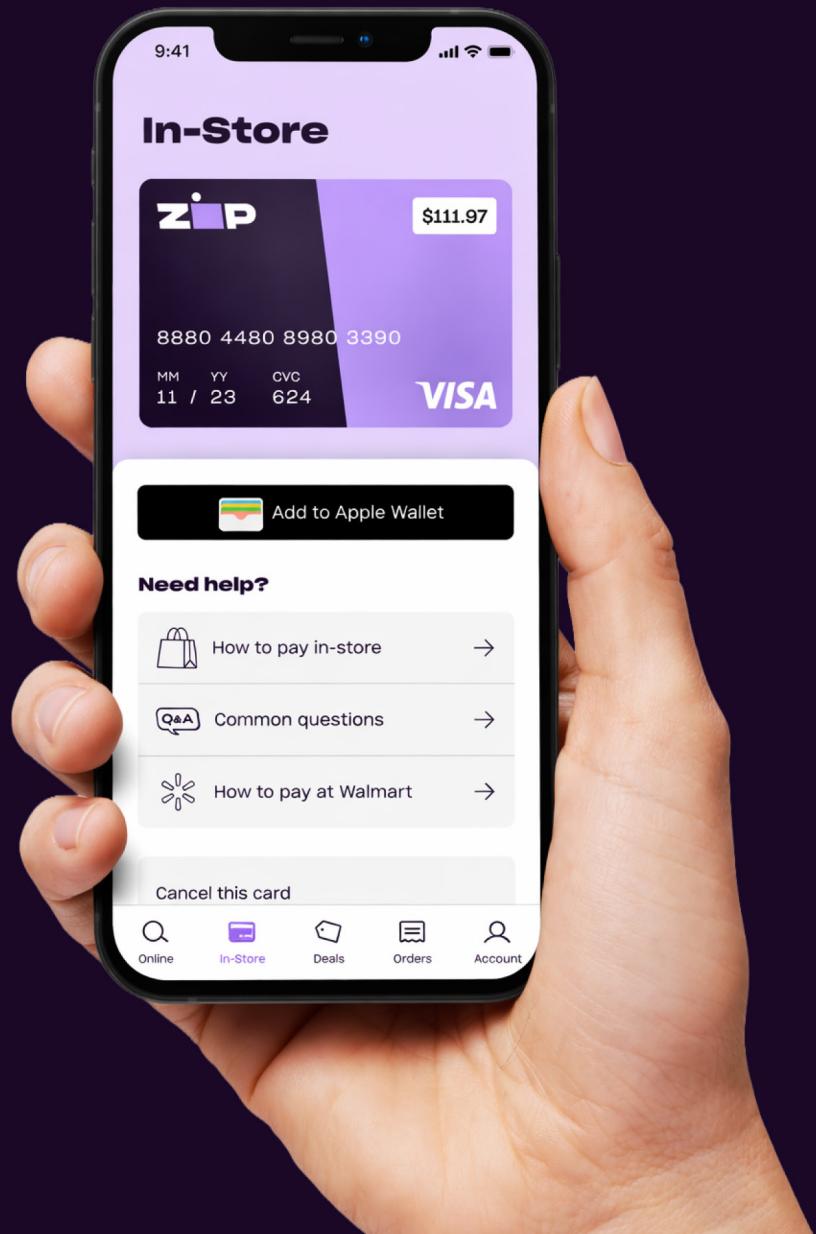




# Turning payment flexibility into enterprise value: A grocery checkout playbook

Insights in this executive brief are based on Zip shopper surveys and internal grocery analyses conducted in 2025.



