

A Rapyd Research Report

The Rapyd logo is a blue circle with the word "Rapyd" in white, italicized sans-serif font. It is surrounded by several concentric blue circles of varying thicknesses, creating a ripple effect. The logo is positioned on the left side of the image, overlapping a circular inset photograph of a woman working at a desk.

Rapyd

European eCommerce and Payment Methods

A Rapyd Research Report

Rapyd.net

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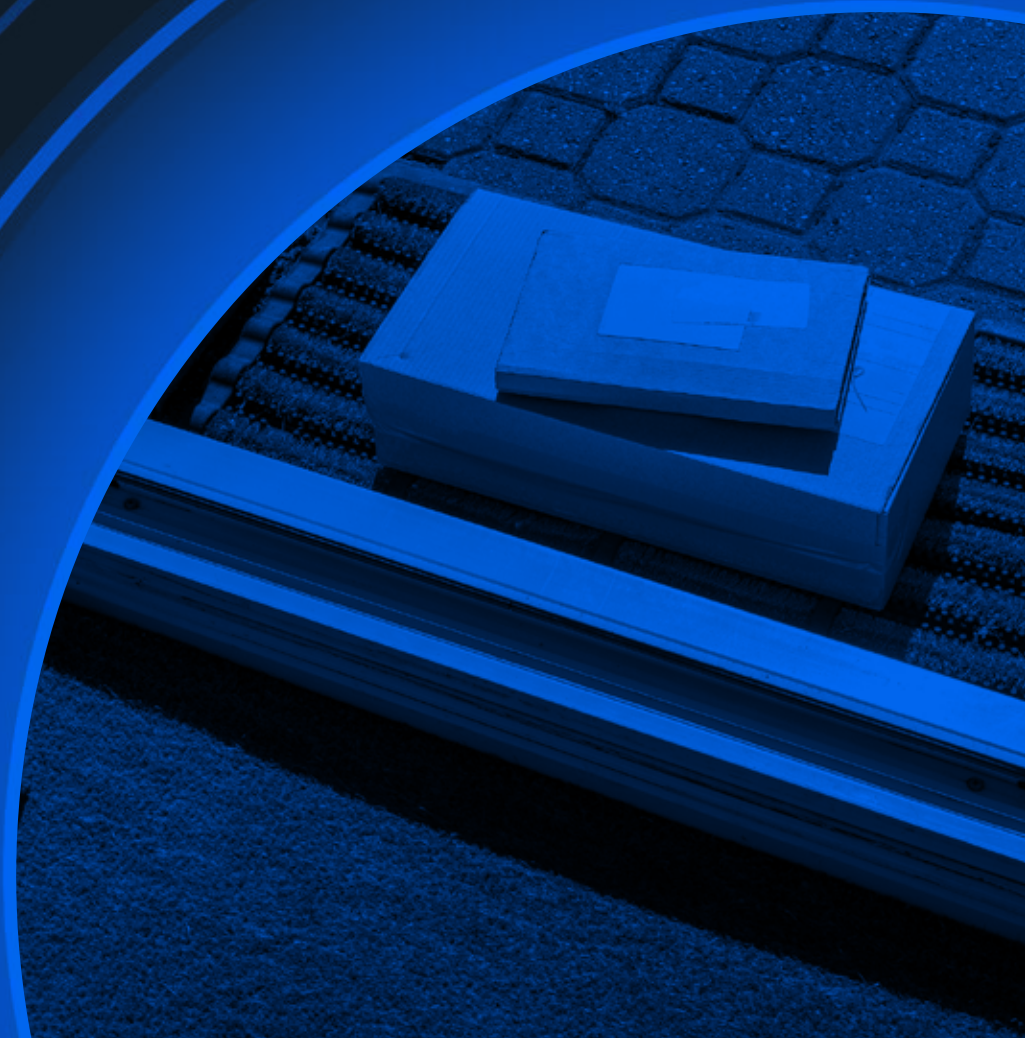
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HOW EUROPEAN CONSUMERS SHOP AND PAY

European eCommerce and
Payment Methods



How European Consumers Shop and Pay

It may be tempting to think of Europe as a consumer monolith with similar consumer behavior across the continent, but that would be a mistake. Payment methods, purchase channels and ecommerce trends are highly country-dependent.

European digital spending has been growing steadily and the number of Europeans using cashless payment could reach more than 700 million by 2023.¹



¹ Digital Payments in Europe to Surpass \$802bn Transaction Value This Year. <https://finanso.se/digital-payments-in-europe-to-surpass-802bn-transaction-value-this-year/>

How European Consumers Shop and Pay

Recent shifts in payment preferences are from Europe's growing embrace of ecommerce. European ecommerce has grown quickly by necessity and presently more than 7 out of 10 Europeans shop online.² This expansion shows no signs of slowing down, with year over year growth projected at 11% CAGR through 2025.³

This guide compiles original country-level research on top ecommerce categories, most used and preferred payment methods. Rapyd's original proprietary data is also supplemented by outside research on important trends.

For each country inside the report you will find:



Country-specific background research overview



Popular ecommerce products and methods of purchase



Online payment methods and preferences



In-person payment methods and preferences

This research reveals how much each of these payment and ecommerce trends vary by country. By understanding how Europeans shop and pay, businesses worldwide can tap into the multi-billion dollar European ecommerce opportunity.

Background and Research Methodology

The main objective of this original research is to provide insights into key preferred payment methods and channels by consumers across nine European markets.

An online survey among 4,286 respondents was conducted in April 2022. Markets covered are Denmark, France, Germany, Iceland, Italy, the Netherlands, Sweden, Spain, and the UK. All respondents are online shoppers who must shop online at least once a month and are involved in purchase decisions in their households.

Denmark | France | Germany | Iceland | Italy | Netherlands | Spain | Sweden | UK

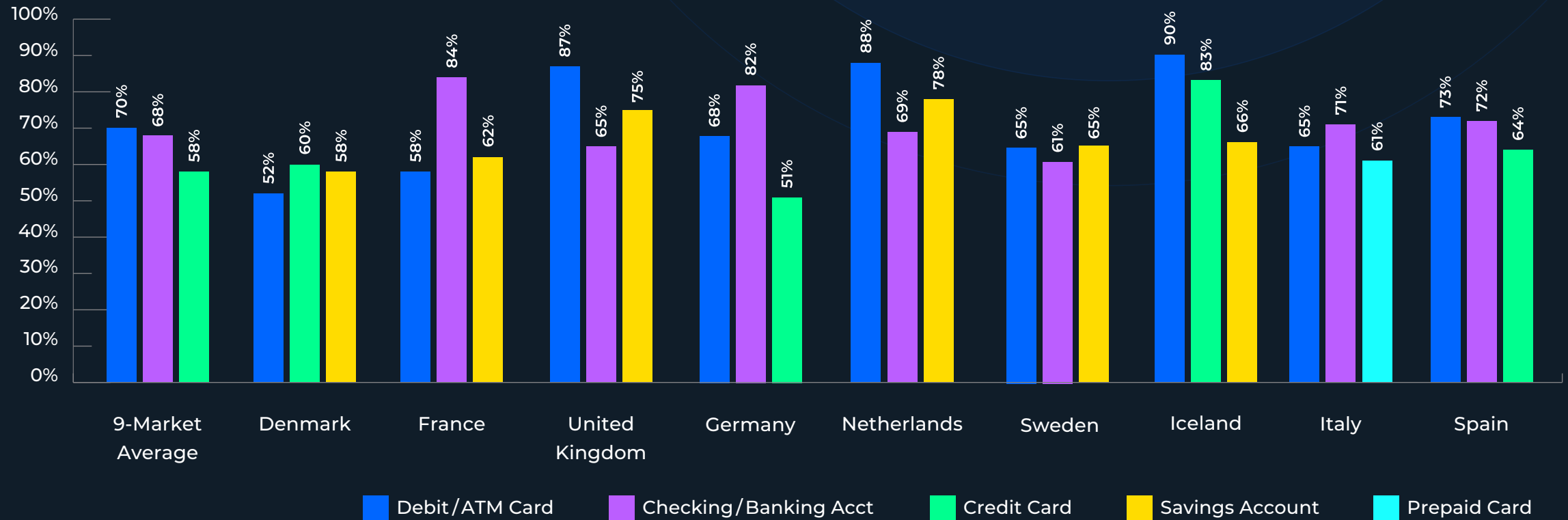


KEY HIGHLIGHTS FROM OUR RESEARCH



Key Highlights from Our Research

TOP 3 FINANCIAL PRODUCTS IN EACH MARKET



Mobile Payments Are Quickly Gaining in Popularity

In nearly every ecommerce category, from fashion to groceries to beauty and health products, large portions of consumers shopped on mobile. Somewhere between 60% – 80% of respondents in each country surveyed reported making mobile purchases monthly or more frequently.⁴

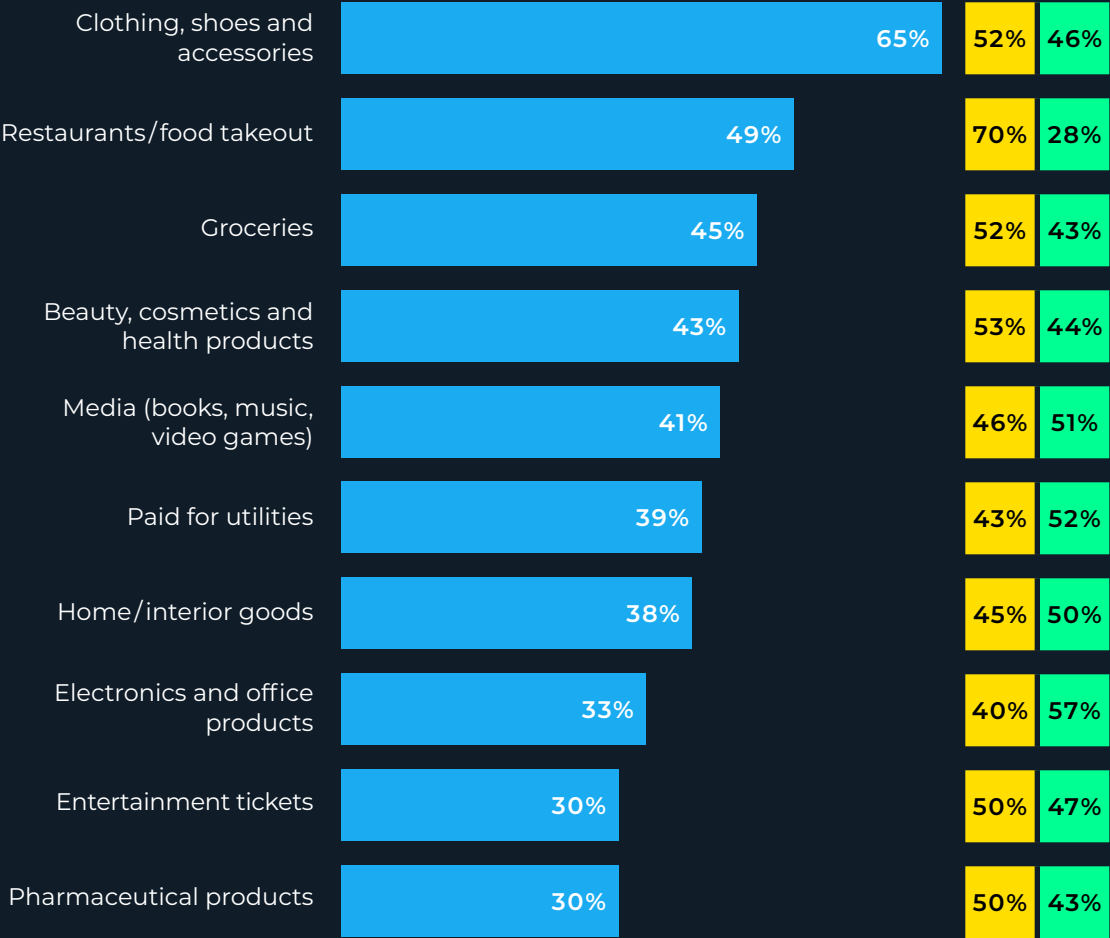
Our data shows nearly two-thirds (65%) of Europeans report purchasing clothes within the past

Top 3 Financial Apps Used in the Last 3 Months	
Online banking app	74%
Credit card/debit card app	50%
eWallet app	50%

three months. Almost half of Europeans purchased takeout from a restaurant, and over 70% of those did so via mobile device. Merchants need to enable mobile shopping and payment methods for this growing demand.

Europeans rely on phones not only for payments and ecommerce but also for financial services and management of their finances. Financial app usage is high across Europe, with nearly three-quarters (74%) of respondents reporting using a bank-provided app and half of the respondents using an ewallet app.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS



Purchased in Past 90 Days Mobile Phone Purchase Computer Online Purchase

⁴ Figure was calculated based on Rapyd's Data on Frequency of Purchase by Device

Top Insights From Our Research

DENMARK

- MobilePay is here to stay. 71% of Danes reported a recent online purchase with the Danish mobile payment application, and nearly 4 out of 10 (39%) of respondents said it was their most preferred payment method too.
- Mobile commerce is growing in popularity in Denmark with 68% of Danes reporting making mobile purchases on at least a monthly basis.

FRANCE

- Nearly one-quarter of French respondents used wire transfers to pay for a recent online purchase.
- Credit cards (58%) dominate as the most preferred choice to pay for purchases in-store.

GERMANY

- Only 5% of Germans chose credit cards as their top online payment method.
- More than 8 in 10 Germans reported using PayPal for a recent purchase and over one-half (54%) consider it their first-choice payment method.

ICELAND

- Nearly 8 in 10 (78%) of Icelanders used credit cards for a recent online purchase, and almost half (46%) consider it their first choice payment method.
- Over one-third of Icelanders have recently used a digital wallet for an online purchase, showing the payment method's increasing popularity in Iceland.

ITALY

- Most Italians use a debit card or cash for in-store purchases, while online they use and prefer PayPal.
- Nearly half of Italians (48%) reported buying beauty or health products online.

