



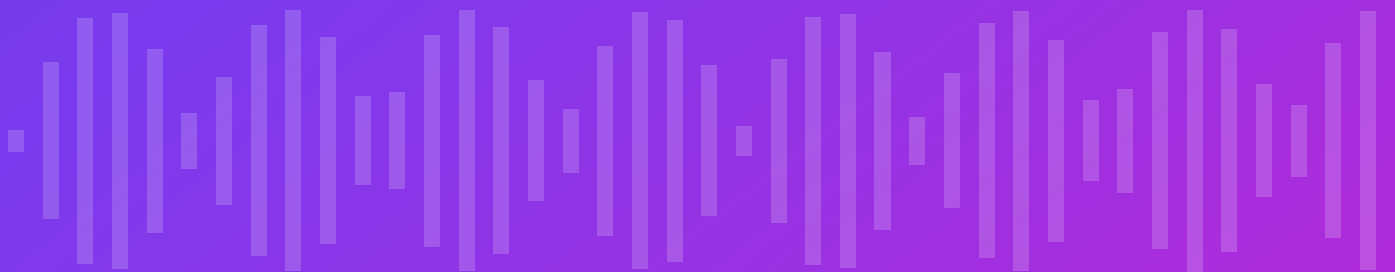
Qrblox

FREE REPORT

THE STATE OF

# QR Codes 2026

How America creates and scans QR codes — adoption, the types people actually make, and what turns a scan into a lead.



A Qrblox report · create free QR codes at [qrblox.com/generate](https://qrblox.com/generate)

# QR codes went mainstream

Once a pandemic-era menu trick, QR codes are now a default bridge from the physical world to the phone. US adoption has compounded fast, and marketers have noticed.

~43%

of US consumers scan at least one QR code every week.

+433%

growth in QR scanning in the US over the last four years.

90%+

of marketers reported using QR codes in their campaigns in 2025.

41M+

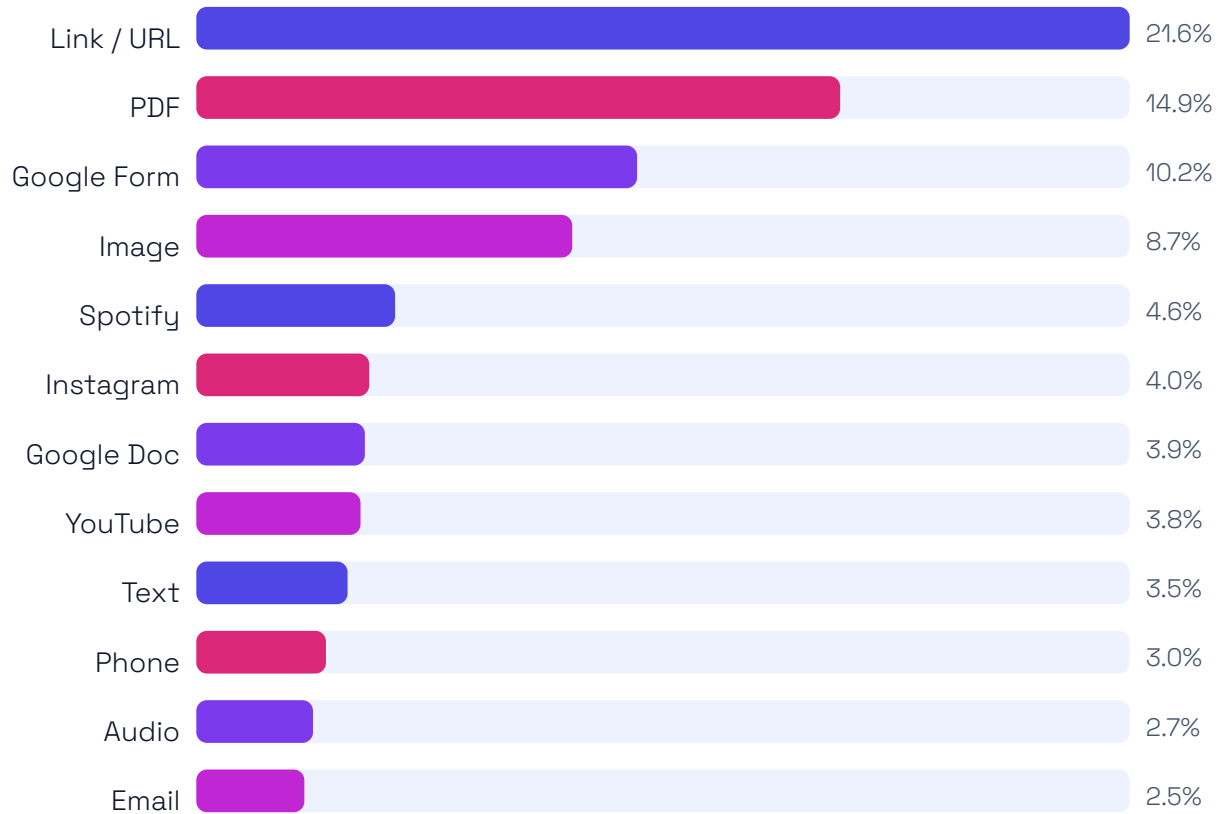
QR scans recorded in 2025 as print-to-phone became routine.

## Why it matters

Scanning is now a learned reflex: people expect a code on the table tent, the package, the poster, and the badge. The opportunity has shifted from "will anyone scan?" to "does the destination deserve the scan?" — which is where dynamic, trackable codes and a tight call-to-action win.

# What Americans turn into QR codes

Plain links still lead, but documents and media are a huge and growing share. Here are the most-created QR code types in the US in 2025.



## The document wave

PDFs, Google Forms, Google Docs, and file shares together make up 30%+ of US QR codes — the fastest-growing, most under-served category for generators.

# QR codes as a lead engine

## 95%

of businesses using QR codes say they captured lead data they could not get through other channels.

## Five takeaways for 2026

**Go dynamic.** Trackable, editable codes are the difference between a static image and a measurable lead channel.

**Be specific.** “Scan for your free quote” beats “Scan to learn more” — clarity about the payoff drives scans.

**Design for mobile.** 100% of QR traffic is on phones; the landing page headline must echo the code’s promise or it bounces.

**Own the document wave.** PDFs and forms are 30%+ of codes and under-served — a fast lane to rank and convert.

**Track everything.** Tie scans to placements so you learn which flyer, package, or sign actually drives action.

Create QR codes free at [qrblox.com/generate](https://qrblox.com/generate)

Download as PNG, or save to Qrblox to track scans and edit the destination later. Free on iPhone & Android.

## Sources

- ME-QR 2025 US QR code statistics — [wlns.com/business/press-releases](https://wlns.com/business/press-releases) (EIN Presswire).
- Bitly 2025 QR code statistics — [bitly.com/blog/qr-code-statistics](https://bitly.com/blog/qr-code-statistics).
- Supercode — QR codes for lead generation (2026) — [supercode.com/blog](https://supercode.com/blog).
- Scanova — types of QR codes, uses and examples — [scanova.io/blog](https://scanova.io/blog).