

30 Stats to Help Guide Your Contactless Payments Strategy

In partnership with 451 Research



Business. Not boundaries.

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](#).