

# Beyond the Bases: The Impact of Concession Lines on the MLB Fan Experience



mashgin



# Introduction

## Long concession lines result in missed plays for fans, sales revenue for concessionaires

For over 150 years, the first pitch on opening day of the baseball season has ushered in spring and continued the deep traditions of America's pastime. But the game has changed significantly from its genesis in the late 19th century. Most recently, in an attempt to deliver a better fan experience, Major League Baseball (MLB) has placed a significant emphasis on shortening game times and increasing technology's impact.

The implementation of the pitch clock, between-inning clocks, pitch-com and limitations on mound visits have successfully reduced game times, making the experience more engaging for both in-person and television audiences.

Yet while MLB has focused on accelerating the action on the field, the pace of the fan experience in the stadium and on the promenade can be sluggish — particularly when it comes to grabbing some peanuts and Cracker Jacks, or a hot dog and a beer.

Stuck in long concession lines, fans are missing out on the home runs, stolen bases, and diving catches they paid to see, which means stadium vendors are missing opportunities to sell more of those favorite balltime snacks.

## Beyond the Bases

The Impact of Concession Lines on the MLB Fan Experience report reveals new data from baseball fans on how they navigate time, from focusing on the game to grabbing food and beverages to adoption of new time-saving technologies.

The result indicates that **FAN FOMO** is an issue both for fans and stadium operations.



# The Cost of Long Lines At MLB Games

To **fans** waiting in line at concessions:

**79%**

missed  
a crucial  
play

**50%+**

missed  
one inning  
or more

To **venues**, leaving money on the table:

**80%+**

of fans  
abandoned  
a concessions  
line

**77%**

of fans  
would spend  
more if lines  
were shorter

# A Whole New Ballgame

New rules before the 2023 season initially left fans, and the players on the field, scrambling to adjust to regulation changes like the pitch clock, the between-innings clock, defensive shifts and a limited number of mound visits and pick-off attempts.

As the MLB enters its third season with these rule changes, fans and players have adjusted, with noticeable results:

## 21%

### Faster Games

Major League Baseball cut average game time from 2021's all-time high 3:10 to 2:37 in 2024

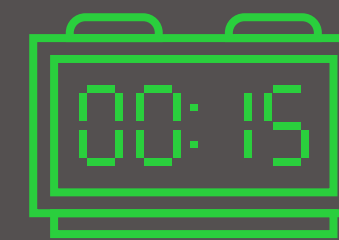


## 62%

### Like the Pitch Clock

In a separate survey in 2023<sup>1</sup>, fans reported that they like the pitch clock rule change

The top reason why fans approve is because it moves the game along and makes it faster

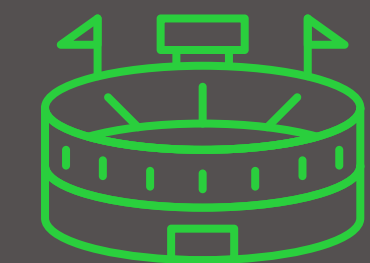


## 71M+

### Attendees

2024 Regular Season turnout. This means a 1% rise from 2023 and an 11% increase from 2022,

the last season before rule changes like the pitch clock and between-inning timer<sup>2</sup>





# Buy Me Some Peanuts and Cracker Jacks

Even with new rules, fans are still making time to get their favorite snacks and beverages to enjoy with family and friends at the game.

Over  
**63%**

take two or more trips to the concession stand each game and spend an estimated

**\$56**  
Per Game

**67%**

of fans ranked food and beverage options as one of their favorite parts of the game, besides the game itself



# The New Players

Beyond the field and inside the stadium, **new technologies** are also stepping up to the plate to make a difference for fans. This **includes every aspect** of the fan experience, from the time they enter the gates to the end of the game.



Over the past two seasons, fans are increasingly interacting with the following technologies inside the park:

61%

Automated/self-checkout at concessions

38%

Mobile order ahead concessions

29%

Facial ID to get through security

28%

Augmented reality in-stadium experiences

22.5%

AI-powered chatbots to answer questions

Fans are embracing these new technologies:

67%

Fans that feel new technologies have improved their experience



# Put Me In (My Seat), Coach

## Striking Out Fan FOMO

While concessions remain an essential part of the baseball fan experience, the task of purchasing these snacks and drinks is taking a toll on the fan's ability to watch the game.