# Executive summary

---

- Why grocery checkout is under new pressure from timing-driven shopper behavior
- How shoppers already use pay-over-time options for everyday essentials
- Where checkout experiences are falling short today
- Why grocery is a distinct BNPL category
- How grocers can add payment flexibility with a low-lift, phased rollout
- How BNPL can elevate impact across organizational roles

*This brief is designed to help executive teams align across finance, technology, marketing, and operations.*



# Table of contents

<b>Grocery checkout is under pressure</b>	01
What grocery checkout is missing today	02
What today's grocery shopper expects at checkout	03
What shoppers need to finish the trip	04
Grocery shoppers want payment flexibility	05
Our 100M transaction	06
<b>When checkout works, every team wins</b>	07
Executives & board	08
CFO and payments teams	09
CMOs and marketing teams	10
In-store experience	11
Digital, UX, and UI teams	12
IT leaders	13
<b>A clear, low-lift path to flexible payments</b>	14

# Grocery checkout is under pressure

While households routinely face pressures such as inflation, tariffs, rising prices, and paycheck delays, weekly grocery trips don't change—only how shoppers budget for them.

That disconnect is felt most at today's checkout. Payment options in grocery stores may not be designed for the financial realities of many working families—like households with variable income or irregular pay cycles.

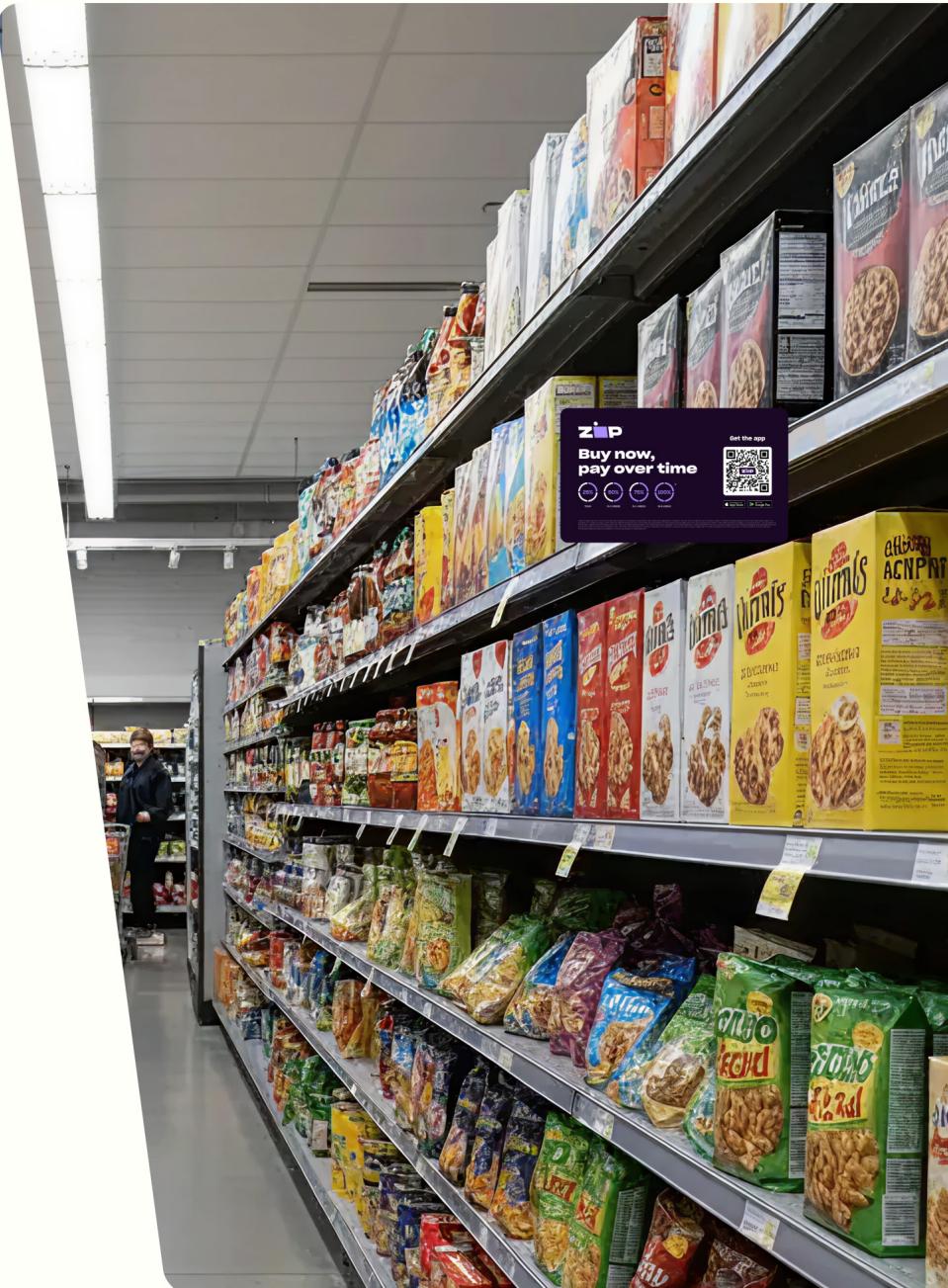
As a result, paycheck timing tends to shape how households plan grocery purchases. A rigid checkout flow can cause items to be left behind or trips to be postponed entirely.

