

UNIQUE **Angles**

THE STATE OF QR CODES 2026 IS HERE



Hello there 🙋

A few years ago, the question was simple: Will people actually scan the QR Code?

That question has now been answered. 70% of consumers now scan at least once a month. The behavior is no longer new.

The more useful question now is what happens after the scan. That's what we set out to understand this year.

The State of QR Codes 2026 is live.

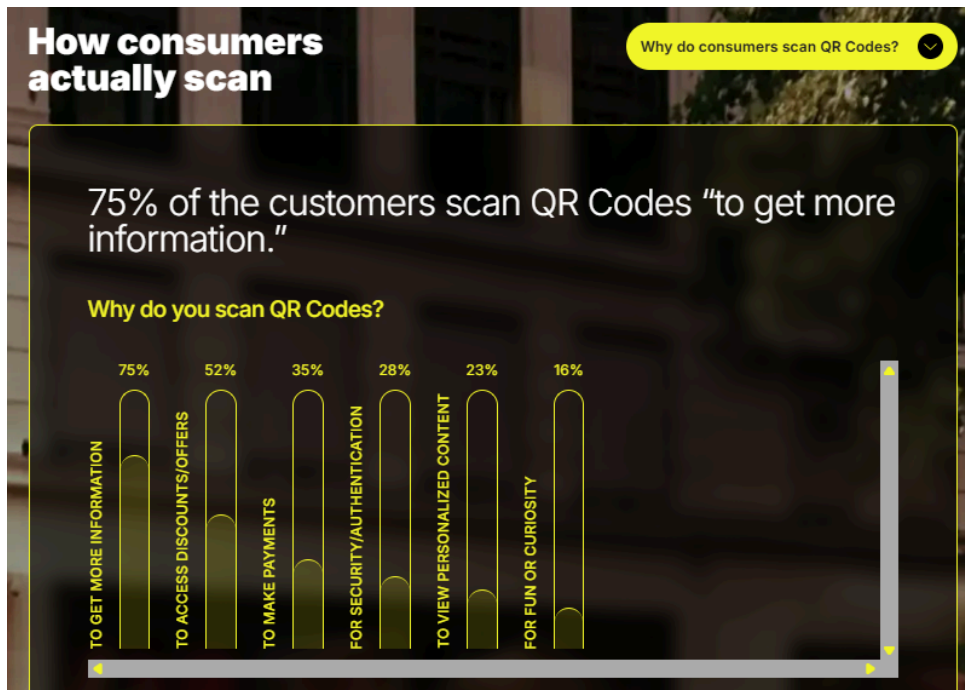
We surveyed 524 marketers and 1,000 consumers. We analyzed 188 million scans across 796k+ QR Codes.

The report covers how marketers are using QR Codes, what consumers actually want from a scan, and how your QR Code performance stacks up against industry benchmarks.



[Read the full report](#)

The most common reason people scan might surprise you.



75% of consumers scan QR Codes to get more information. It's the top reason — ahead of discounts, ahead of payments, ahead of everything else. But only 36% of marketers use QR Codes to deliver it.

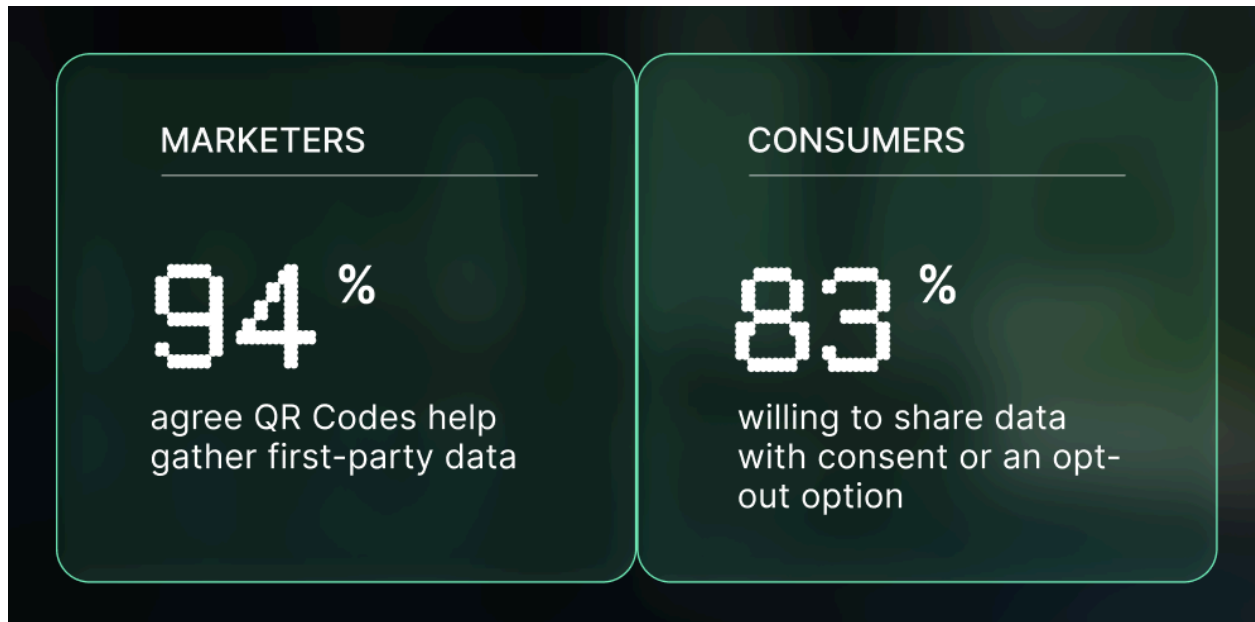
That gap has a cost. Every unanswered scan is a consumer who walked away with questions.

