – Three types



1) Standard CCTV Security Cameras: These cameras help prevent theft, and provide records for safety incidents.

Cameras in stores



Standard CCTV Security

Cameras: A store may have 50 to 200 cameras covering every part of the store, including loading docks and car parks.

They do not mechanically pan, tilt or follow individuals.

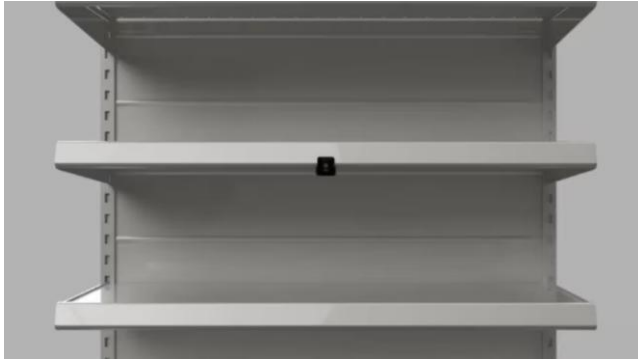
Cameras in stores



2) Self-Checkout Cameras:

Installed overhead at each self-service checkout. They use AI to monitor scanning errors ("misscans") and identify fruit and vegetables. They blur customer faces and PIN pads.

Cameras in stores – mini stock cameras



3) Mini Shelf-Stock

Cameras: Small, chest-height or under-shelf cameras are now being trialed. These take hourly photos of shelves to monitor stock levels.



A big change - Scan and Go

You scan and bag your groceries as you shop, skipping traditional checkout queues and double handling of products.

Woolworths are rolling Scan and Go out to most full supermarkets stores.

12:03

Product finder

Smart 15kg

11 products

11kg

Best Unit Price

in Stock

27 products

11kg

11kg



Detergent
Smart 15kg

\$4.00

\$0.14 per 100g

11kg \$1.54

LISTEN

IN STOCK

Detergent
Smart 15kg

\$2.50

\$0.08 per 100g

11kg \$2.75

LISTEN

IN STOCK

Some Woolworth stores with Scan and Go

NSW: **Chatswood East**, **Crows Nest**, Erina, Green Hills, **Hornsby**, Kellyville, Kellyville Grove, Kellyville North, Kotara, **Lane Cove**, Menai, Mortdale, **Neutral Bay Village**, North Parramatta, Oran Park, Revesby, Richmond, Rutherford, **St Ives**, Schofields Town Centre, The Ponds, **Warringah Mall**, Windsor.

Woolworths **Gordon** has been left as a 'retro' store, without Scan and Go, as the future of the Gordon Centre is unclear.

Questions