Flexible payments can help shoppers purchase what they need in a single trip, even when they face an unexpected financial constraint.



# What grocery checkout is missing today

Most grocery checkout experiences were not designed for variable pay cycles or timing-driven decision-making. Internal teams are asked to solve a shopper timing problem with tools built for static payment moments, making it hard to address basket abandonment, trade-downs, and promo dependency without eroding margin or adding operational complexity.



Eligibility criteria apply. Loans through Zip are originated by WebBank.

# what today's grocery shopper expects at checkout

Customers are watching every line item, planning around pay cycles, and looking for payment options that help them stay on schedule—not change what they buy, but when they can buy it. Recognizing these timing signals helps retailers reduce friction by offering a clear pay-over-time option with structured installments. This enables shoppers to choose when they pay without changing what they buy.

Zip offers structured pay-over-time options (such as Pay in 2 or Pay in 4) that let shoppers split eligible purchases into scheduled installments while grocers are paid upfront.



say BNPL is most useful when trying to manage their budget or spread expenses over time



use BNPL when they run out of essentials before payday



of non-users say they would shop at a grocer that accepts Zip



of customers report high satisfaction with their most recent grocery purchase using Zip

*Source: Zip, Grocery Customer Deep Dive, August 2025*

*Eligibility criteria apply. Loans through Zip are originated by WebBank.*

# What shoppers need to finish the trip

Grocers have modernized almost every part of their business model, but most grocery checkouts are lagging behind. Customers want simple, predictable payment timing that supports their routine without altering what they buy, and many grocers are missing this critical piece of the experience.

When retailers have a structured pay-over-time option like Zip at checkout, they may see fewer items left behind and more shoppers completing their planned trip, helping increase and maintain loyalty over time.

By adding flexible payment options—like Zip's Pay in 2 or Pay in 4—at checkout, you can help keep carts full, keep pricing and promotions unchanged, and support repeat visits across stores and channels without changing prices, promotions, or POS systems.



# Grocery shoppers want payment flexibility

Customers want and depend on flexible payments, which are becoming a must-have for modern grocery checkout.

## Customers say with Zip, they're more likely to purchase more food, more often.

Among Zip customers shopping at a leading national grocer\*:

- **65% increased their average spend per trip**
- **60% shopped more frequently**
- **57% explored new categories**

\*Observed behavior from Zip customers at a leading national grocery retailer (Aug 2025). Results vary by merchant. 65% maintained their typical basket when payment timing was tight.

## Customers want to see flexible payments offered at checkout.

Among surveyed shoppers:

- **72% say they would shop at a grocer that accepts Zip**
- **98%+ report being satisfied with grocery purchases made using Zip\***
- **77% (3 in 4) grocery customers have used Zip when money was tight**

<sup>t</sup>Zip Grocery Customer Deep Dive, August 2025. Results vary by merchant. Eligibility criteria apply. Loans are originated by WebBank.