Top Insights From Our Research



NETHERLANDS

- Over 60% of respondents recently used iDEAL online, and 40% say it's their first-choice payment method.
- BNPL is big in the Netherlands: 29% of Dutch respondents say they recently purchased with Klarna, and 25% reported buying with Afterpay for recent online purchases.



SPAIN

- Over 81% of Spanish consumers purchased via mobile in the last month, making mobile-friendly commerce a must.
- Over two-thirds (67%) of Spaniards reported using PayPal for a recent online purchase.



SWEDEN

- Mobile payments for the win: When asked about payment methods they had used to shop online recently, over one-half reported using PayPal, and 40% reported using Swedish mobile payment Swish.
- 72% of Swedes recently bought food on mobile, while more than half purchased electronics and media via desktop.



UNITED KINGDOM

- Debit cards, not credit, rule the day in the UK: 75% of consumers recently used debit versus just 45% for credit cards.
- 29% of UK consumers used Apple Pay for a recent online purchase, the highest figure of all countries surveyed.



COUNTRY-SPECIFIC INSIGHTS ON HOW EUROPEAN CONSUMERS SHOP AND PAY



Denmark



The Danish market may be relatively small, but this country can spend big. The Danish are some of Europe's biggest spenders, with about \$3126 (€2916) annual online spend per person.⁵ While more online shopping is done on computer rather than mobile, mobile commerce is growing in popularity in Denmark. 68% of Danes report making mobile purchases at least monthly while 20% do so weekly.

Given local commerce preferences, businesses hoping to succeed in Denmark should ensure customers can pay via digital wallet and mobile app.

Weekly Purchases by Channel

Computer	27%
Mobile	20%



Internet Usage
99%¹



Owns a Mobile / Smartphone
83%²



Average Age
42 years³



GDP per Capita
\$61,063⁴



Banked Population
99.9%⁵



Percent Shopping Cross Border
71%⁶



Made or Received Digital Payments
99.4%⁷



Preferred Way to Shop Online
55%⁸ Computer
45%⁸ Mobile

Sources:

¹ Centre for Market Insights

² United Nations

³ European Commission

⁴ World Bank

⁵ World Bank

⁶ European eCommerce Market

⁷ World Bank

⁸ Rapyd Research

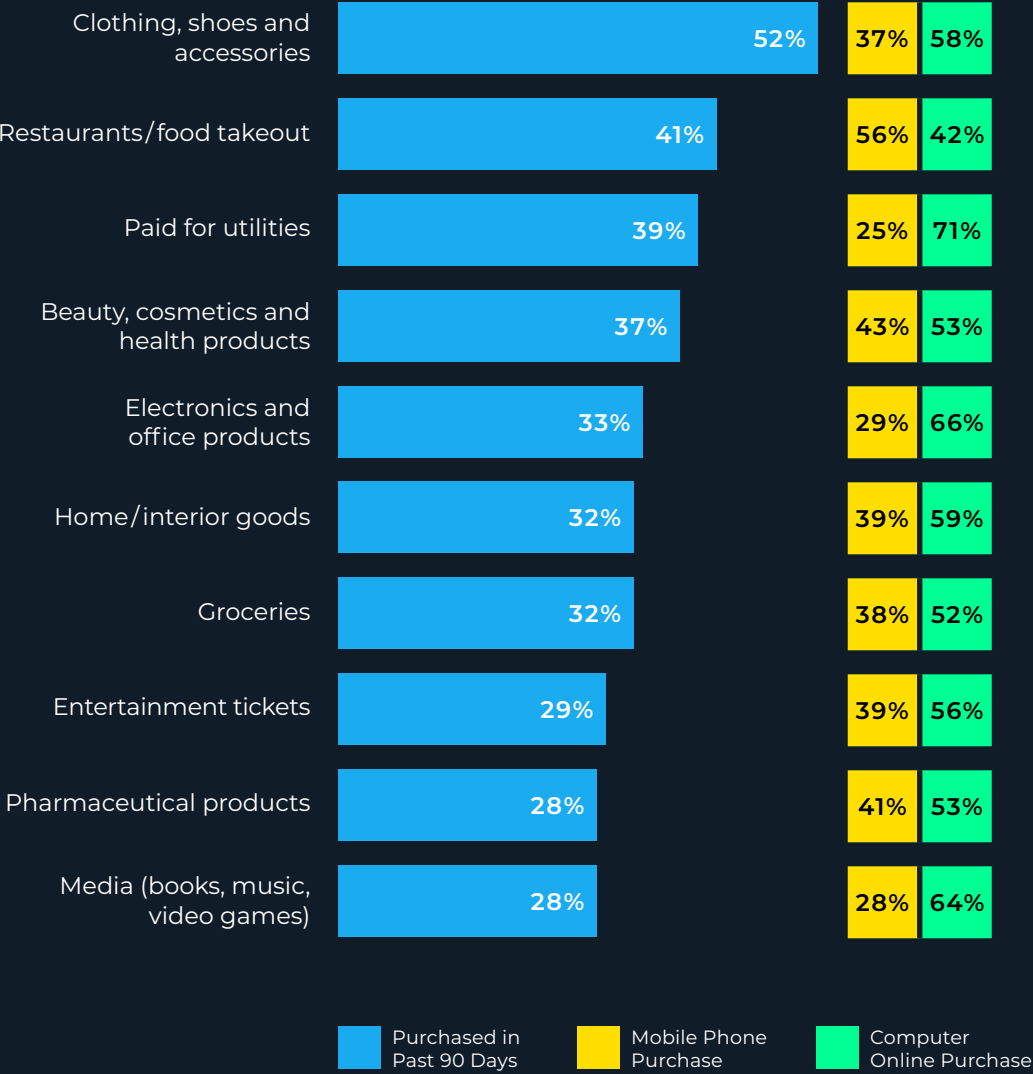
⁵ European eCommerce Market. PostNord. <https://www.postnord.com/siteassets/documents/media/publications/e-commerce-in-europe-2021.pdf>

Denmark

Popular eCommerce Products and Methods of Purchase

When it comes to online purchases, Danes bought fashion products (52%), restaurant takeout (41%), and even paid for utilities (39%). While Danes are increasingly turning to mobile, most online purchases are still made via computer. However, this is category-dependent, with the majority of utility payments (71%) and electronics and office products (66%) bought via computer, and restaurant takeout (56%) more likely to be purchased via mobile.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS



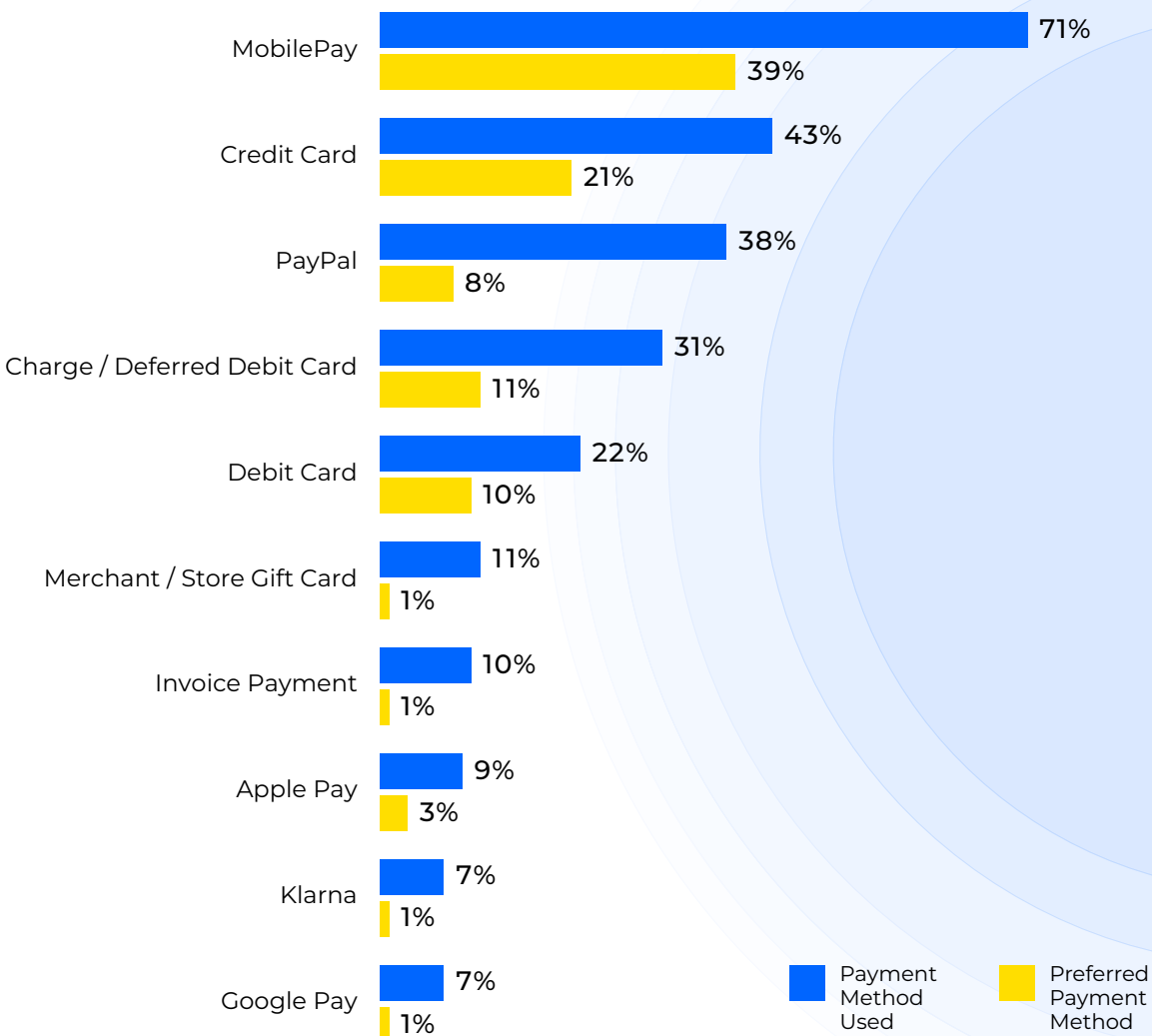
Denmark

Online Payment Methods and Preferences

MobilePay is the most widely used payment method reported by our research. 71% of Danish respondents surveyed reported using MobilePay for a recent online purchase, and 39% of respondents chose it as their most preferred online payment method. Many respondents also used credit cards (43%), PayPal (38%), and charge/deferred debit cards (31%) for recent online purchases.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH

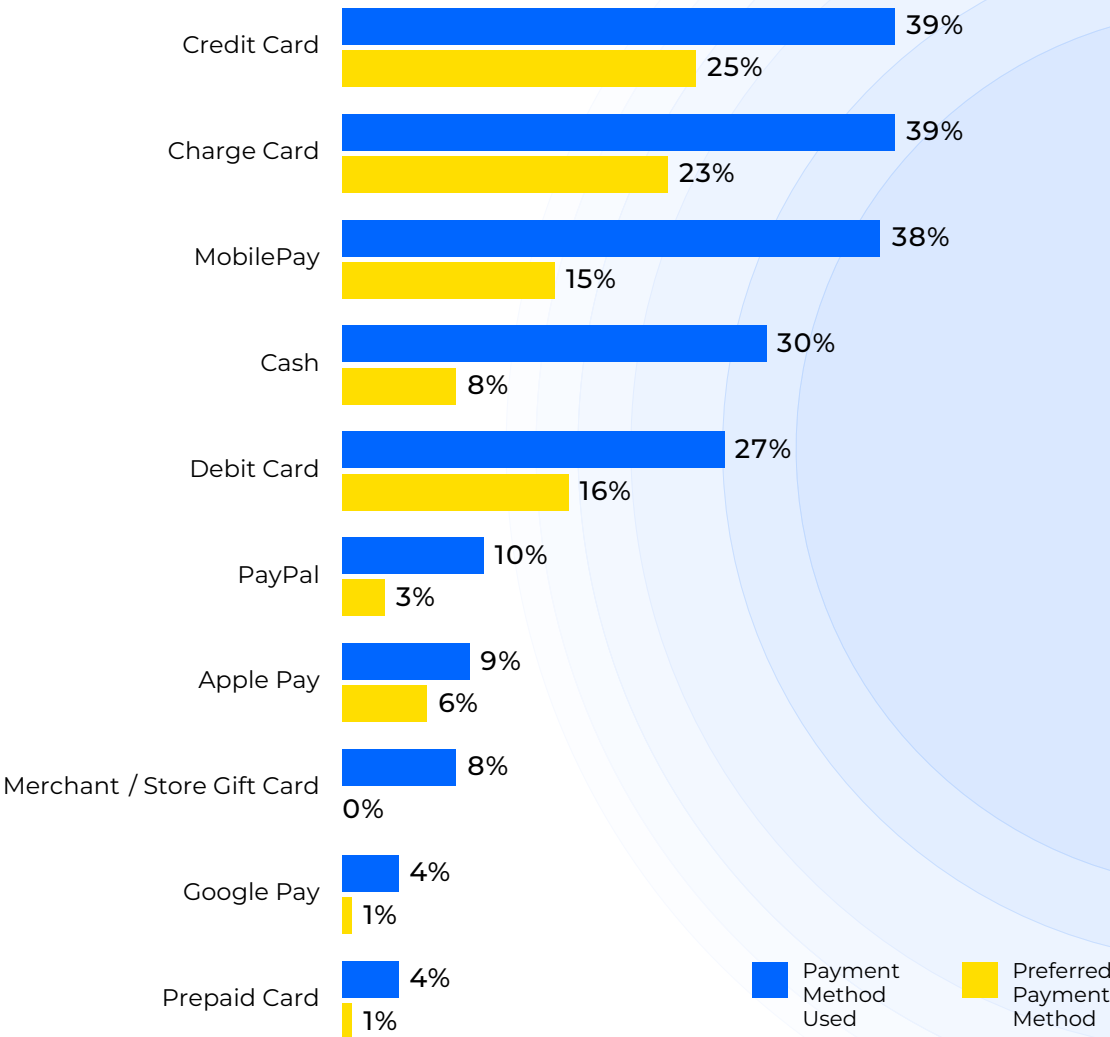


In-Person Payment
Methods and Preferences

While Danish consumers report credit cards (25%) and charge cards (23%) as their first-choice payment methods, their actual payment behavior shows the use of varied payment methods. Credit cards, charge cards, MobilePay, and cash are all commonly reported for use in-store, showing how consumers employ a variety of payment methods at the point of sale.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



France

France is the second-largest ecommerce market in Europe. The country's ecommerce market is worth over \$100 billion (€95 billion) and makes up a growing portion of GDP.⁶ As for which ecommerce channel consumers use, 26% shop via computer on a weekly basis while 23% shop via mobile.

