

# MICROMARKETS

## THE SELF-SERVICE SUPERMARKET IN THE LOBBY

Employees who eat healthy have been shown to be more productive, and many businesses are "feeding" this demand for nutritious food options with the deployment of condensed grocery stores called micromarkets in place of traditional vending machines. These quick-service markets, when paired with a self-service kiosk, are providing fast and nutritious eating options for employees everywhere.



Recent studies show that **87%** of consumers are trying to eat healthier, and businesses have a lot of incentive to encourage office workers to skip the cheeseburgers at lunchtime.

## A Grand Opening Near You

With a huge demand for quick and healthy eating options, the micromarket industry growth is exploding. Research shows that micromarkets can generate up to 300% more sales than vending machines, and many forward-thinking business managers are getting in on the bottom floor of this rising opportunity.



**17,000**

The number of micromarkets in operation across the U.S. today



**\$1.6 billion**

The projected micromarket sales in the next six years



**50,000**

The total number of micromarkets expected to be in operation within the next 5 years



## A New Perk at Work for Employees

Micromarkets make fresh food available 24/7 through automated customer service kiosks, so hard-working employees can enjoy wholesome choices whether they arrive early to prepare for a sales meeting, eat lunch with colleagues, or stay late-night to hammer out the final details of a client proposal.



**25%**

of micromarket sales occur between 6 a.m. and 10 a.m. These early morning hours have been an elusive target for self-service vendors over the past half-century.



**30%**

of micromarket sales are for fresh foods such as deli salads and sandwiches. These fresh-made items are a missed opportunity with traditional vending machines.

**200**

The average number of food offerings stocked by a typical kiosk-managed mini-store. Compare this to the 45 offerings in a typical vending machine.



**60**

The average number of beverages at a typical self-service micromarket, such as coffee, milk and popular energy drinks. Vending machines typically offer at most 10 drink options.



## Faster Checkout with More Payment Options



A self-service digital kiosk can manage a micromarket very efficiently. This is a huge benefit for office workers on-the-go as kiosks often provide faster checkout times than human attendants. In addition, self-service kiosks allow customers to securely use virtually all payment methods, from cash to credit cards to mobile payment methods such as Apple Pay.

Micromarket kiosks:

- Record transaction information and provide updated inventory information in real time.
- Allow market owners to introduce special sale pricing, product bundling, and upselling opportunities.
- Introduce new or featured products and display local business ads through digital signage.
- Serve as a portal for company wellness loyalty programs, offering easy access for signups, rewards and promotion details.

## Growing Demand for Fresh and Healthy Options

A recent survey showed that nearly half of all office workers had only 30 minutes or less for lunch, and 80% said they would like the ability to purchase a nutritious meal or snack on company premises. Furthermore, customers in 83% of locations served by vending machines said they have already asked their bosses to help transform lunches from ho-hum to wholesome. Research shows that:



**90%**

of employees care about the quality of the ingredients in their meals



**2.3**

The average number of daily visits respondents would make to a self-service micromarket



Customers would spend an average of **33% more** for a deli sandwich purchased at a micromarket kiosk instead of an offsite deli

## Micromarkets Serving a Variety of Industries

While large corporate office buildings with hundreds of employees and vendors are obvious places for micromarkets, there are plenty of hungry people working everywhere, and in buildings such as hotels, the customer base expands even further to include guests. Here are some other places innovative decision-makers can generate micromarket revenue.



Colleges and Universities



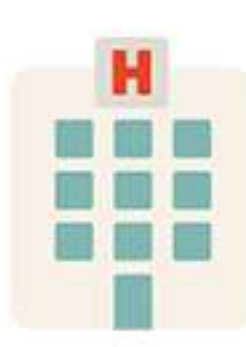
Apartment Complexes



Retirement Homes



Airports



Hospitals



Community Centers



## Contact Olea Kiosks Today

Olea Kiosks has been building award-winning kiosks for 40 years. Contact Olea today to find out how our Micromarket Kiosks can help make employees more productive through healthy food alternatives and build your bottom line.



www.olea.com

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