

# 30 Stats to Help Guide Your Contactless Payments Strategy

In partnership with 451 Research



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# Stores provide a differentiated experience, but merchants must address social distancing concerns to drive shoppers back

Source: 451 Research Custom Consumer Survey, Q1 2020.

**69%** of shoppers want to **physically feel and try a product** to ensure its right for them

**59%** want to walk away with a **product in their hands**

**52%** want to compare a **wide range of items, colors, or texture** side by side

**47%** feel **more secure** paying for things **in-store than online**

**40%** feel in-store **provides better advice** (e.g. how to use a product, accessories to buy)

**39%** like the **experience of going to shops and seeing** how products are displayed

**39%** prefer to **receive assistance or advice from a sales assistant** before purchase

**33%** like the **potential to negotiate** an additional discount

**32%** say **it's a fun activity**, such as socializing with friends

# Shoppers say cross-channel experiences would encourage them to shop in-store

Source: 451 Research Custom Consumer Survey, Q1 2020.

**60%** would like to **skip the line to pay directly** with a sales associate (e.g. mPOS)

**56%** would like to **purchase out-of-stock inventory in-store** and have it shipped to them

**56%** would like **in-store coupons** offered by their card issuer or wallet provider

**52%** would like to use **contactless payments at every place** they pay (e.g. Google Pay)

**51%** would like to **order online and pick up in-store**

**43%** would like to pay at **self-service checkout kiosks**

# COVID-19 is accelerating adoption of low-contact and no-contact checkout experiences, but pre-pandemic sentiments were already strong among shoppers in the US

Source: 451 Research Custom Consumer Survey, Q1 2020.

**68%** agree **contactless is the most convenient** way to pay

**68%** agree that the **ability to pay with contactless** improves the checkout experience

**67%** agree they **prefer using contactless to pay**

**69%** agree **contactless payments are just as secure** as other payment methods

# Contactless payments are seeing strong tailwinds from COVID-19 and accelerated contactless card issuance in the US has dramatically expanded consumer enablement.

Sources: Mastercard & Visa earnings calls (May 2020), 451 Research's Voice of the Connected User Landscape: Connected Customer Survey, Q1 2020.

**50+ markets globally** have increased contactless spending limits

Mastercard and Visa noted **40% increase in contactless transactions Q1 2020 vs. Q1 2019**

**US contactless transactions in grocery/pharmacy grew 3x faster** than non-contactless in February/March

**62%** of US cardholders with a contactless card are **using it for tap-to-pay purchases**

# Contactless isn't the only low-touch or touch-free payment method customers want, which makes unified commerce experiences more important than ever.

Source: 451 Research's Voice of the Connected User Landscape: Connected Customer Survey, Q1 2020

**68%** of consumers are interested in scanning **and paying via a smartphone app** before leaving a store

**61%** of consumers are interested in a **“just walk out” Amazon Go style payment experience**

**56%** are more likely to buy from a merchant if they **offer flexible fulfillment options**

**1 in 4** have abandoned a purchase as a result of a merchant **not offering a cross-channel buying option** (e.g. buy online and pick up in-store)

**39%** use **order ahead for delivery or pick up** very or somewhat frequently

**46%** of consumers agree that **“skipping the line and paying directly with a sales assistant’s mobile payment terminal”** would increase their likelihood of completing a purchase with a business

**42%** of consumers agree that the ability to **“Order and pay for products/services via an in-store kiosk”** would increase their likelihood of completing a purchase with a business

# Takeaways

1. **Brick and mortar will remain an important and differentiated** shopping channel, but evolution is mandatory for survival.
2. **Decreasing lines, limiting contact and increasing efficiency** must become top priorities to augment the in-store experience.
3. **Payment and commerce experiences rooted in speed and convenience** are resonating with shoppers – take steps to embrace them.

To learn more about how Adyen can help you  
with your contactless goals, [get in touch](#).