Companies looking to France will need to keep pricing competitive, delivery convenient and offer alternative pick-up methods and ewallet options. More so than elsewhere in Europe, France still prefers some traditional commerce and payment options.

Weekly Purchases by Channel

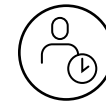
Computer	26%
Mobile	23%



Internet Usage
94%¹



Owns a Mobile / Smartphone
79%²



Average Age
42 years³



GDP per Capita
\$39,030⁴



Banked Population
94%⁵



Percent Shopping Cross Border
62%⁶



Made or Received Digital Payments
92.2%⁷



Preferred Way to Shop Online
52%⁸ Computer
48%⁸ Mobile

Sources:

¹ Centre for Market Insights

² United Nations

³ United Nations

⁴ World Bank

⁵ World Bank

⁶ European eCommerce Market

⁷ World Bank

⁸ Rapyd Research

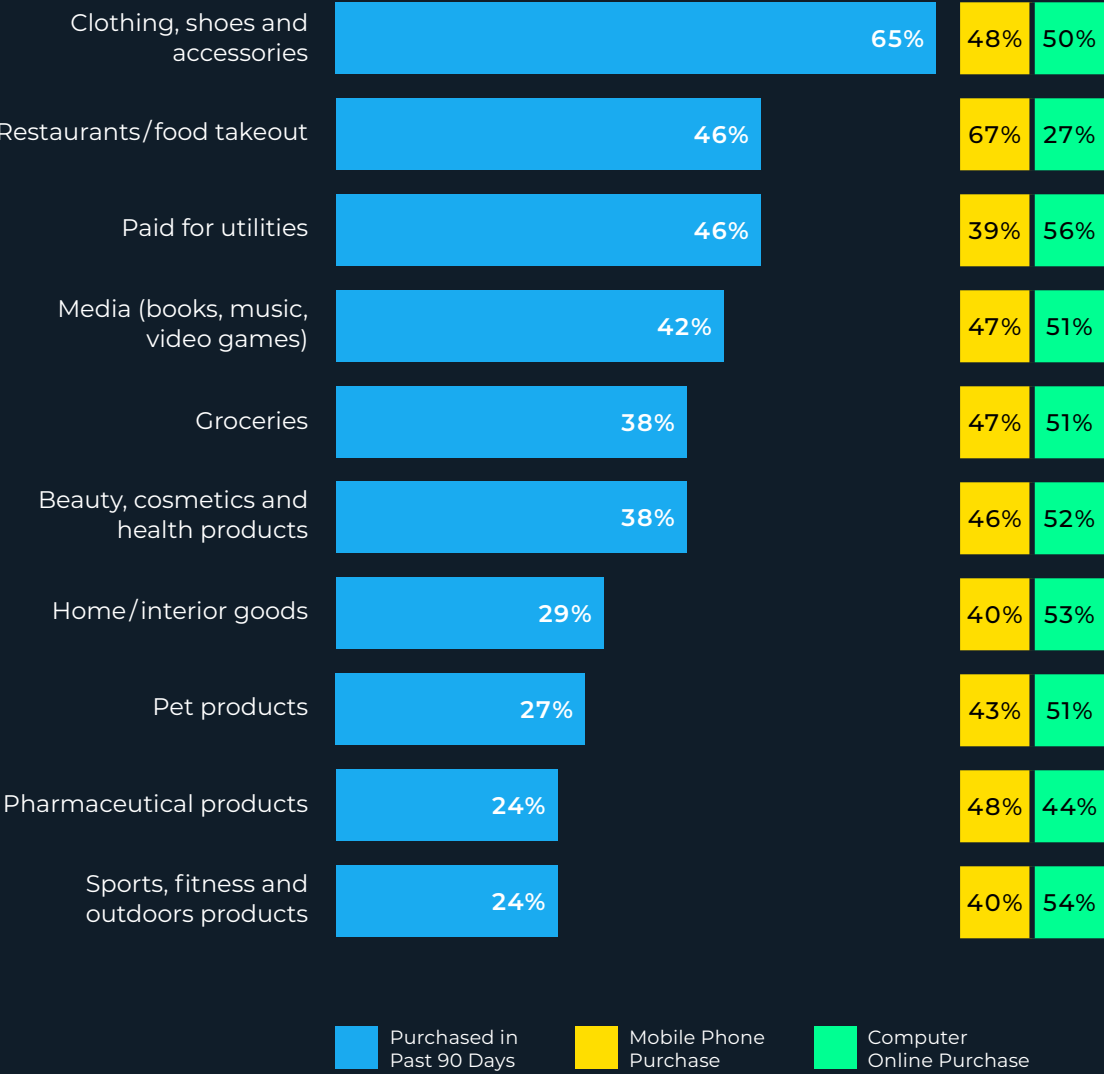
⁶ JP Morgan. E-commerce Payments Trends Report: France <https://www.jpmorgan.com/merchant-services/insights/reports/france-2020>

France

Popular eCommerce Products and Methods of Purchase

In France, people largely purchase personal items via mobile. Nearly 7 in 10 consumers purchasing food and restaurant take-out did so via a mobile device in the past three months, whereas less frequently purchased items like utility payments, sporting goods and home goods were more frequently bought via desktop.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS



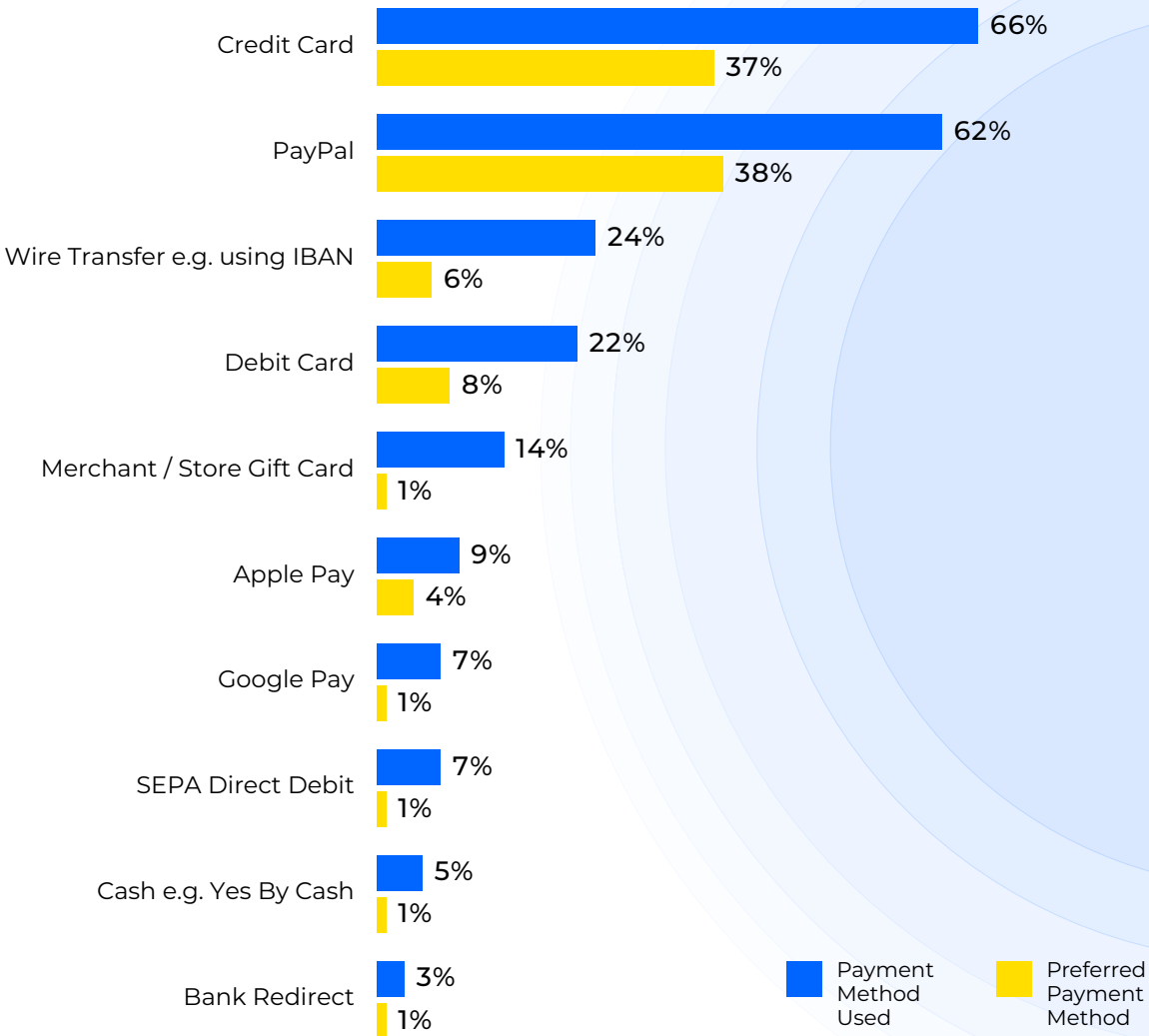
France

Online Payment Methods and Preferences

Credit cards are the payment method that the largest share (66%) of French consumers utilize to make purchases online, followed closely by PayPal (62%). Roughly a quarter of respondents reported using debit cards and bank transfers to buy online.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH



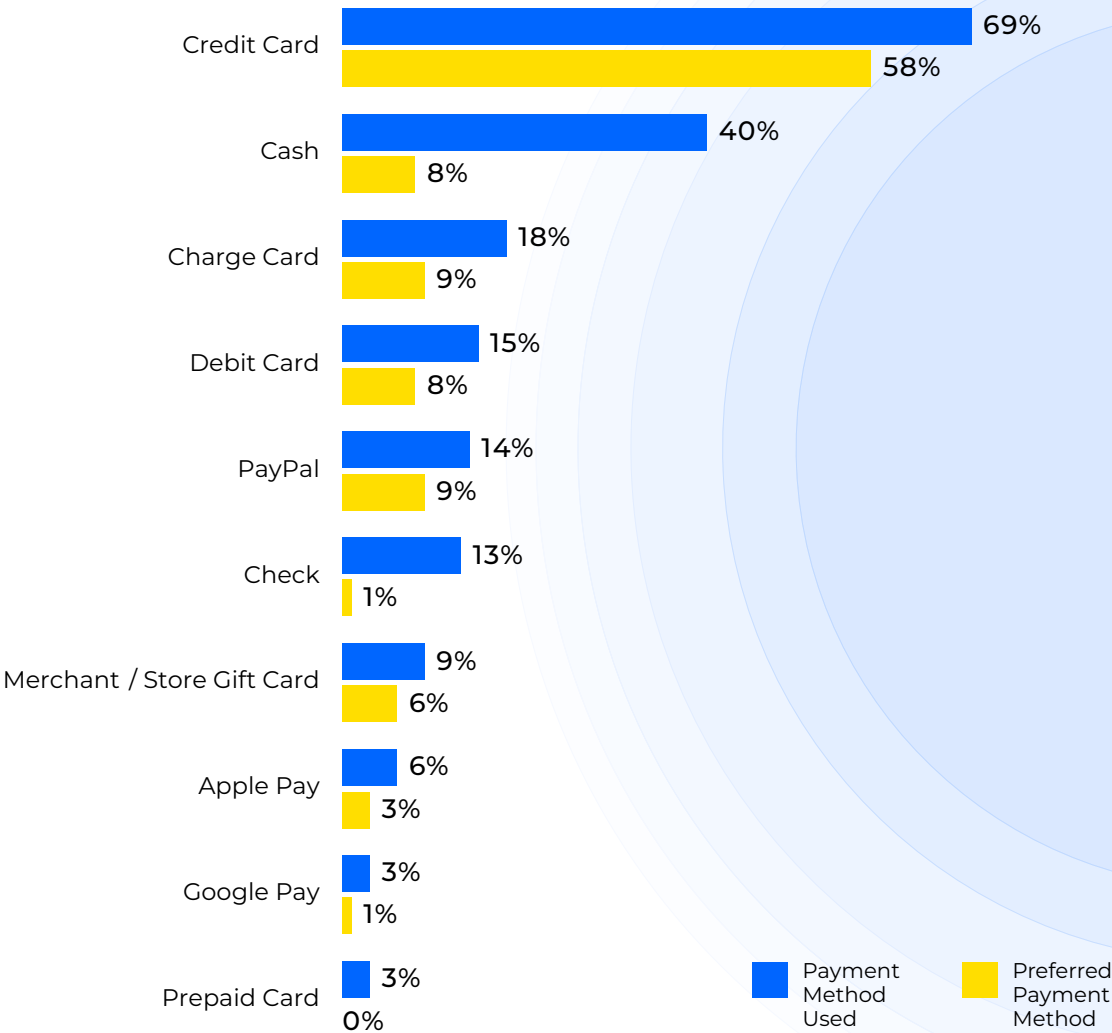
France

In-Person Payment Methods and Preferences

When French respondents were asked which payment method they most prefer to use to shop in-person, nearly 6 in 10 (58%) chose a credit card as their top payment method for in-store purchases. While 40% of respondents paid in cash in-store in the past month, only 8% actually preferred to use cash as their first choice, indicating a declining preference to use cash for in-store payments.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



Germany

Germany is a major center for ecommerce — and the third-largest economy in Europe. German shoppers keep pace with the rest of Europe, with a spend of \$2238 (€2088) per year.⁷ When it comes to ecommerce channels, 32% of Germans shop via computer on a weekly basis while 31% shop via mobile. Compared to their European counterparts they spend less time online overall and retain a cautious view on debt.

