

UNIQUE **Angles**

UNICODE'S YEAR IN SCANS



Hello there 🙌

Before we step into 2026, let's pause and reflect on what we achieved this year.

In 2025, Uniqode-powered QR Codes were scanned over **224 million** times across packaging, posters, storefronts, event signage, and screens across the globe. Each of these signalled a moment where someone chose to engage rather than scroll past.

The United States led with just over **100 million scans**, followed by India with **57 million**. Meaningful engagement showed up wherever people paused, waited, or needed information.

Digital Business Cards were viewed **4.3 million times**, replacing the awkward handoff between meetings and follow-ups with something simpler.

What stands out isn't just volume of usage, but breadth.

Teams across **23 industries** used Uniqode this year, from retail and hospitality to education, healthcare, construction, and government. Across industries and use

cases, scans clustered around moments where people were already deciding what to do next.

Travel makes these moments easy to spot because movement creates natural pauses.

But those pauses aren't limited to airports and hotels.

They show up across businesses that travelers interact with in between.

From cafés and retail stores to rideshares, museums, and wellness spaces, the strongest QR Code placements appeared at decision points: at the café table, in the cab, at the rideshare counter, or beside a museum exhibit, there to step in when someone is looking for what comes next.

[Read how QR Code placement works for travel-adjacent brands.](#)

The same decision-making pattern shows up even more clearly when people are actively trying to start something new.

January is when that intent peaks. New routines, new tools, new commitments—and very little patience for friction.

43% of people abandon their New Year's resolutions before January ends.

And a major reason for that drop-off is friction at the starting line.

Download this. Create an account. Verify your email. Choose between different plans. By the time someone reaches the first real step, motivation has already cooled.

This is where scan-to-begin quietly wins. A QR Code turns multiple steps into one clear action, letting the experience start right when someone has already decided to begin. Across categories, the pattern is simple: when the starting point is effortless, people move forward.

[See how brands design for January drop-offs](#)

 Spotted: Uniqode in the Wild

This month's sighting came from a local bowling alley.

Kayla, our performance marketing manager, spotted a Uniqode QR Code placed near the bowling lanes, right where people pause between turns. No prompt, no push—just available at the moment someone naturally reaches for their phone.



📸 Spotted a Uniqode QR Code in the wild?

Send it to unique-angles@uniqode.com, and it might feature in the next edition.

Before You Go...

If you've enjoyed this edition, there's plenty more to explore on [Unique Angles](#). Catch up on past issues of the newsletter in one place.

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Until next time,

👋 **Team Uniqode**