## Our 100 millionth transaction

# When an ordinary grocery run becomes an extraordinary milestone

Our 100 millionth transaction wasn't a splurge or a high-ticket item. It was a weekly grocery run, underscoring how embedded flexible payments are in everyday food shopping. Some grocers are still evaluating whether buy now, pay later fits their grocery experience. But eligible customers already use flexible payments to purchase food items. This shopper brought home exactly what their household needed.

Grocers know that every week brings a new budget, a new pay cycle, and a new set of decisions for shoppers. Zip gives them the option to split payments, so the full basket makes it home without adding friction to your operations.

Give us feedback  
Thank you! ID #: 79DSFXCWFH2384B

Atlanta, Georgia

ST# 3362	OP# 12012163	TE# 87	TR# 84523
Three Meat Lasagna	90oz	0108373862494	13.99 X
Great Value large white eggs (12 count)		055481172502	2.98 X
Great Value chunk chicken breast (12.5 oz can, 4-pack)		059237517111	9.98 X
New York Bakery Texas toast with real garlic		045180763422	4.12 X
Butterball sweet onion frozen turkey burgers (2 lb)		041373331068	12.28 X
			SUBTOTAL 43.35
			TAX 6.5%
			TOTAL 46.15
			CREDIT TEND 46.15
			CHANGE DUE 0.00

ACCOUNT # \*\*\*\*\*  
APPROVAL # C29068  
REF # 306886616479  
TERMINAL # 172610110

4 bi-weekly payments of

**\$12.54**

Includes \$1 fee per installment

Thank You for Shopping With Us!  
04/04/2024 14:06  
★★★ CUSTOMER COPY ★★★



Eligibility criteria apply. Loans through Zip are originated by WebBank.

# When checkout works, every team wins

You've seen why shoppers look for pay-over-time options in grocery. Next is the part that determines whether it actually delivers value: alignment across teams.

In grocery, checkout isn't owned by one department. Basket edits at the lane, heavier reliance on promotions, uneven performance across channels, and new support questions show up in different ways for finance, technology, marketing, and experience teams. That's why the strongest business case is built together—so the economics, rollout plan, and payment experience (PX) stay consistent across in-store and digital.

Use the next pages as a quick guide to bring the right stakeholders into the conversation.

<b>Executives and leaders</b>	page 8
<b>CFO and payments teams</b>	page 9
<b>CMOs and marketing teams</b>	page 10
<b>In-store experience</b>	page 11
<b>Digital, UX, and UI teams</b>	page 12
<b>IT leaders</b>	page 13