This was mirrored in our findings, showing that less than 1 in 3 Germans used credit cards for recent online purchases, and only 5% chose credit cards as their top online payment method.

Weekly Purchases by Channel

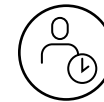
Computer	32%
Mobile	31%



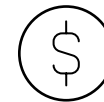
Internet Usage
96%¹



Owns a Mobile / Smartphone
81%²



Average Age
47 years³



GDP per Capita
\$46,208⁴



Banked Population
99.1%⁵



Percent Shopping Cross Border
68%⁶



Made or Received Digital Payments
97.8%⁷



Preferred Way to Shop Online
49%⁸ Computer
51%⁸ Mobile

Sources:

¹ Centre for Market Insights

² PYMNTS

³ JP Morgan Germany

⁴ World Bank

⁵ World Bank

⁶ European eCommerce Market

⁷ World Bank

⁸ Rapyd Research

⁷ European eCommerce Market. PostNord. 2021 <https://www.postnord.com/siteassets/documents/media/publications/e-commerce-in-europe-2021.pdf>

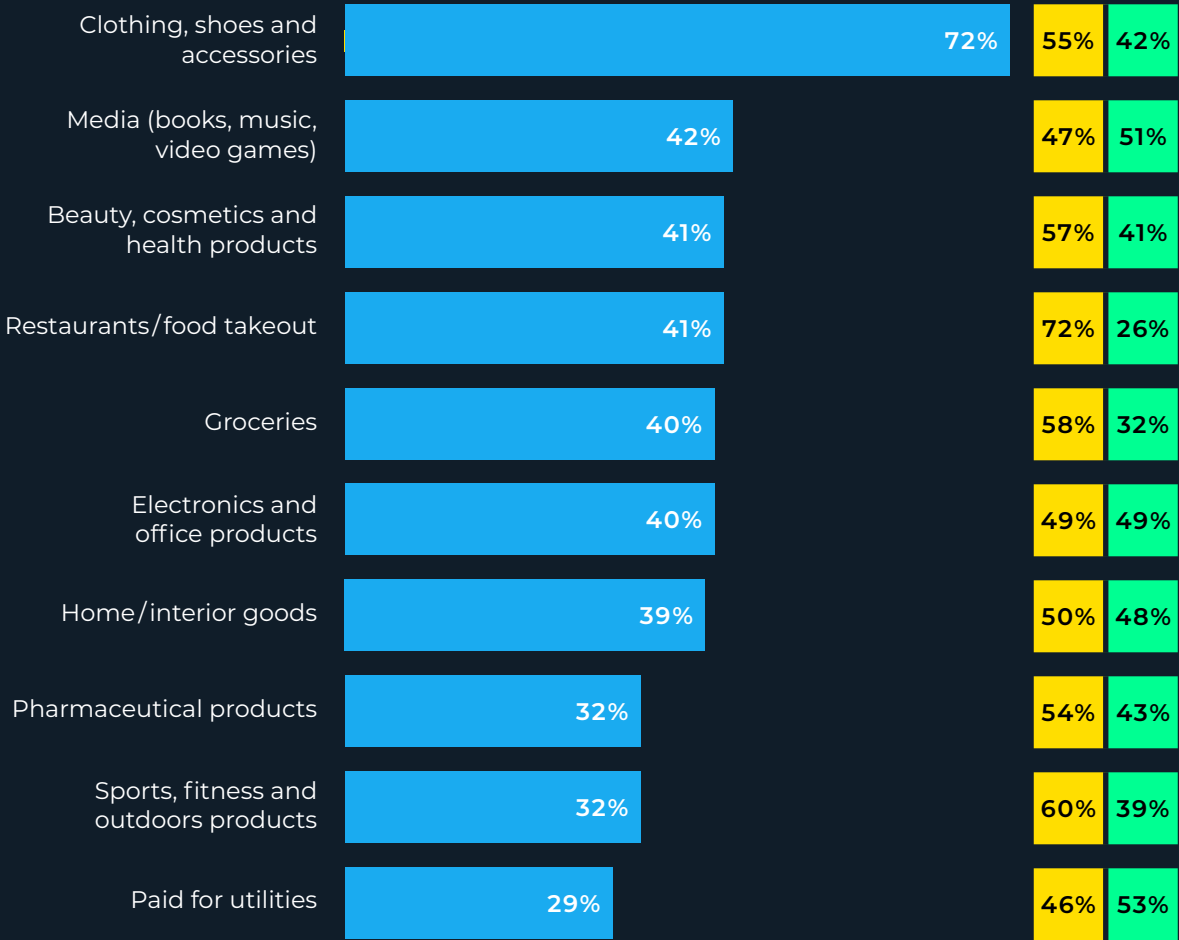
Germany

Popular eCommerce Products and Methods of Purchase

72% of Germans we surveyed reported recently making fashion purchases online. Consumers purchased less restaurant take-out and groceries online compared to some of the other European markets surveyed.

Our survey revealed that almost 9 out of 10 (89%) Germans made a mobile purchase at least once a month, making mobile-friendly commerce a must for Germany. 72% of respondents report recently making restaurant/takeout purchases on a mobile device, and fashion and beauty were also shopped more on mobile recently.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS



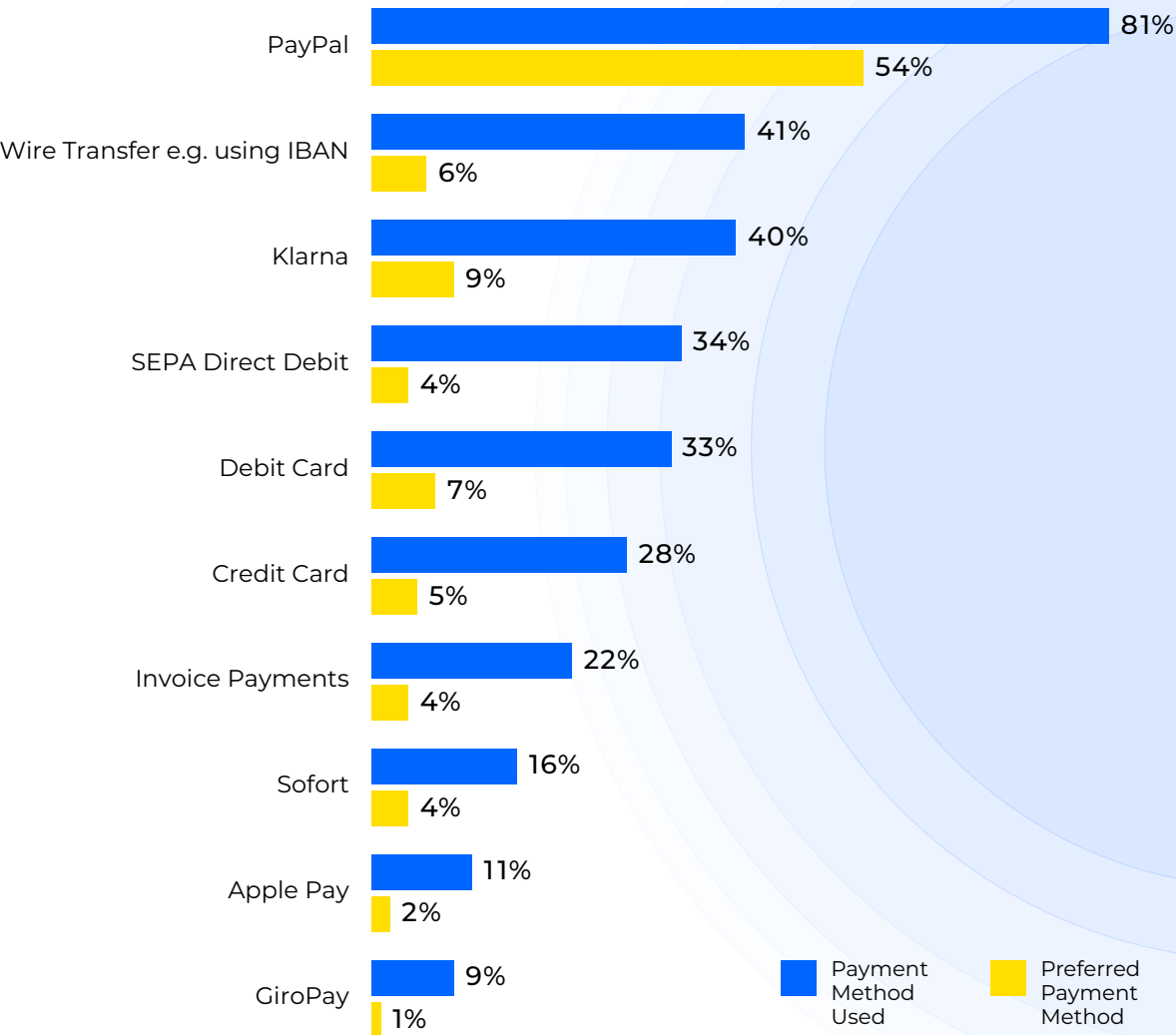
Purchased in Past 90 Days Mobile Phone Purchase Computer Online Purchase

Online Payment
Methods and Preferences

Over 80% of survey respondents recently made a purchase with PayPal. Not only did an overwhelming majority of those polled recently buy with PayPal, but it was also the number one preferred payment method for over half (54%) of survey respondents. Wire Transfer (41%) is another popular way.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH



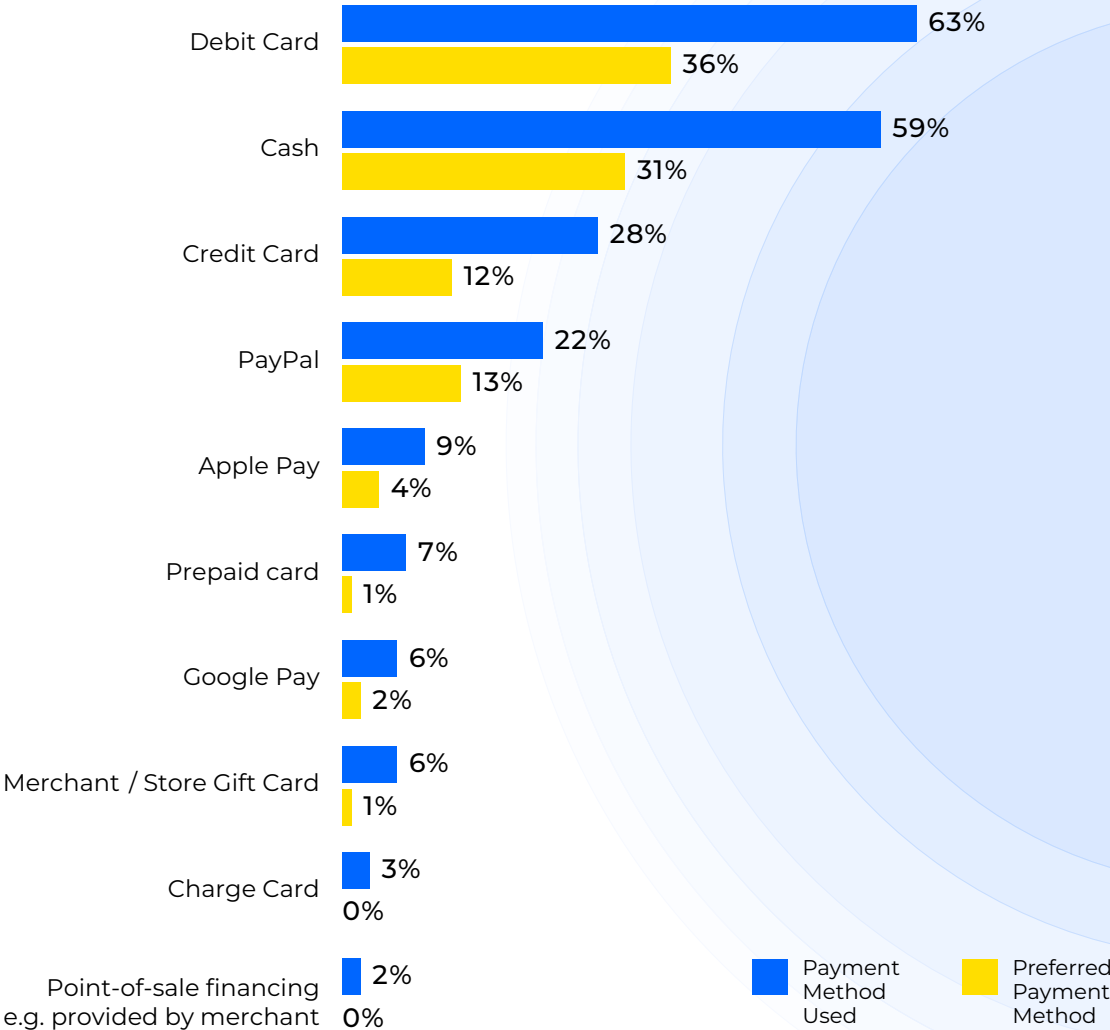
Germany

In-Person Payment Methods and Preferences

Nearly two-thirds of Germans report making in-store purchases via debit card (63%), though cash closely follows at 59%. Consumers not only use these payment methods most often, but they also prefer them over ewallets or credit cards, underscoring how Germans are credit averse and prefer more traditional methods for in-store purchases.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



Iceland



With just 344,000 residents, Iceland is a small but influential single market area.⁸ Tourism is one of Iceland's biggest industries, and it's no surprise given the natural wonders of the small island nation. Alongside the tourism industry is a flourishing ecommerce industry, where a large percent of Icelandic consumers (83%) shop online.⁹ When it comes to ecommerce, 20% of Icelanders shop via computer on a weekly basis while 17% shop via mobile.

Icelanders rarely use cash unless needed and have been historically eager to pick up on technological advancements in payments. Digital wallets are gaining traction as one of Iceland's most popular online payment methods, especially since Icelanders are keen to buy via mobile.