## The Fan Concession Experience

**17**  
minutes  
in line

Median estimated  
wait time at  
concessions

With the average inning taking just over 17 minutes, the majority of fans are **missing nearly a full inning every time they leave their seat** for food or a drink



**79%**  
miss crucial  
plays

The vast majority of fans have missed a crucial or memorable play at a baseball game because they were waiting in line at concessions

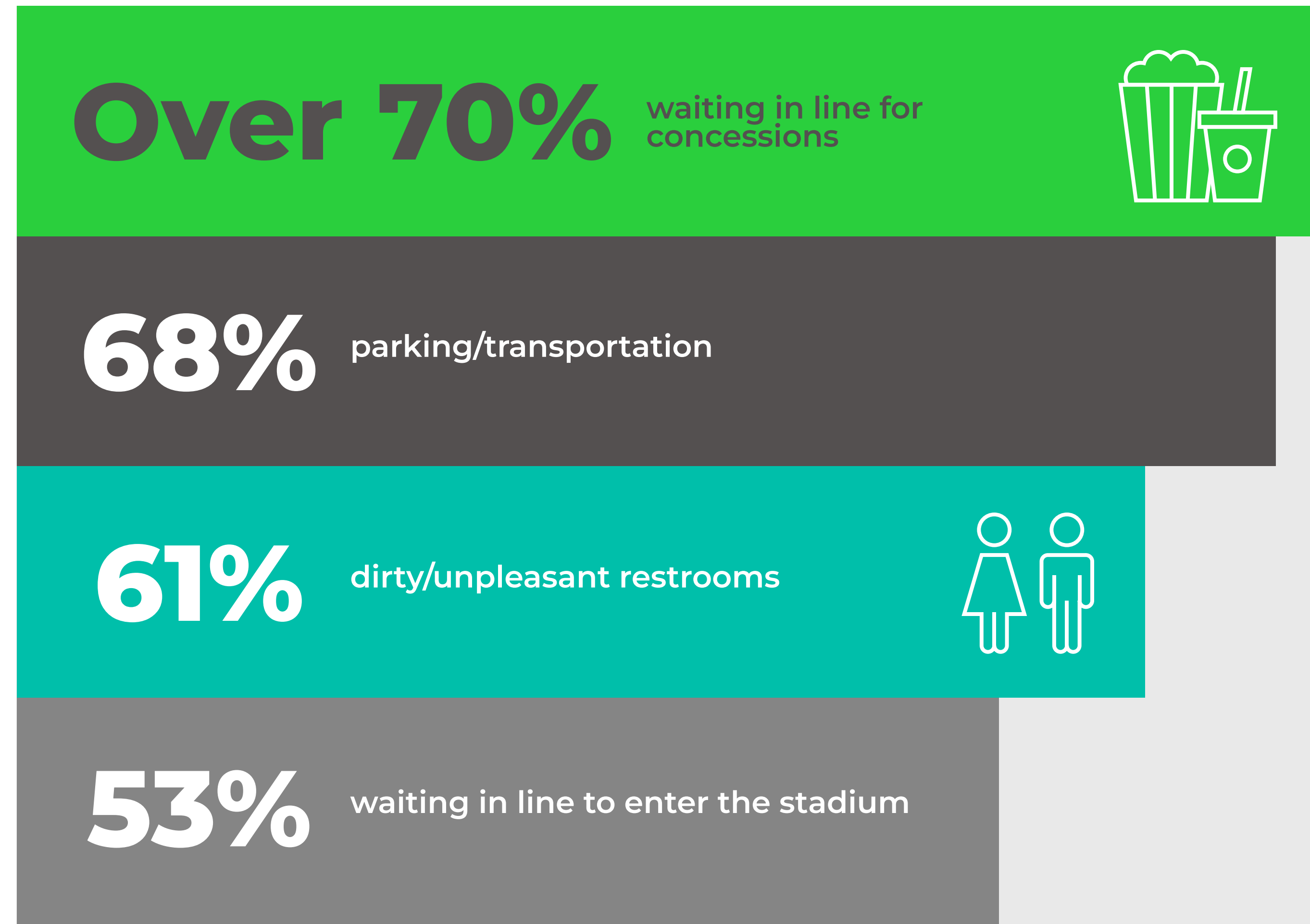
**56%**  
feel  
rushed

Majority of fans say they feel rushed while getting concessions, as they're anxious about missing the game



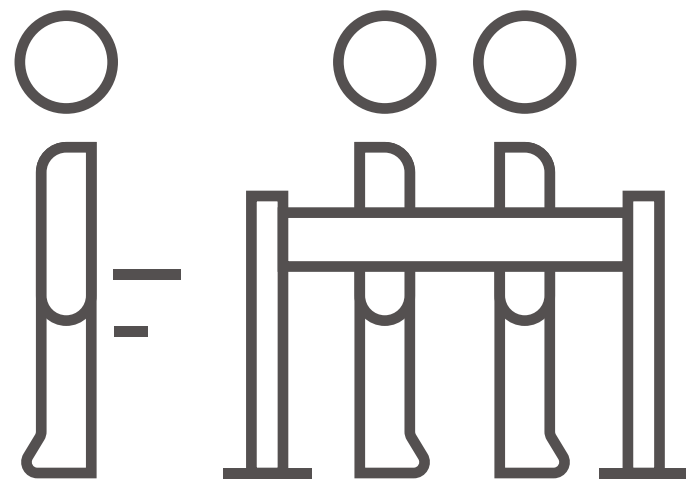
# Leaving The Bases Loaded

What do fans **LEAST** like about the ballgame experience?





