



**Press Contacts:**

James Kennedy  
AxiCom for Adyen  
+44 (0) 208 392 4091  
[james.kennedy@axicom.com](mailto:james.kennedy@axicom.com)

## **Online Christmas spending grows almost eighty percent**

*Online purchases nearly double compared to 2010, according to Adyen*

**Amsterdam, 23 December 2011** - Analysis performed by Adyen shows that the number of online payments to online retailers has gone up nearly hundred percent throughout Europe compared to last year. It's another implication that online shopping is still gaining ground versus traditional Christmas shopping, because it's just as much fun and more time efficient.

Adyen is a global payment service provider and it's goal is to make online payments as easy as possible. Serving hundreds of online retailers it has a deep insight in payment data and online payment behaviour. Adyen works for online retailers such as Mango, Gaastra, Scotch and Soda and Mc-Gregor.

The company researched the biggest trends in online Christmas shopping for 2011, which resulted in following interesting insights:

- December payment transaction volume for the online retailers Adyen works for has grown 97% compared to the same month last year. This is quite a significant growth which shows people are ever less weary to buy goods online.
- However the average transaction value of payments has decreased with 6.3%. This can be seen in line with the so called lipstick effect. In the occurrence of an economic challenging time women prefer to buy more small value items instead of just one single high value product, like for example perfume.
- Combining the two figures above in one figure results in a higher overall spending in Euro's which is 78% higher than last year across all countries.
- Lastly this year saw two major peaks in online gift shopping. A lot of people decided to check out the virtual malls on both November 26th (Saturday) and December 11th. A lot of people decided not to go into the streets these days, yet to shop online, a hot cup of coco in hand. It's also interesting to see that these peaks were approximately 200 percent higher than last year.

"It must be quite comforting for online retailers to see that the current economic climate didn't have a massive negative impact in the buying behaviour of online shoppers. You might even say that the ease of comparing and buying stuff online, has proven very beneficial for them in this exciting, yet costly period", says Adyen CCO Roelant Prins.

For more information, please visit [www.adyen.com](http://www.adyen.com) or on [Twitter](#) or [LinkedIn](#).

### **About Adyen**

Adyen is the leading provider of global Internet payment and e-commerce solutions for mid, large and enterprise e-commerce merchants. Adyen's revolutionary Internet Payment Solution

enables merchant to significantly increase online conversion by optimizing the online payment process. This “one-stop” solution can be implemented within days and connects companies to global customers through a growing offering of payment methods. To learn more, please go to [www.adyen.com](http://www.adyen.com)

###