Weekly Purchases by Channel

Computer	20%
Mobile	17%



Internet Usage
99%¹



Owns a Mobile / Smartphone
87%²



Average Age
37 years³



GDP per Capita
\$59,270⁴



Banked Population
n/a



Percent Shopping Cross Border
67%⁵



Made or Received Digital Payments
n/a



Preferred Way to Shop Online
65%⁶ Computer
35%⁶ Mobile

Sources:

¹ Centre for Market Insights

² Market and Media Research

³ European Commission

⁴ World Bank

⁵ Centre for Market Insights

⁶ Rapyd Research

⁸ Worldometers Iceland Population (2022). <https://www.worldometers.info/world-population/iceland-population/>

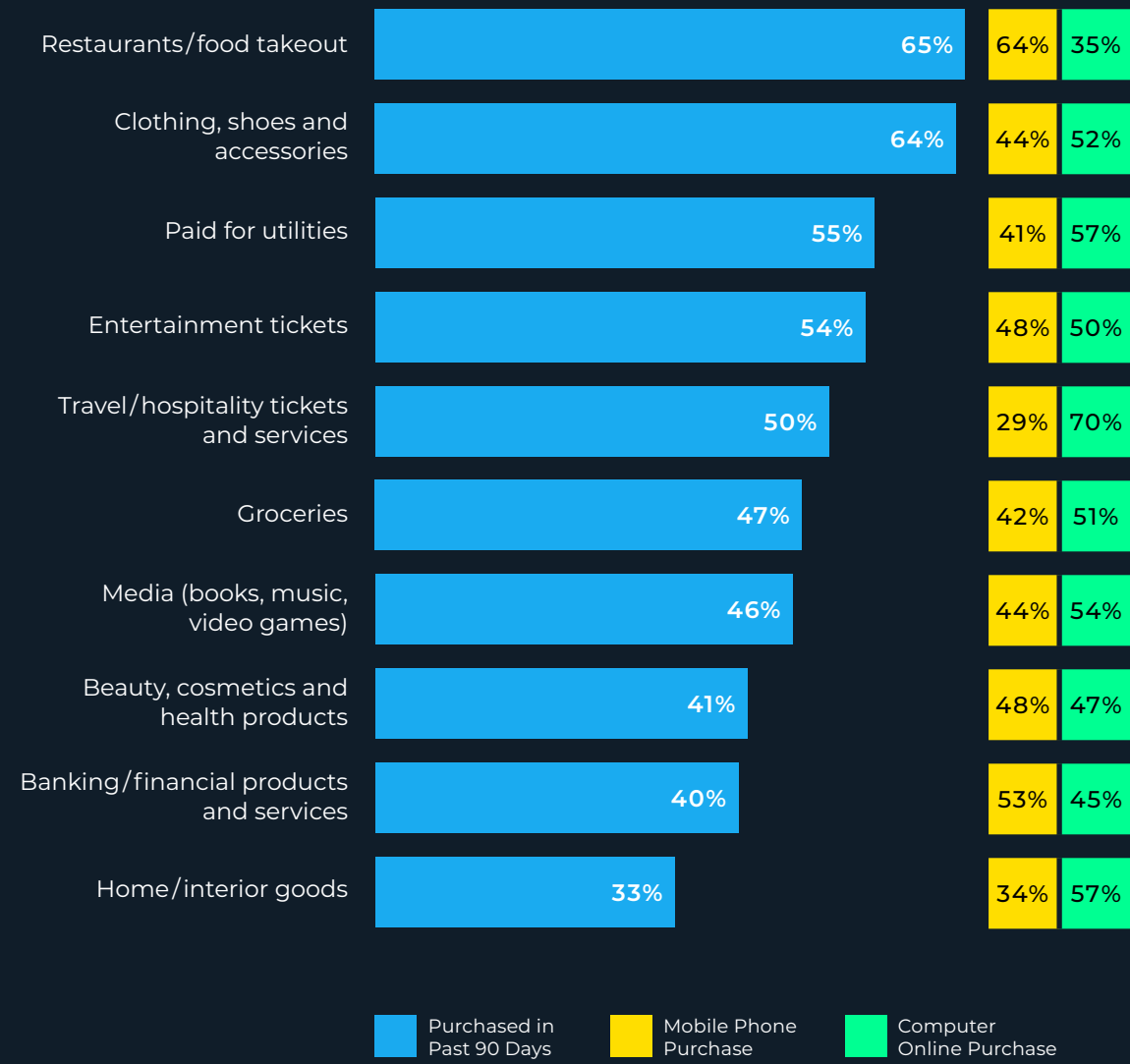
⁹ The European Digital Commerce Association. Ecommerce Europe: <https://eCommerce-europe.eu/wp-content/uploads/2021/09/2021-European-E-commerce-Report-LIGHT-VERSION.pdf>

Iceland

Popular eCommerce Products and Methods of Purchase

Icelanders are purchasing a wide variety of products and services online. 65% of respondents report making recent restaurant and takeout purchases online, followed closely by fashion products at 64%. Over half of Icelanders recently paid for utilities, entertainment, and travel online, a larger proportion of payments than in other European countries.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS

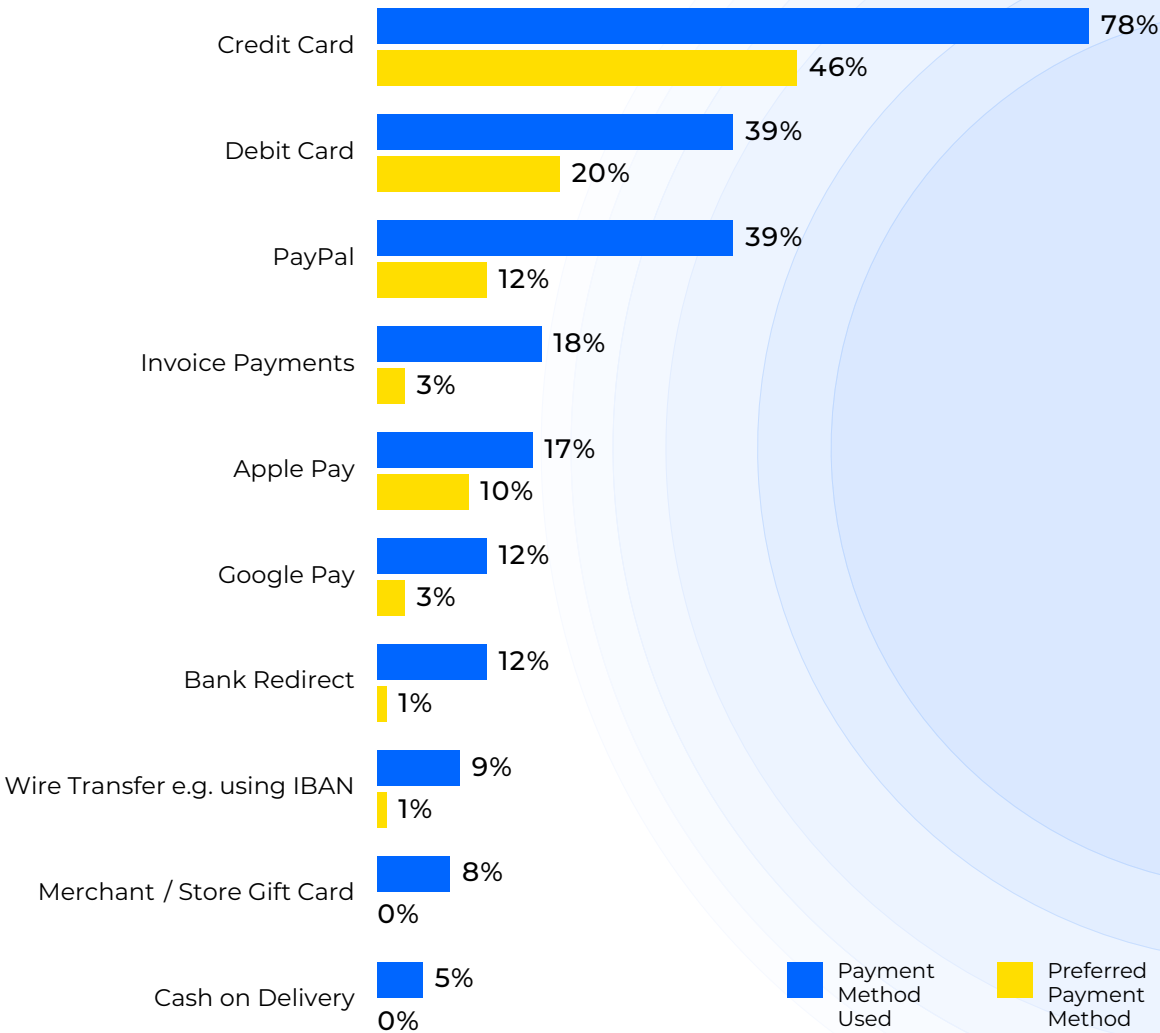


Online Payment
Methods and Preferences

Credit cards still rule the day for online purchases with 78% of Icelanders using them in recent transactions. eWallets and debit cards are also popular ways to pay online. PayPal is used nearly as widely as debit cards, with 39% of Icelanders reporting either of these in the past month. Apple Pay and Google Pay also make a strong appearance in our survey, with 17% and 12% of respondents using them recently.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH

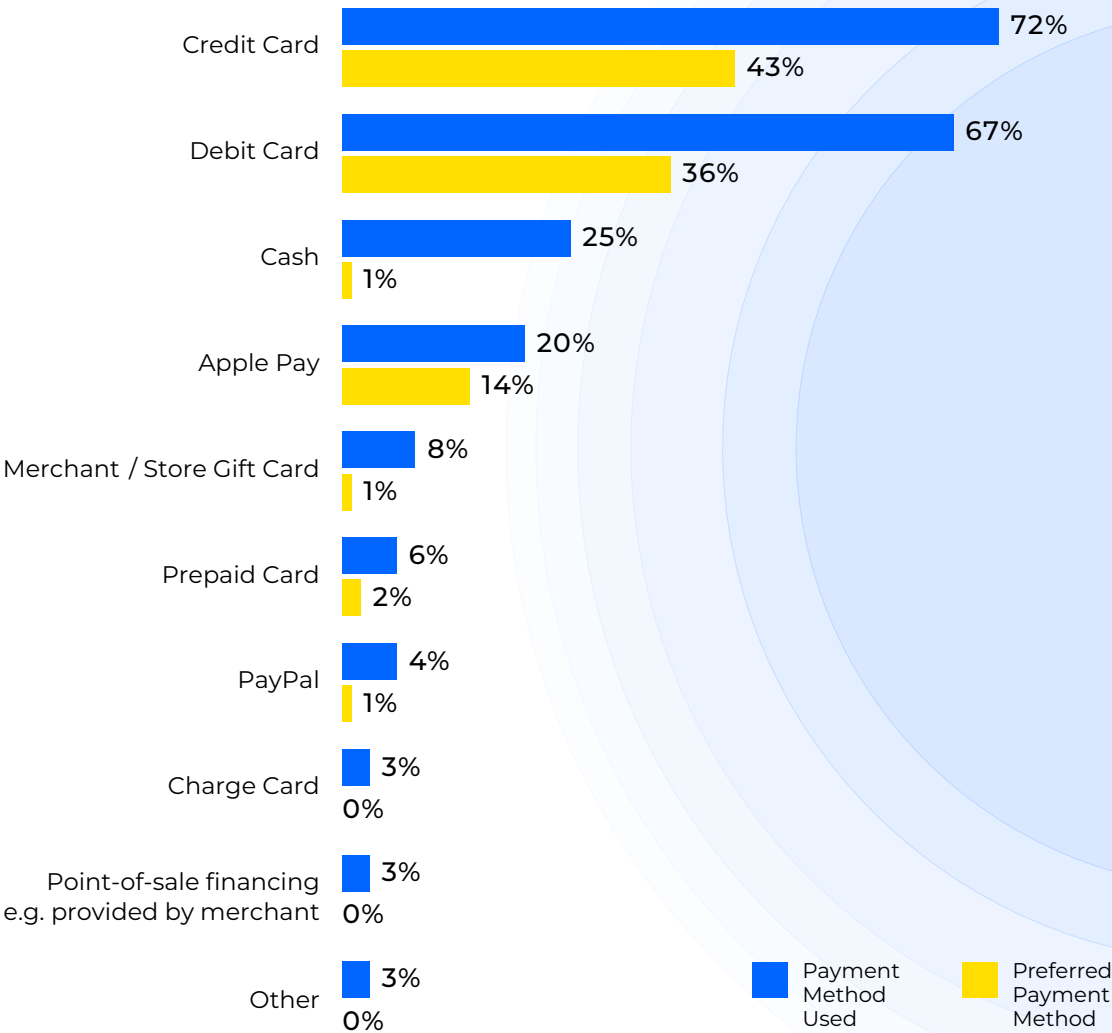


In-Person Payment Methods and Preferences

Most of the country operates essentially cash-free.¹⁰ So when it comes to payment preferences in-store, cash use is minimal in Iceland, while cards dominate. In Iceland most people use credit (72%) or debit cards (67%) for in-store purchases. Cash is on the decline in the country. Similarly, while 1 in 4 Icelanders used cash for a recent purchase, less than 1% chose it as their first choice of payment method.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



Italy



With global shopping and ecommerce expected to grow at a compound annual growth rate of 17%, Italy is a market not to be overlooked.¹¹ Italians are open to buying from abroad, with two-thirds (66%) buying online from international merchants.¹² As for ecommerce channels, 35% of Italians shop via computer on a weekly basis while 36% buy via mobile.

That said, online sellers will face some challenges in Italy. The country suffers from higher unemployment, slower economic growth, and lower internet use. During the pandemic Italians turned to ecommerce, and the number of Italian consumers buying online grew by more than 2 million to reach 27 million.¹³ Today many of these purchasing habits have remained for both online and offline transactions.

