



Global E-Commerce Intelligence
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SAMPLE REPORT
EUROPE MOBILE PAYMENT METHODS 2022
PUBLICATION DATE: NOVEMBER 2022

PREFACE



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OBJECTIVE

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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS



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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the mobile payment market in Europe. It takes into account a wide definition of mobile payment, including payment methods used in mobile shopping (remote) and in-store (proximity) mobile payment, and mobile wallets, including digital wallets that can be used online and via mobile.
- Major B2C E-Commerce markets in all global regions are covered, including advanced and emerging, while data availability varied across the countries.

Report Structure

- The global chapter opens the report, featuring an overview of global mobile payment developments, forecasts, and trends.
- Within each region, the countries are also ranked by B2C E-Commerce sales and, where applicable, grouped by advanced and emerging markets. Furthermore, where available, regional information is also included.
- Depending on data availability, the following types of market information are included: mobile payment user penetration, payment methods most used when buying from mobile devices, number and volume of mobile payment transactions, most popular mobile payment services, and usage of mobile wallets. Not all the mentioned types of information are available for each of the covered countries. For each of the regions covered, also online and mobile payment trends and news about major players, such as payment providers, banks and retailers are presented on text charts.

DEFINITIONS



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The following expressions and definitions are used in this Mobile Payment Methods report*:

- **MOBILE PAYMENT** A wide definition of mobile payments includes remote payments made remotely in M-Commerce and proximity payments made in-store, such as via QR code scanning and NFC technology.
- **MOBILE PROXIMITY PAYMENT** A mobile payment where the merchant and the consumer are present in the same location and the interaction between the consumer's device (card, mobile device) and the POS is conducted using a proximity technology (e.g. NFC).
- **NFC** Near Field Communication, a set of standards for smartphones and similar devices to create radio communication by bringing them close together or having them touch each other. In that way, contactless data exchange and transactions can take place.
- **CONTACTLESS CARD PAYMENT** Proximity payment via a card where the payee and the payer interact using contactless technologies. Contactless technology is a radio frequency technology which operates at short ranges, enabling user to perform a voluntary action by approaching two devices and initiating communication between them.
- **E-WALLET/DIGITAL WALLET** A prepaid digital account, allowing users to store money and use it in online or mobile transactions. The examples of E-Wallets or digital wallets include Alipay and PayPal.
- **MOBILE WALLET** A software solution that enables consumers to store payment credentials, such as credit or debit card information, and use the stored credentials to pay digitally for transactions made in-store, online or via mobile. Mobile wallets are installed on mobile devices which are used to complete payments. The examples of mobile wallets include Apple Pay, Samsung Pay and Android Pay.
- **ONLINE PAYMENT** Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in (B2C) E-Commerce and M-Commerce.
- **ALTERNATIVE PAYMENTS** Generally refers to payment methods other than credit card or bank card payments. Widely defined, alternative online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and private label cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.
- **B2C E-COMMERCE** The sale of products (and services) through electronic transactions via the Internet from businesses to consumers.
- **M-COMMERCE** M-Commerce, also called "Mobile Commerce", means the sale of products (and services) through transactions via mobile devices.
- **BUY NOW, PAY LATER (BNPL)** a payment platform or service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or pay back the full amount later.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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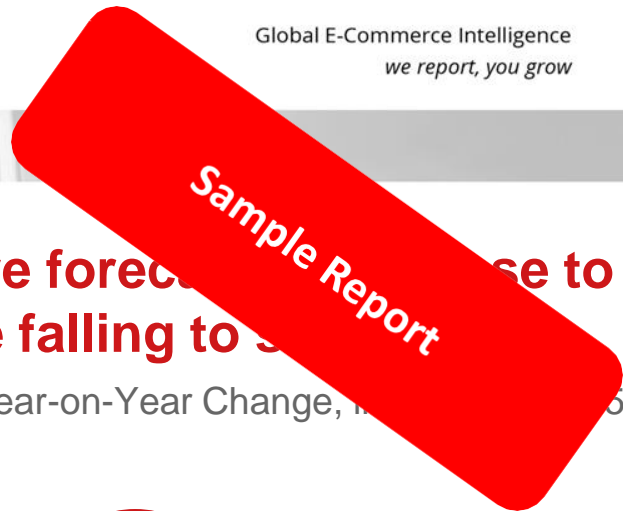
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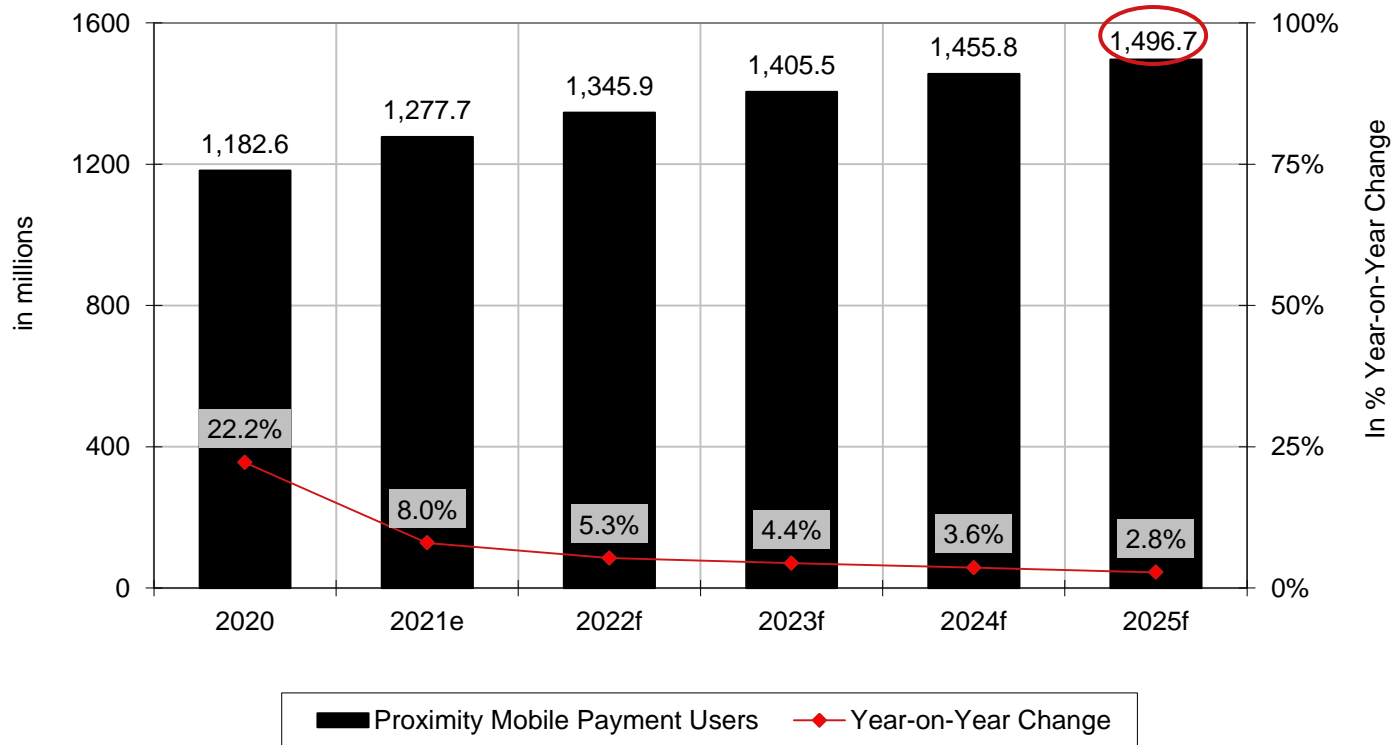
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Proximity mobile payment users worldwide are forecast to reach nearly 1.5 billion by 2025, with the growth rate falling to 2.8%