# Missed Revenue Opportunities



**80%+**

**say that they have abandoned a concessions purchase while waiting in line due to the line taking too long.**



**77%**

**said that if wait times for concessions were shorter, they would buy more food and/or beverages at the game.**



# The Closer — Saving the Game

## Mashgin 2024 MLB Season Stats:

3,626,264

Total transactions accelerated by Mashgin technology across 20 MLB stadiums during the 2024 season

\$88,854,721

Concession sales volume processed via Mashgin technology

< 15 SECONDS

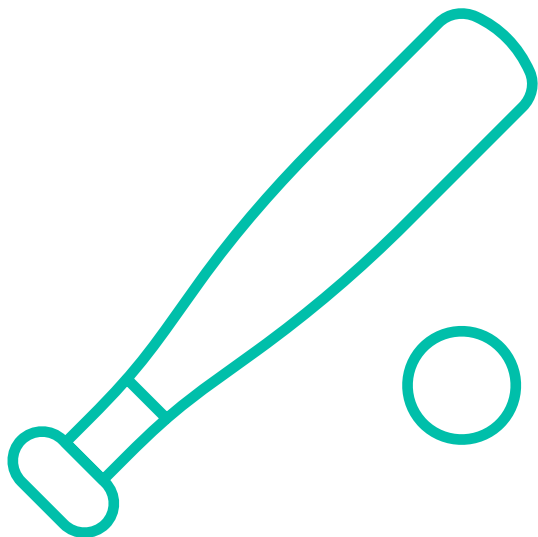
Median transaction time at MLB parks using Mashgin technology

21.7M MINUTES

Amount of time Mashgin saved fans by cutting lines in half

A large number of MLB ballparks are addressing these challenges with new technologies that accelerate transactions and get fans back to their seats as soon as possible.

Mashgin, the AI-powered checkout company, uses powerful computer vision technology to identify food and beverage items in seconds with over 99% accuracy, creating a hyperefficient transaction process. This not only benefits fans, but helps concessionaires maximize their sales each game.





# Summary

With Major League Baseball embracing technological implementations to modernize the game, the league must continue to analyze how technology can improve the fan experience.

**Baseball has succeeded in its effort to make the game more engaging by eliminating in-game downtime**, but the next frontier for Major League Baseball will be how to modernize the fan experience to match the modernized product on the field and in the dugouts. For fans to remain interested in attending games in-person, they need to be able to access their favorite parts of the game, like food and beverage options, without having to experience their least favorite part of the game, waiting in line for concessions.

Fans also need to feel comfortable that when they leave their seat for concessions, they won't miss a crucial or memorable play, like over 79% of fans reported.

This places a significant emphasis on an **improved concessions experience** for both fans and concessionaires, which **can be made possible with the increased implementation of checkout technology like Mashgin.**

Mashgin's AI-powered checkout systems dramatically reduce the time fans spend in line waiting to purchase their favorite food and beverage items. The company's systems are in over 145 iconic sports stadiums including 20 MLB stadiums.





# Sources and Methodology

Mashgin surveyed over 530 consumers in the U.S. who have attended at least one Major League Baseball game during the 2023 and/or 2024 season. The blind survey was completed online in March 2025 and responses were random, voluntary and anonymous. Additional data in this report was compiled from independent sources as well as Mashgin proprietary data.

All independent sources of data are referenced below.

1. Gaming Today, [Baseball is Speeding Up: 62% of MLB Fans Like the Pitch Clock](#), May 10, 2023
2. Reuters, [MLB says rule changes driving attendance up](#), October 1, 2024

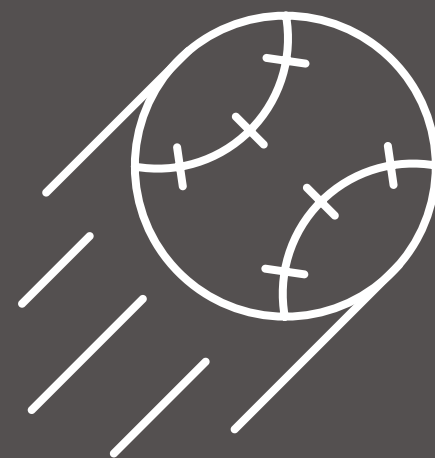


# About Mashgin

**Powered by AI** and computer vision, Mashgin is the world's fastest checkout system. By eliminating barcode scanning, Mashgin allows customers to simply place items on the tray, pay, and be on their way **in seconds**. With checkout speeds up to four times faster than traditional systems, Mashgin not only enhances customer satisfaction but also **boosts revenue for retailers** by reducing wait times and streamlining operations.

Mashgin is leading the industry in ending long retail lines, with **over 975M transactions** completed to date and Mashgin Kiosks currently deployed in more than **4,000+ locations** spanning convenience stores, major league sports stadiums, college campuses, airports, corporate cafeterias, and hospitals.

Learn more about Mashgin at [www.mashgin.com](http://www.mashgin.com).



place, pay, **be on your way**