Weekly Purchases by Channel

Computer	35%
Mobile	36%



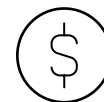
Internet Usage
83%¹



Owns a Mobile /
Smartphone
92%²



Average Age
48 years³



GDP per Capita
\$31,714⁴



Banked Population
93.8%⁵



Percent Shopping
Cross Border
66%⁶



Made or Received
Digital Payments
89.7%⁷



Preferred Way to
Shop Online
50%⁸ Computer
50%⁸ Mobile

Sources:

¹ Centre for Market Insights

² United Nations

³ European Commission

⁴ World Bank

⁵ World Bank

⁶ European eCommerce Market

⁷ World Bank

⁸ Rapyd Research

¹¹ eCommerce Revenue in Italy. Statista. <https://www.statista.com/outlook/dmo/eCommerce/italy#revenue>

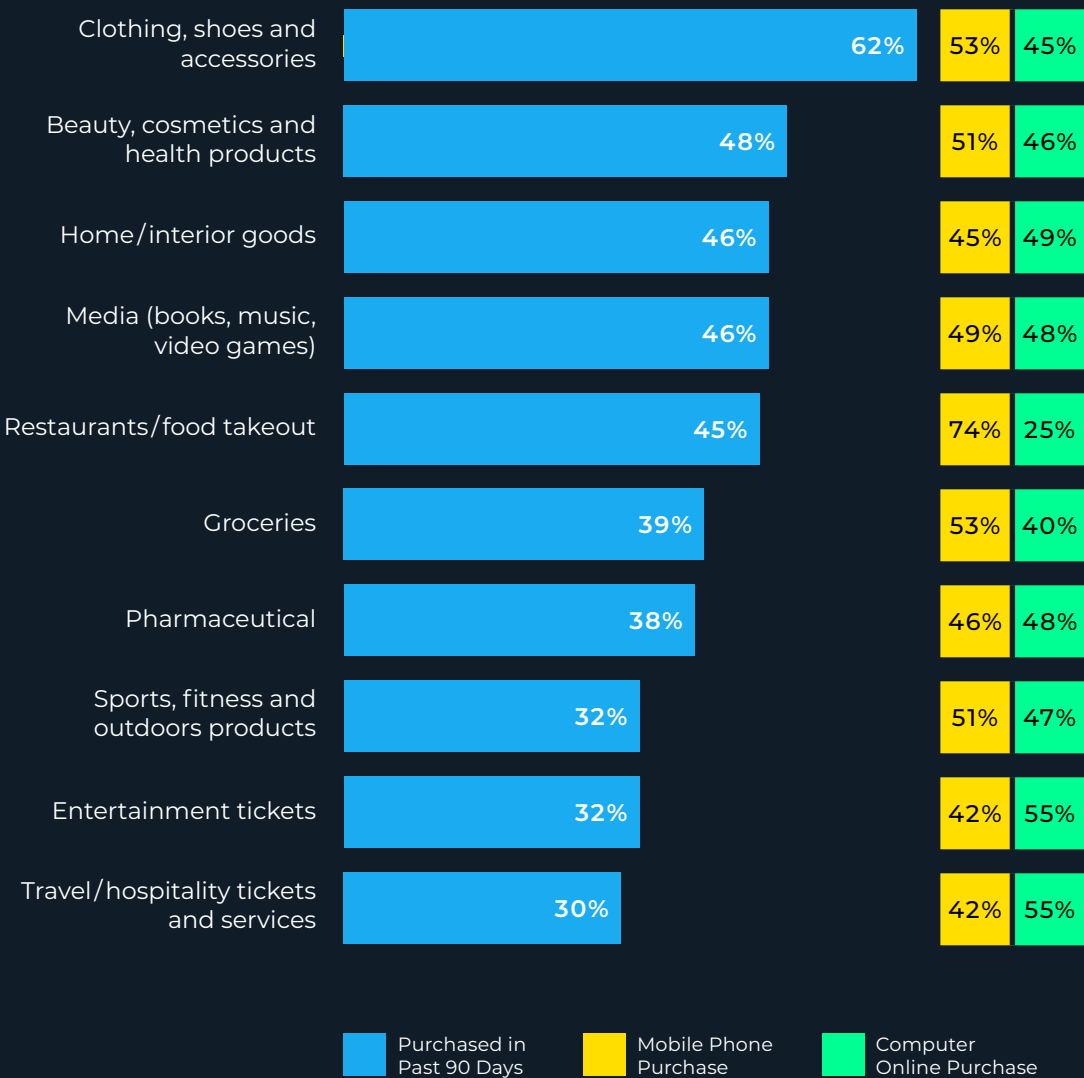
¹² European eCommerce Market. PostNord. 2021. <https://www.postnord.com/siteassets/documents/media/publications/e-commerce-in-europe-2021.pdf>

¹³ Centre for Market Insights. Europe eCommerce Report 2021. <https://ecommerce-europe.eu/wp-content/uploads/2021/09/2021-European-E-commerce-Report-LIGHT-VERSION.pdf>

Popular eCommerce Products and Methods of Purchase

Clothing and accessories are the most popular online purchases, with 62% of respondents reporting recent online purchases. Other popular categories shopped for online are beauty products (48%), home goods and media (46%). Mobile is quickly growing as a commerce channel, with 83% of Italians making at least one mobile purchase in the past month. Higher ticket items such as event tickets and travel products are still mostly purchased via desktop. More frequently purchased items such as restaurant takeout (74%) and fashion products (53%) were bought via mobile.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS

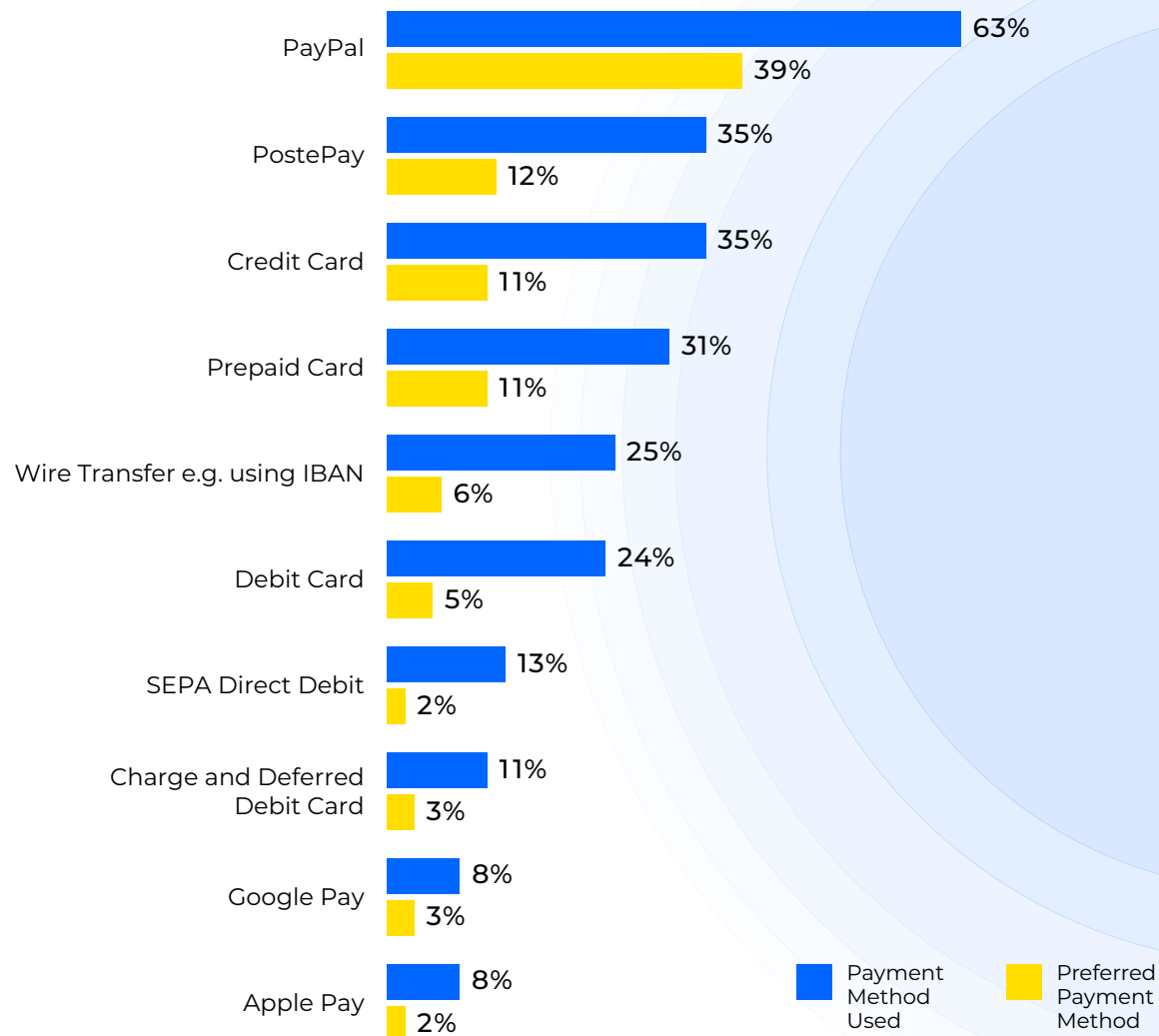


Online Payment Methods and Preferences

PayPal is a popular payment method among Italians; 63% of those surveyed have used PayPal to purchase in the past month. 39% prefer to use PayPal online over all other methods, making it the number one preferred method in our survey. When asked for their first choice method for online purchases, Italians also chose PostePay (12%), credit cards (11%) and other prepaid cards (11%).



ONLINE PAYMENT METHODS USED IN THE PAST MONTH

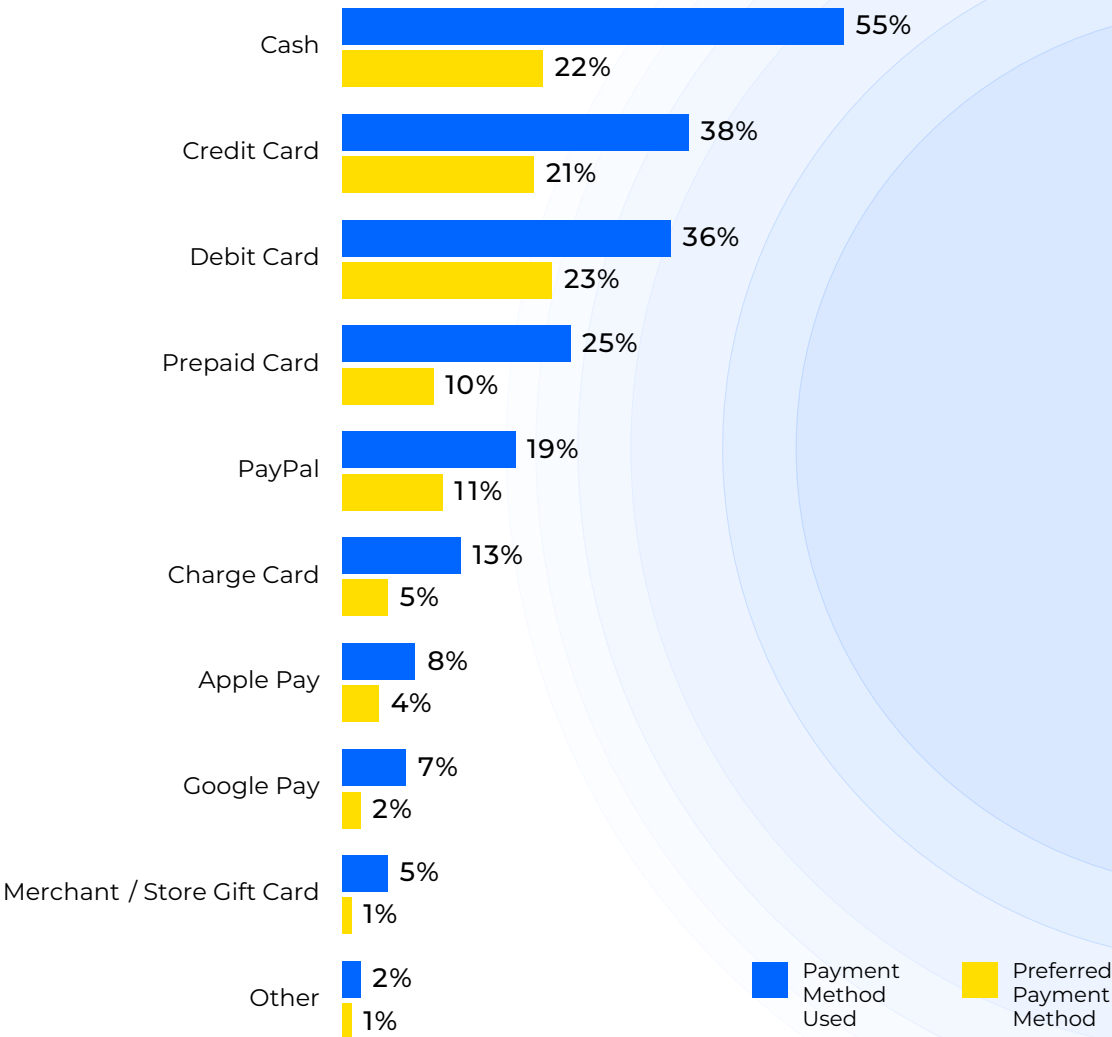


**In-Person Payment
Methods and Preferences**

When it comes to in-store purchases, over half (55%) of Italians still use cash, followed by credit cards (38%), debit cards (36%), and prepaid cards (25%). Italian’s most preferred way to pay in-store was either with a debit card (23%) or cash (22%), indicating a preference for more traditional payment types for brick and mortar stores.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



The Netherlands

The Dutch enjoy low unemployment and stable finances, but the market competition is stiff. Over half (54%) of consumers have shopped cross-border, and the value of ecommerce in the Netherlands is estimated at over \$28 billion (€25 billion).¹⁴ When it comes to ecommerce channels, 31% of the Dutch shop via computer or tablet on a weekly basis while 28% buy via mobile. To succeed, international merchants will need to specifically target local tastes, national holidays, and provide Dutch-language product descriptions.

The Netherlands is notable for the relative absence of credit cards and the popularity of bank transfers as the culture does not embrace debt. The Dutch bank transfer iDEAL is the most popular payment method — and is one of many payment forms that merchants eyeing the Netherlands should offer.

