

Key findings

01



98% of marketers report a positive impact from QR Codes

QR Code usage is widespread, with marketers deploying codes across social media, digital ads, packaging, and print. 60% plan to increase usage further, and 56% expect higher revenue this year.

02



75% of consumers scan for information, creating a content-to-context opportunity

Getting more information is the top reason consumers scan, ahead of discounts and payments. But only 36% of marketers use QR Codes to deliver it. Matching content to context closes this gap

03



83% of consumers are willing to share data, making QR Codes a first-party data channel

Consumers are willing to share data with consent (42%) or an opt-out option (41%). QR Codes give marketers a direct line to first-party data, but only 34% clearly disclose how that data is used.

04



44% of marketers rank analytics as the most important feature and the one that needs the most work

Analytics is both the most valued QR Code feature and the biggest improvement opportunity. Most teams track clicks and engagement. Only 12% connect scans to revenue. Attribution is the next step.

05



Trust is stable and growing, with 58% of consumers confident QR Codes are safe to scan

Consumer confidence in QR Code safety is rising, with 26% trusting codes more than last year. The 29% who remain neutral could respond to branded domains, clear CTAs, and fast-loading landing pages.

06



Scaling QR Code programs is a process challenge, not a technology one

The top scaling roadblocks are operational: fragmented tracking (33%), duplicate codes (28%), and integration gaps (24%). But 20% of marketers report zero roadblocks, showing that using the right system is the solution.