The brands closing this gap aren't doing anything complicated. They're just answering the question the consumer is already asking.

[See how consumers actually scan.](#)

The same scan that delivers information can also collect it.

83% of consumers are willing to share personal data after scanning, as long as you tell them what you'll do with it and make it easy for them to opt out. But only 34% of marketers clearly disclose how that data is used.



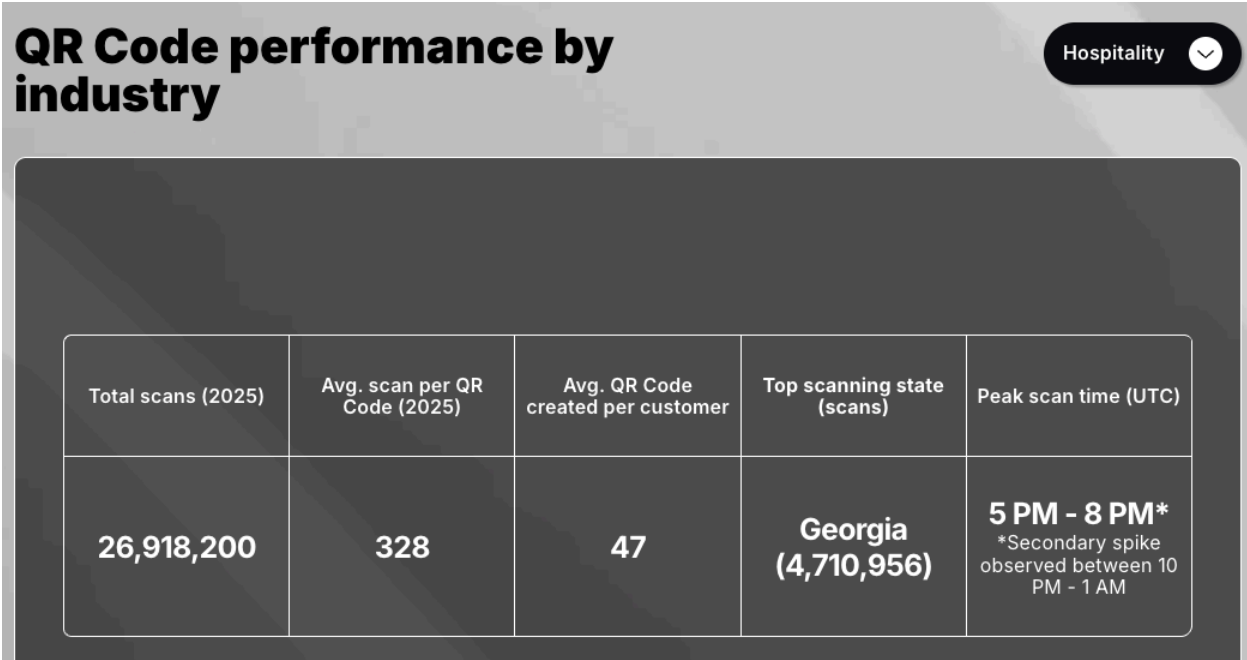
That's not a small miss. First-party data is what lets brands personalize experiences, reduce dependence on paid media, and build direct relationships with customers. Without it, you're renting your customer information from someone else and paying more for it every year.

[See how marketers are using QR Codes.](#)

The benchmarks shift a lot depending on your industry

We analyzed scans across 23 industries from the Uniqode platform. A few numbers worth knowing before you benchmark your own QR Code program.

- CPG sees its highest scan volume in December. That’s when holiday shopping peaks, gift decisions get made in the aisle, and consumers are more likely to scan for ingredients, reviews, or product details before adding something to their cart.
- Hospitality peaks between 5–8 PM UTC. That’s the after-work window—when people step out, look up where to eat, check the menu before they walk in, or scan at the table once they’re seated.



The full report breaks these down by peak scan time, top scanning state, and avg. QR Codes created per customer.

[Measure your performance against your industry benchmark.](#)

👁️ Uniqode in the Wild

This month’s sighting came from Justine, our VP of Marketing, walking the floor at Expo West.

Humble Brands uses Uniqode QR Codes on their deodorant packaging with a quiet CTA printed right on the label: “scan QR Code for additional ingredient & product info.” The packaging is already dense with information, and the QR Code carries what the label can’t fit.



Ingredients. Sourcing. How to use it correctly. The kind of detail that builds trust with a health-conscious buyer standing in the aisle.

📷 Spotted a Uniqode QR Code in the wild?

Send it our way at unique-angles@uniqode.com, and you might see it featured in an upcoming edition.

Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on [Unique Angles](#). You can also catch up on past newsletter editions all in one place.

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Until next time,

 **Team Uniqode**