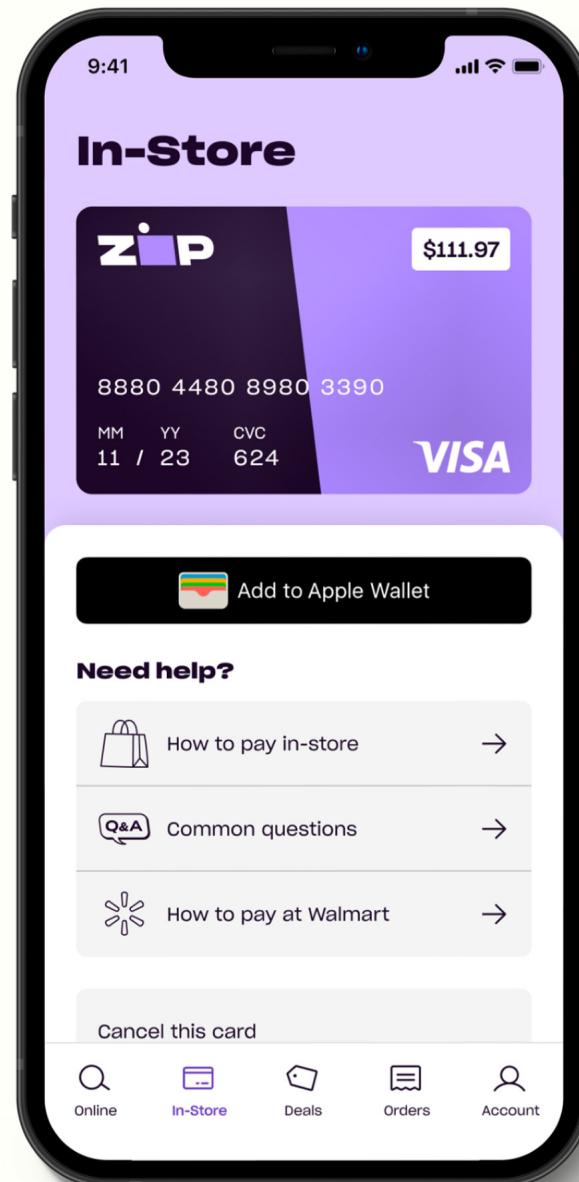
For executives and leaders

# Predictable growth in an unpredictable grocery environment

## If you're an executive: Drive growth while protecting margin

Grocery leaders are balancing thin margins, shifting baskets, and fast-moving competitors. Help support shoppers when grocery trips don't align with payday, so more trips reach checkout without relying on deeper discounts or disruptive tech overhauls.

- 1. Win preference, and stay top of mind for the weekly shop.** In a recent Zip grocery study, 72% of non-users said they would shop at a leading grocer if Zip were accepted, highlighting how payment flexibility can influence store choice. Once shoppers use Zip for groceries, it can become a familiar part of how they plan the weekly trip—supporting repeat visits without relying on discounts.<sup>1</sup>
- 2. Turn weekly trips into more consistently completed checkouts.** Help shoppers keep their usual basket moving, even when pay cycles and grocery needs are out of sync, so baskets stay full.
- 3. Preserve margin while winning the trip.** Payment flexibility helps give shoppers a clear reason to choose your stores when timing is tight while pricing, promotions, and margin discipline stay intact. Instead of racing competitors to the bottom on price, grocers compete on experience and consistency, keeping more full baskets flowing through checkout without sacrificing profitability.



<sup>1</sup> Zip Grocery Customer deep dive, August 2025. Eligibility criteria apply. Loans through Zip are originated by WebBank.

For CFO and payment teams

# Payment flexibility with margins in mind

## If you're a CFO: Protect margin while keeping pricing steady

Shoppers need flexibility in when they pay, not changes to your pricing or promotions. Zip helps you support weekly grocery routines while keeping economics stable.

- 1. Reach incremental customers.** Unlock purchases from debit-first grocery shoppers who may have otherwise left items behind without a way to pay.
- 2. Minimize PLCC cannibalization.** Serve debit-first shoppers who may not want or aren't eligible for traditional credit with Zip, reducing private-label card overlap.
- 3. Built for existing payment rails.** In-store, Zip works through virtual and physical cards accepted anywhere Visa is accepted, so no POS integration is typically required. Online and in-app integrations are designed to be low-lift.
- 4. Get paid upfront.** Repayment and risks are handled by Zip while you get paid upfront.



For CMO and marketing teams

# Where loyalty is won: The checkout moment

## If you're a CMO: Win store preference during tight weeks

Shoppers notice and remember where it's easiest to complete the full trip. Strengthen your brand, support repeat engagement, and differentiate from grocers who still treat payments as an afterthought.

- 1. Influence store preference.** When budgets are tight, payment flexibility can be the deciding factor on where to shop. Zip's grocery research shows strong intent to choose stores where Zip is available. 72% of Zip users say they would shop at a retailer if Zip were available.
- 2. Make "pay over time" part of your brand promise.** Position Zip as a flexible way for shoppers to time their weekly spend, reinforcing your role as a brand that offers payment flexibility.
- 3. Bring the message into every aisle and channel.** Use door decals, shelf talkers, end caps, and register materials, plus digital placements online, to keep flexible payment timing visible from entry to checkout. Our team will help with planograms to fit their store layouts and needs.
- 4. Activate quickly with ready-made assets.** Access proven signage, messaging, and enablement kits—making it easy to integrate flexible payments into campaigns, loyalty programs, and seasonal pushes.