Weekly Purchases by Channel

Computer	31%
Mobile	28%



Internet Usage
95%¹



Owns a Mobile / Smartphone
84%²



Average Age
42 years³



GDP per Capita
\$52,397⁴



Banked Population
99.6%⁵



Percent Shopping Cross Border
66%⁶



Made or Received Digital Payments
97.7%⁷



Preferred Way to Shop Online
55%⁸ Computer
45%⁸ Mobile

Sources:

¹ Centre for Market Insights

² United Nations

³ European Commission

⁴ World Bank

⁵ World Bank

⁶ European eCommerce Market

⁷ World Bank

⁸ Rapyd Research

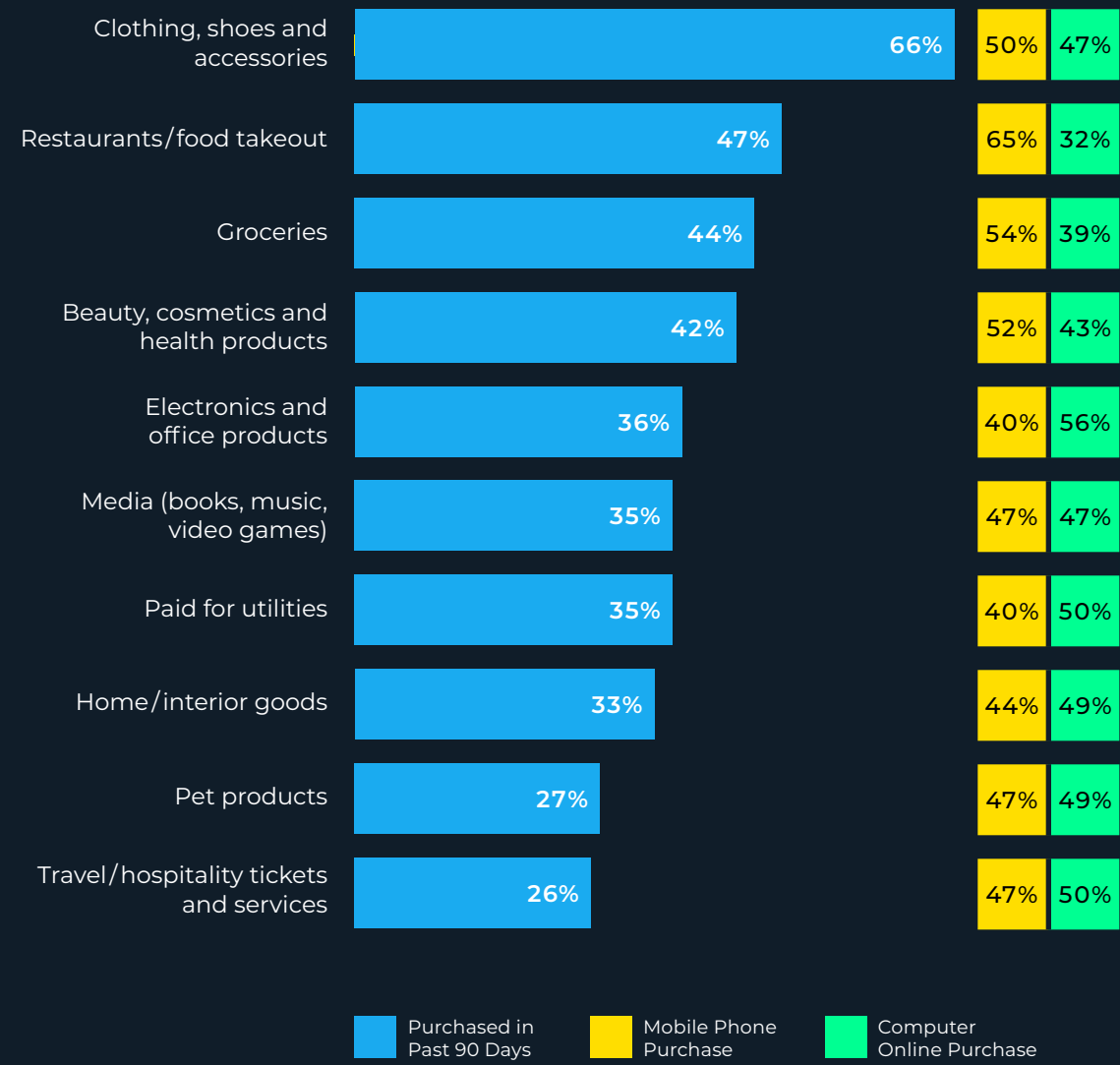
¹⁴ JP Morgan. E-commerce Payments Trends Report: Netherlands. <https://www.jpmorgan.com/merchant-services/insights/reports/netherlands-2020>

The Netherlands

Popular eCommerce Products and Methods of Purchase

Two-thirds of respondents recently purchased clothing and accessories online, followed by almost half (47%) who bought food from restaurants and groceries (44%). A majority of Dutch consumers still shop via computer for larger-ticket items, such as electronics/office supplies or travel products, but turn to mobile for restaurant takeout (65%) and beauty/health products (52%).

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS



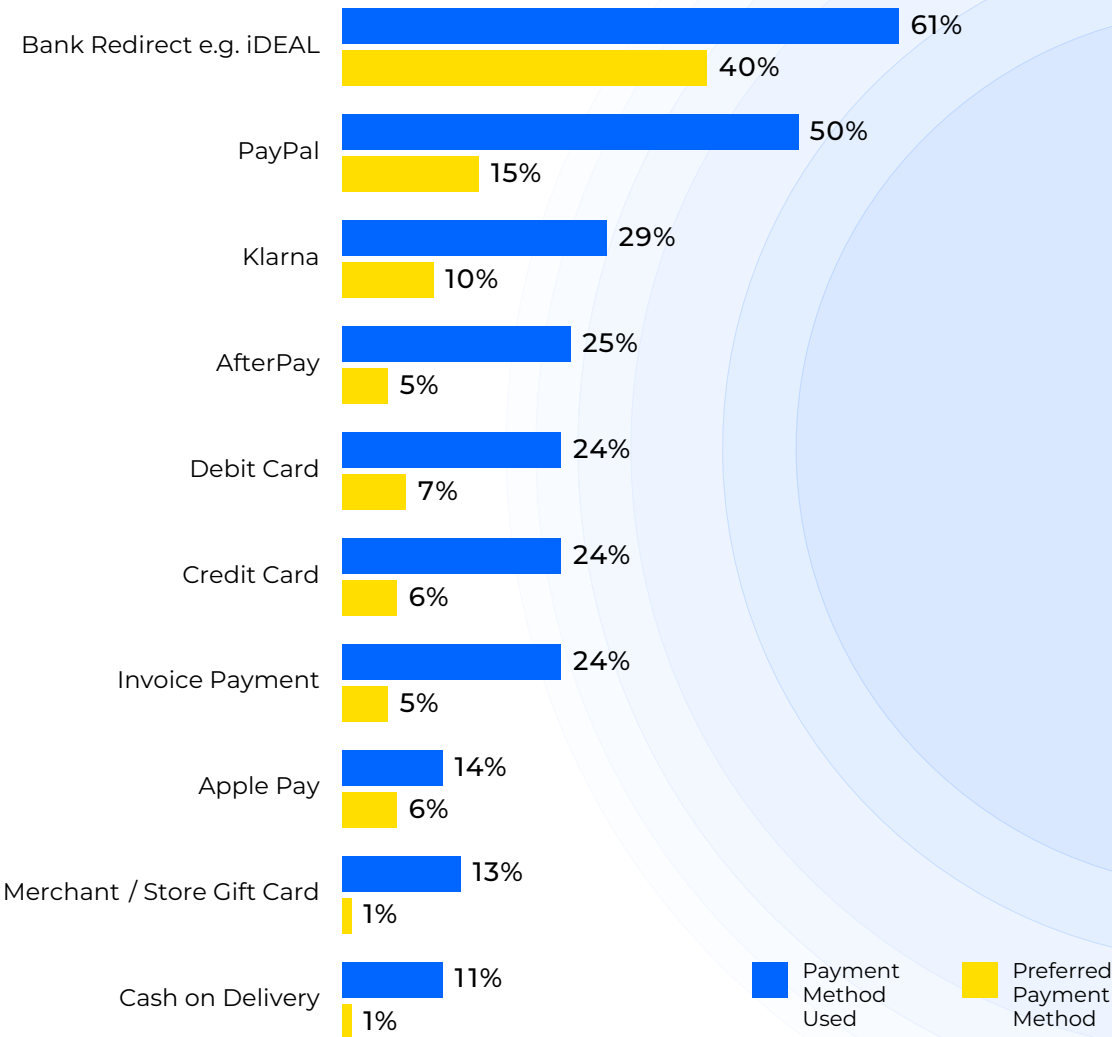
The Netherlands

Online Payment Methods and Preferences

Offering bank redirects (such as iDEAL) is important in the Netherlands. Over 60% of Dutch respondents recently used this for online shopping, and 40% prefer it as their top payment method online, followed by PayPal (15%), and Klarna (10%). Developed and launched by Dutch banks in 2005, the iDEAL online bank transfer payment system is popular in the Netherlands.¹⁵ It's notable that while the Netherlands doesn't commonly use credit, nearly 3 out of 10 consumers used Klarna for a recent purchase.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH



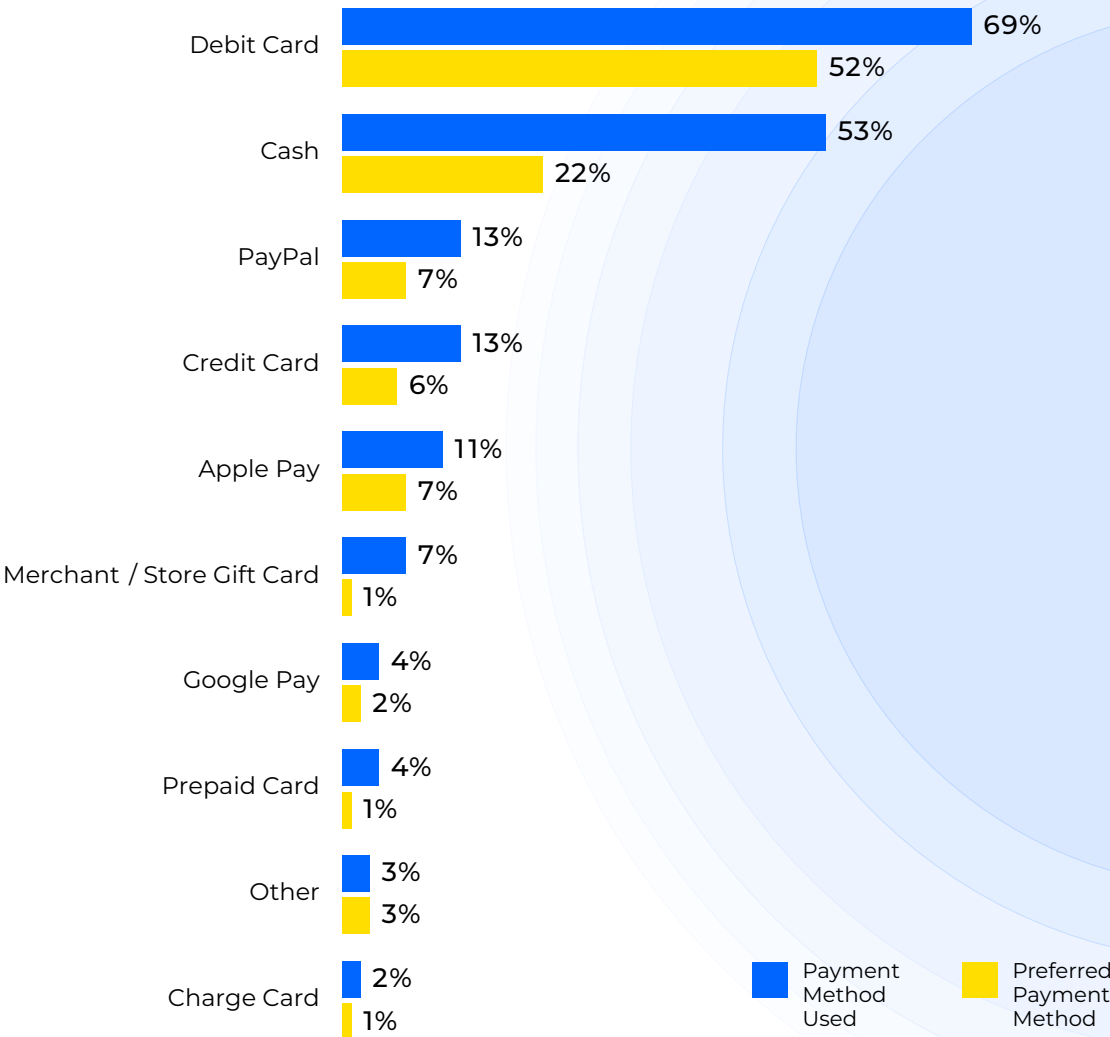
The Netherlands

In-Person Payment Methods and Preferences

With a strong preference for being debtless, the Dutch used either debit cards (69%) or cash (53%) for recent in-store purchases. Most Dutch consumers (52%) surveyed prefer debit cards over all other methods at brick-and-mortar stores. While cash is still popular as a first-choice payment method for 22% of Dutch consumers, they also use credit cards and digital wallets for additional payment method flexibility.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



Spain



The Spanish ecommerce market is finally bouncing back, with an energetic CAGR of 14.2% expected from 2022-2025.¹⁶ After years of sluggish growth from high unemployment and economic downturns, Spanish commerce is coming into its own. Spaniards will look abroad when shopping, with 61% having made cross-border purchases. This has led to an international commerce market valued at over \$44 billion (€42 billion).¹⁷

Our data revealed that 82% of surveyed consumers make a mobile purchase at least monthly and 33% do so weekly, making mobile-friendly commerce a must in Spain. PayPal is very popular in Spain, with over two-thirds (67%) of Spanish consumers reporting using it for a recent online purchase.

