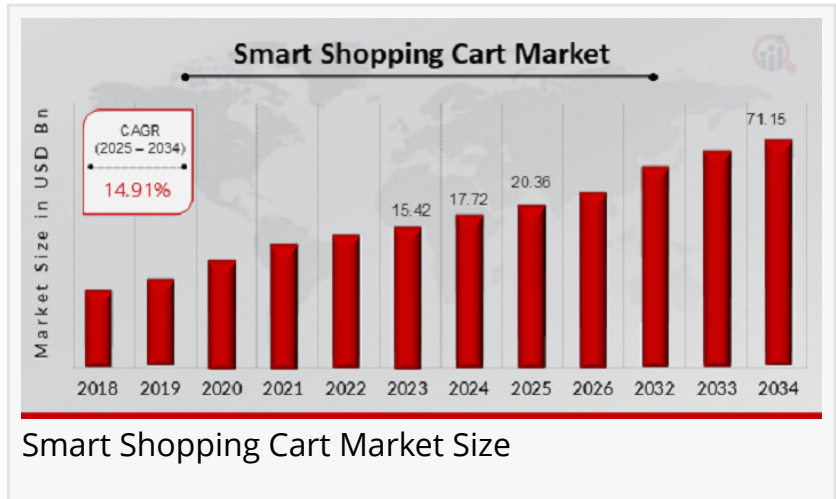


# Smart Shopping Cart Market Set to Reach USD 71.15 Billion by 2034, Expanding at a 14.91% CAGR

*Smart Shopping Cart Market: The smart shopping cart market is gaining momentum with the rise of contactless and tech-enabled retail experiences.*

NEW YORK, NY, UNITED STATES, April 10, 2025 /EINPresswire.com/ -- According to a new report published by Market Research Future (MRFR), [Smart Shopping Cart Market Size](#) is forecasted to grow from USD 20.36 billion in 2025 to USD 71.15 billion by 2034, representing a CAGR of 14.91% throughout the forecast period (2025–2034). The market size in 2024 was recorded at USD 17.72 billion.



The Smart Shopping Cart Market is experiencing robust growth, driven by advancements in retail technology and the growing demand for contactless, seamless shopping experiences. As digital transformation continues to shape consumer behavior, retailers are increasingly adopting smart shopping carts equipped with AI, IoT sensors, RFID, and computer vision capabilities.

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Smart Shopping Cart Market is moderately competitive, with several key players operating in the market include Caper AI, Inc., Cartken, Inc., Cleveron AS, Fujitsu Frontech”

*Market Research Future  
(MRFR)*

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These innovative carts not only automate the checkout

process but also enhance customer engagement and operational efficiency. With a growing preference for smart retail solutions across supermarkets, hypermarkets, and convenience stores, the global [smart shopping cart market growth](#) is expected to see significant expansion in the coming years. This evolution is closely tied to the global retail industry's shift toward

automation, personalized services, and real-time inventory management, with smart carts emerging as an essential component of the future shopping landscape.

## Market Key Players

### Key Companies in the Smart Shopping Cart Market Include

- Caper AI
- Shopic
- YOOBIC
- Cartken
- Dbrain
- ITAB
- SmartCarts
- Tecnofibre
- Veeve
- Microoled
- Toshiba
- Zebra Technologies
- Diebold Nixdorf
- MishiPay
- GoCart

These players are continually investing in R&D to improve the performance, affordability, and scalability of smart carts. Their focus on user experience, integration with loyalty programs, and real-time data analytics positions them at the forefront of a rapidly evolving industry. Furthermore, partnerships with major retailers and chains are enabling widespread adoption and enhancing brand visibility.

## Market Segmentation

The smart shopping cart market can be segmented based on technology, end-user, and geography. In terms of technology, smart carts are equipped with features like barcode scanners, touchscreen displays, weight sensors, GPS tracking, RFID tags, and AI algorithms. These components enable real-time product recognition, pricing, inventory updates, and personalized promotions. From an end-user perspective, the market is largely divided into supermarkets, hypermarkets, and convenience stores, with supermarkets holding the largest share due to their scale and investment capacity. However, as the technology becomes more affordable and modular, convenience stores and smaller retail formats are also beginning to adopt smart carts to attract tech-savvy customers. Geographically, the market spans North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa, with each region demonstrating unique adoption patterns influenced by consumer behavior, technological infrastructure, and economic conditions.

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## Market Dynamics

Several dynamic factors are influencing the smart shopping cart market. The primary drivers include the increasing demand for automation in retail, rising labor costs, growing preference for contactless shopping post-COVID-19, and advancements in AI and IoT. Consumers today expect faster and more efficient checkout processes, and smart shopping carts offer a convenient solution that reduces wait times and improves overall satisfaction. On the flip side, market growth is somewhat restrained by the high initial cost of smart carts, concerns around data privacy, and technical integration challenges with existing POS and ERP systems. Nevertheless, these limitations are being addressed through innovations in cloud computing, edge AI, and scalable modular designs. Additionally, as awareness of sustainability grows, smart carts are being recognized for their ability to minimize paper usage, optimize in-store logistics, and reduce inventory wastage—further fueling their adoption in eco-conscious markets.

## Recent Developments

The [smart shopping cart market trends](#) has witnessed several notable developments in recent years. One of the most significant trends is the increasing collaboration between retail chains and technology startups. For example, Instacart's acquisition of Caper AI marked a strategic move to integrate smart cart technology into its platform, enabling a seamless hybrid shopping model. Similarly, retailers in North America and Europe are piloting smart carts in select stores to gauge customer feedback and operational feasibility. In 2024, companies like Shopic introduced retrofit kits that transform traditional carts into smart carts without replacing the entire hardware, making adoption more cost-effective. Meanwhile, advancements in AI software have enhanced cart recognition systems, allowing them to accurately identify fresh produce and packaged goods without scanning barcodes. These developments reflect a broader trend toward integrating real-time analytics, voice assistants, and mobile payment systems into smart carts to create a holistic shopping ecosystem. Retailers are also leveraging these systems for in-store marketing by displaying targeted promotions based on customer behavior and preferences.

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## Regional Analysis

Regionally, North America dominates the smart shopping cart market due to its early adoption of retail automation and strong presence of major technology companies. The United States, in particular, has been a frontrunner in deploying AI-powered retail innovations, with several leading supermarket chains experimenting with smart carts across multiple locations. Europe

follows closely, driven by consumer openness to digital transformation and supportive government policies around smart retail infrastructure. Countries like Germany, the UK, and France are making notable strides in integrating AI and IoT into the shopping experience. The Asia-Pacific region is witnessing the fastest growth, fueled by booming retail markets in China, Japan, South Korea, and India. With a rising middle class, increased smartphone penetration, and rapid urbanization, APAC presents vast opportunities for market players. Latin America and the Middle East & Africa are gradually catching up, with smart cart deployments mainly concentrated in urban retail hubs and premium retail chains. As global demand for tech-driven shopping experiences rises, regional markets are expected to converge toward higher adoption rates, facilitated by declining costs and expanding digital infrastructure.

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