For in-store experience teams

# Make checkout easier for shoppers and staff

## If you're in-store: Support smoother checkout moments

Front-line teams feel the impact when shoppers are stressed about timing. Customers may leave food behind or choose another store entirely. Associates get a simple, positive option to offer, helping reduce friction at checkout and helping more shoppers walk out with what they came for.

- 1. Give shoppers another way to manage payment timing.** Gives eligible shoppers the option to split grocery purchases into scheduled installments, like Pay in 2 or Pay in 4.
- 2. Use clear signage to answer questions before they're asked.** Door, aisle, and register materials explain how Zip works at a glance, so associates spend less time fielding payment questions. Our team will help with planograms to fit their store layouts & needs.
- 3. Equip teams with simple training and enablement kits.** You'll receive straightforward associate training and quick-reference guides so staff feel confident explaining how Zip works in the flow of their day.
- 4. Improve satisfaction on the front line.** Grocery shoppers using Zip report 98%+ satisfaction with their trip, leading to smoother interactions for teams and fewer checkout escalations.\*



For digital, UX, and UI teams

# Stop cart drop-off before it starts

## If you're digital: Reduce cart drop-off across channels

Help shoppers complete their regular online grocery orders more consistently by offering flexible payment schedules. Your teams may see fewer dropped baskets, fuller carts, fewer tickets, and a more consistent payment experience (PX).

- 1. Lower cart abandonment at key moments.** Add Zip to checkout and express flows so shoppers can complete weekly orders even when timing is tight.
- 2. Surface flexibility earlier in the funnel.** Use PDP messaging, widgets, and express checkout placements to show Zip earlier in the funnel to set clear expectations.
- 3. Consistent experience across digital and pickup.** Give shoppers the same option across online, in-app, and pickup journeys, so they know exactly how to use it wherever they shop.
- 4. Fewer support tickets, higher satisfaction.** When shoppers can manage payment timing with clear, structured installments, they're less likely to abandon, retry, or contact support, which can help reduce abandonment and support digital satisfaction over time.