Global: Proximity Mobile Payment Users Worldwide, in millions, and Year-on-Year Change, in % of



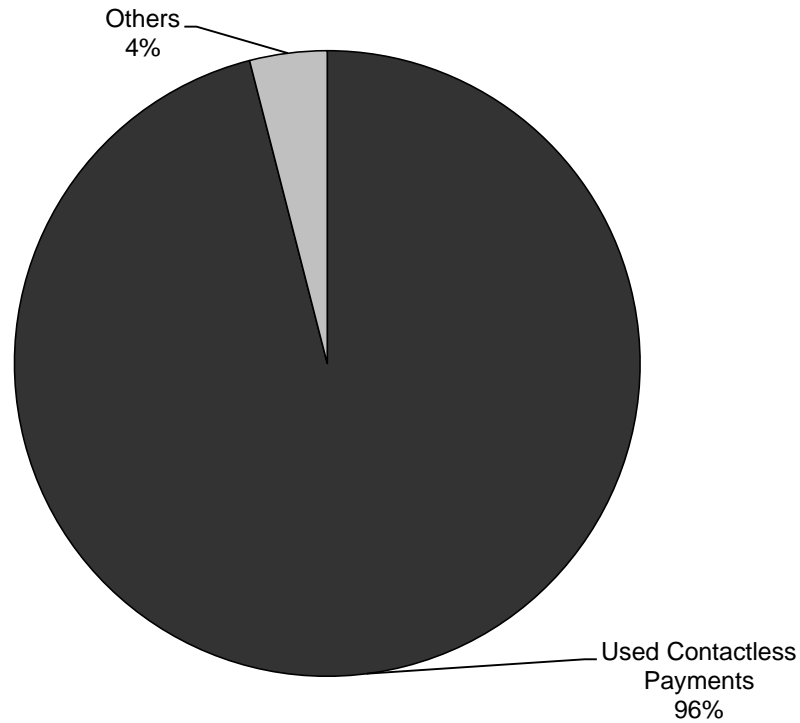
Note: ages 14+; mobile phone users who have made at least one proximity mobile payment transaction in the past 6 months; includes point-of-sale transactions made by using mobile phones as a payment method; excludes transactions made via tablet

Source: Insider Intelligence, July 2021



96% of consumers surveyed in the UK in May 2022 used contactless means of payment when making purchases.

UK: Use of Contactless Means of Payment, in % of Respondents, May 2022



Survey: based on a survey of 4,000 consumers; the base of the respondents is 1,000 consumers from the UK
Source: Marqeta, 2022



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