For IT leaders

# Flexible payments, minus the complexity

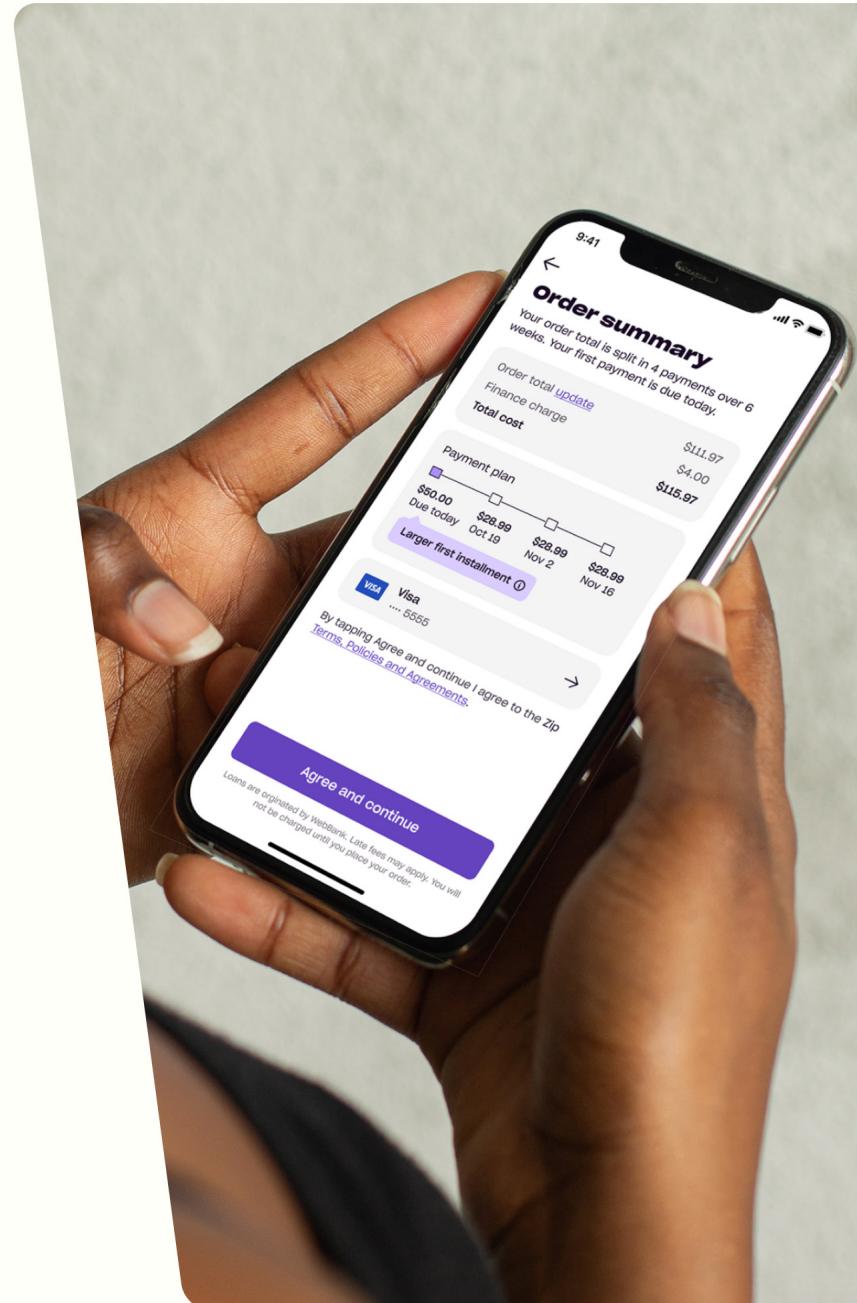
## If you're IT: Modernize checkout with a low-lift path

Give teams a low-lift way to add flexible payments across channels without reinventing checkout or touching the POS. You keep your existing stack while shoppers enjoy a smoother grocery checkout.

**1. Low integration, fast launch.** Use Zip's virtual and physical card rails in-store with no POS integration, and low-lift connections online and in-app, so modernization doesn't become another long-running project.

**2. The same payment option, everywhere.** Deliver one payment option across web, app, BOPIS, and in-store, so shoppers recognize Zip and your teams only support a single pattern.

**3. Built to scale.** Roll out Zip across regions, stores, or multiple brands without re-architecting your systems, with one payment provider supporting your PX.



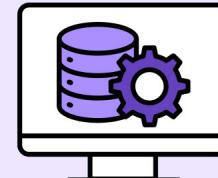
# A clear, low-lift path to flexible payments

Most grocers start in-store using card-based acceptance, then expand to online and app experiences as teams are ready.



## Start in-store, fast

- **Virtual and physical cards:** Turn Zip on at the lane, self-checkout, curbside, and the service desk using virtual and physical cards that work with your existing POS.
- **Minimal store disruption:** No POS changes are typically required, and no new hardware is needed. Just add signage.
- **Staff training:** Simple staff enablement ensures associates can confidently support shoppers without adding operational burden.
- **Quick integration, proven impact:** Deliver a quick, low-lift integration win for in-store, finance, and operations while you prove impact.



## Scale to omnichannel PX

- **Omnichannel, seamlessly:** Layer Zip into online, in-app, and BOPIS journeys with low-lift integrations that fit your current stack. Zip integrates with multiple payment service providers and custom APIs.
- **Conversion-focused PX:** Use PX placements like product page widgets, express checkout, and second-chance prompts to reduce abandonment and keep planned baskets moving through checkout.

# Your rollout, guided every step of the way

From first activation to omnichannel PX, Zip partners with your teams on integration paths, signage, and placement, so flexible payments fit how your grocery business already runs.

[Plan your Zip rollout](#)



Eligibility criteria apply. Loans through Zip are originated by WebBank.