Weekly Purchases by Channel

Computer	33%
Mobile	33%



Internet Usage
94%¹



Owns a Mobile / Smartphone
87%²



Average Age
45 years³



GDP per Capita
\$27,063⁴



Banked Population
93.8%⁵



Percent Shopping Cross Border
71%⁶



Made or Received Digital Payments
90.5%⁷



Preferred Way to Shop Online
45%⁸ Computer
55%⁸ Mobile

Sources:

¹ Centre for Market Insights

² PYMNTS

³ European Commission

⁴ World Bank

⁵ World Bank

⁶ European eCommerce Market

⁷ World Bank

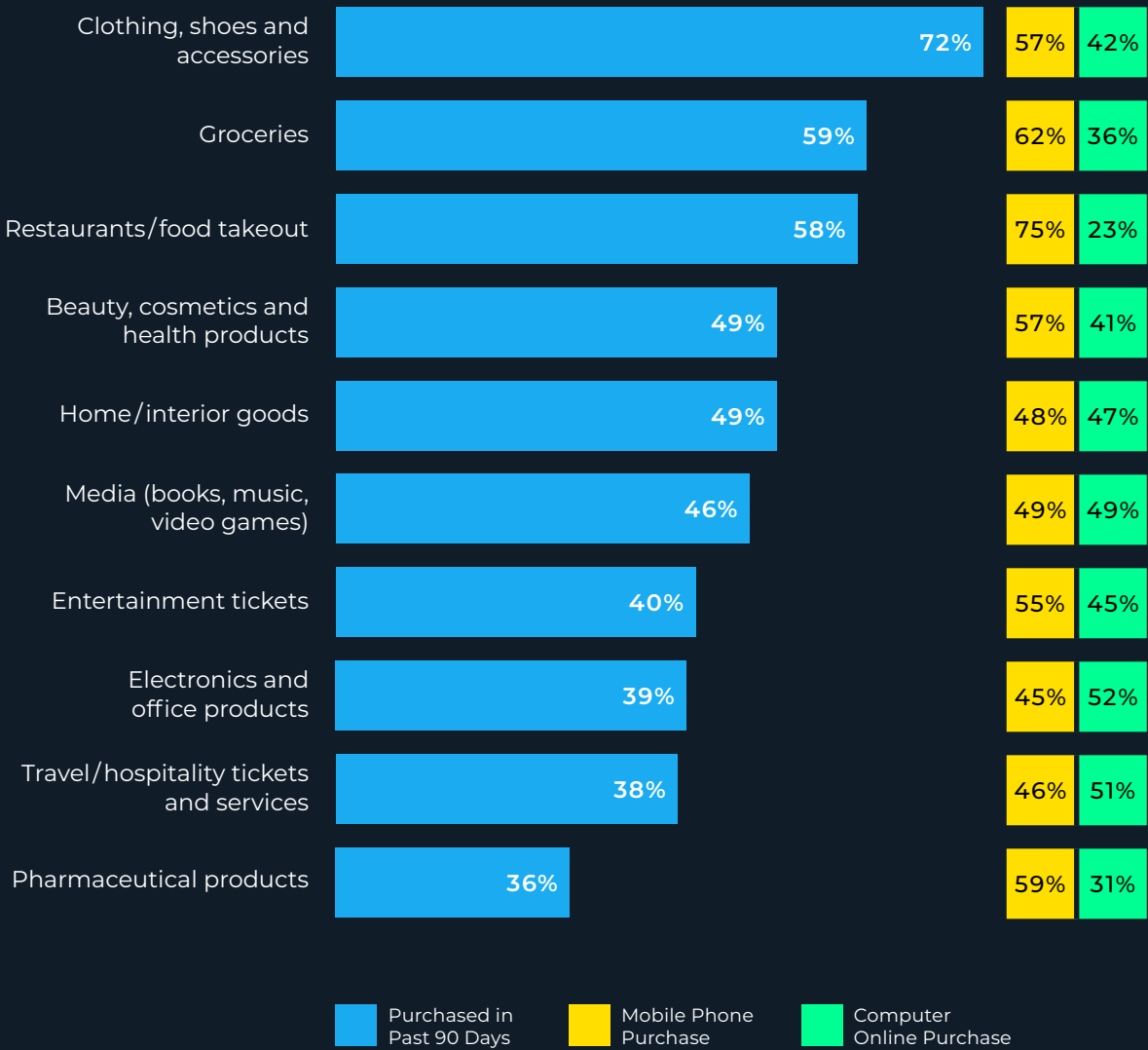
⁸ Rapyd Research

Spain

Popular eCommerce Products and Methods of Purchase

The Spanish ecommerce market sees frequent clothing and accessory purchases (72%), followed by groceries (59%) and food (58%). Most consumers bought restaurant takeout (75%) and groceries (62%) via mobile, while less frequent purchases like electronics (52%) and travel products (51%) were mostly purchased via desktop in Spain.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS

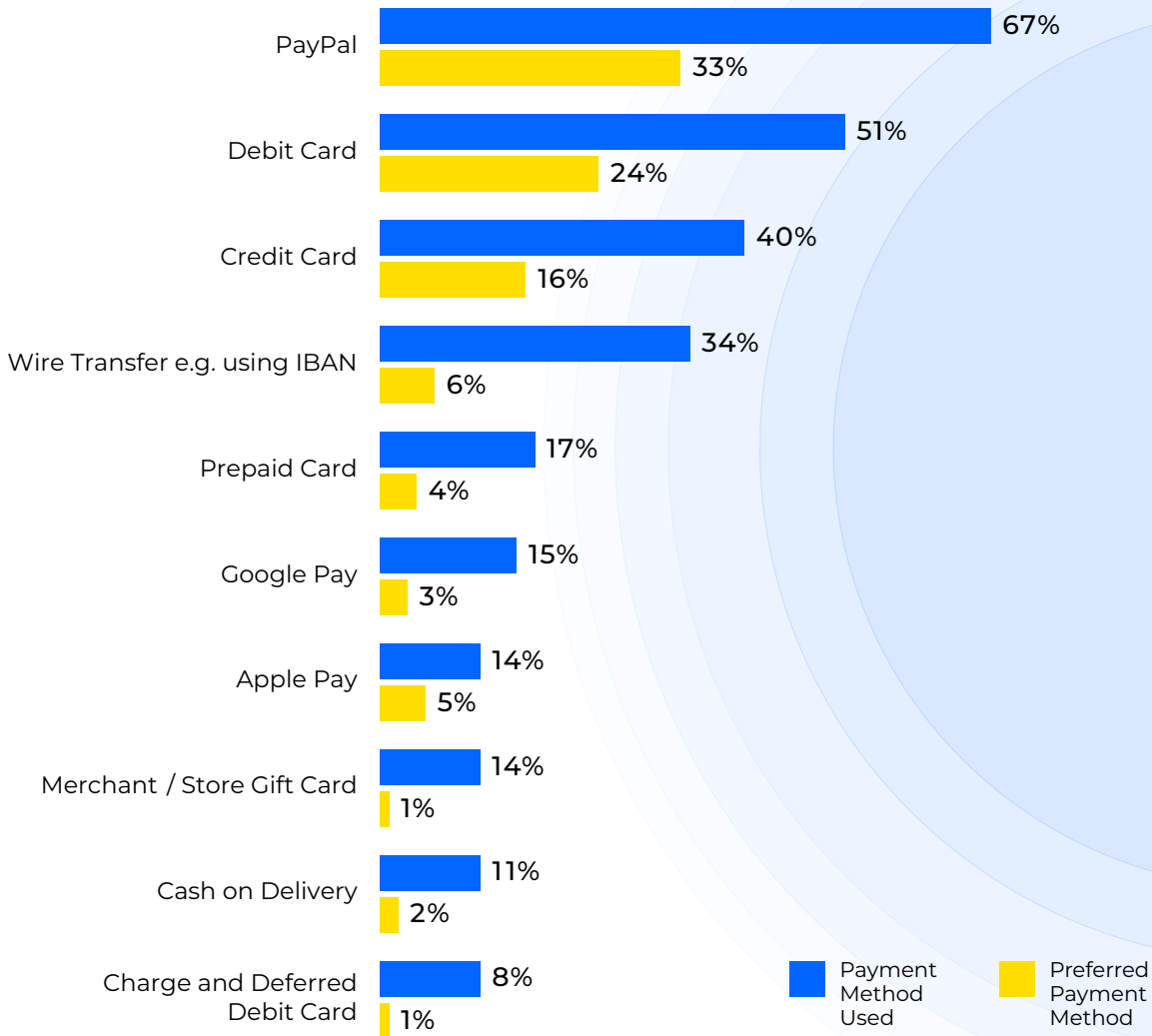


Online Payment Methods and Preferences

PayPal leads the way for online payment methods in Spain with 67% of respondents recently using it for online checkout. This is followed by cards, another popular choice for Spanish shoppers, with 51% using credit and 40% using debit for recent online purchases. eWallets, Apple Pay and Google Pay are also gaining in use, with 15% and 14% of people in Spain reporting recently using them online. One-third of respondents pick PayPal as their first-choice method, while 24% choose debit cards.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH

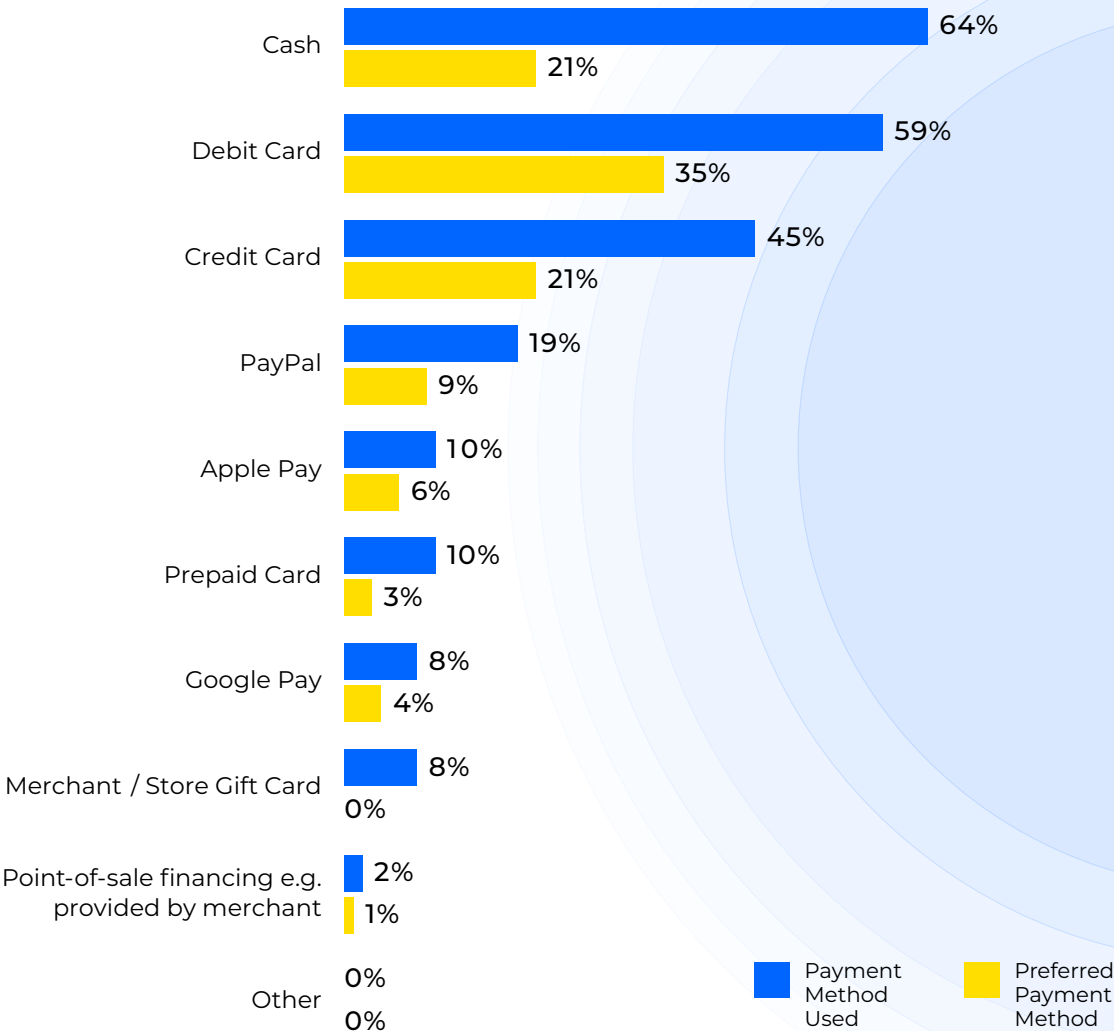


**In-Person Payment
Methods and Preferences**

While 64% of respondents used cash for recent in-store purchases, only 21% consider it their first-choice payment method. In Spain, a little more than one-third (35%) of respondents' first preference is a debit card, with credit cards as the next most popular choice. For digital wallets, 9% selected PayPal as their preferred payment method, while 6% chose Apple Pay.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



Sweden



Sweden's ecommerce market is worth \$18 billion (€16.8 billion) and growing steadily.¹⁸ With high English-language fluency, ecommerce merchants worldwide can swiftly adapt sites for this market and communicate easily with shoppers. As for which channel consumers use, 30% of Swedes shop via computer or tablet on a weekly basis, while 34% buy via mobile.

Swedes prioritize cards and digital payment methods, and the pandemic only accelerated Sweden's move toward a cashless economy and new buying habits. For instance, Swedish consumers rarely bought food or groceries online or via mobile before the pandemic. However, this ecommerce category rose by 14% in 2020, mirroring overall ecommerce growth in Sweden.¹⁹

Weekly Purchases by Channel	
Computer	30%
Mobile	34%



Internet Usage
97%¹



Owns a Mobile / Smartphone
84%²



Average Age
41 years³



GDP per Capita
\$52,274⁴



Banked Population
99.7%⁵



Percent Shopping Cross Border
77%⁶



Made or Received Digital Payments
98.3%⁷



Preferred Way to Shop Online
62%⁸ Computer
38%⁸ Mobile

Sources:

¹ Centre for Market Insights
² Statista
³ European Commission
⁴ World Bank

⁵ World Bank
⁶ European eCommerce Market
⁷ World Bank
⁸ Rapyd Research

¹⁸ Digital Markets eCommerce Report Sweden. 2022 <https://www.statista.com/outlook/dmo/ecommerce/sweden>

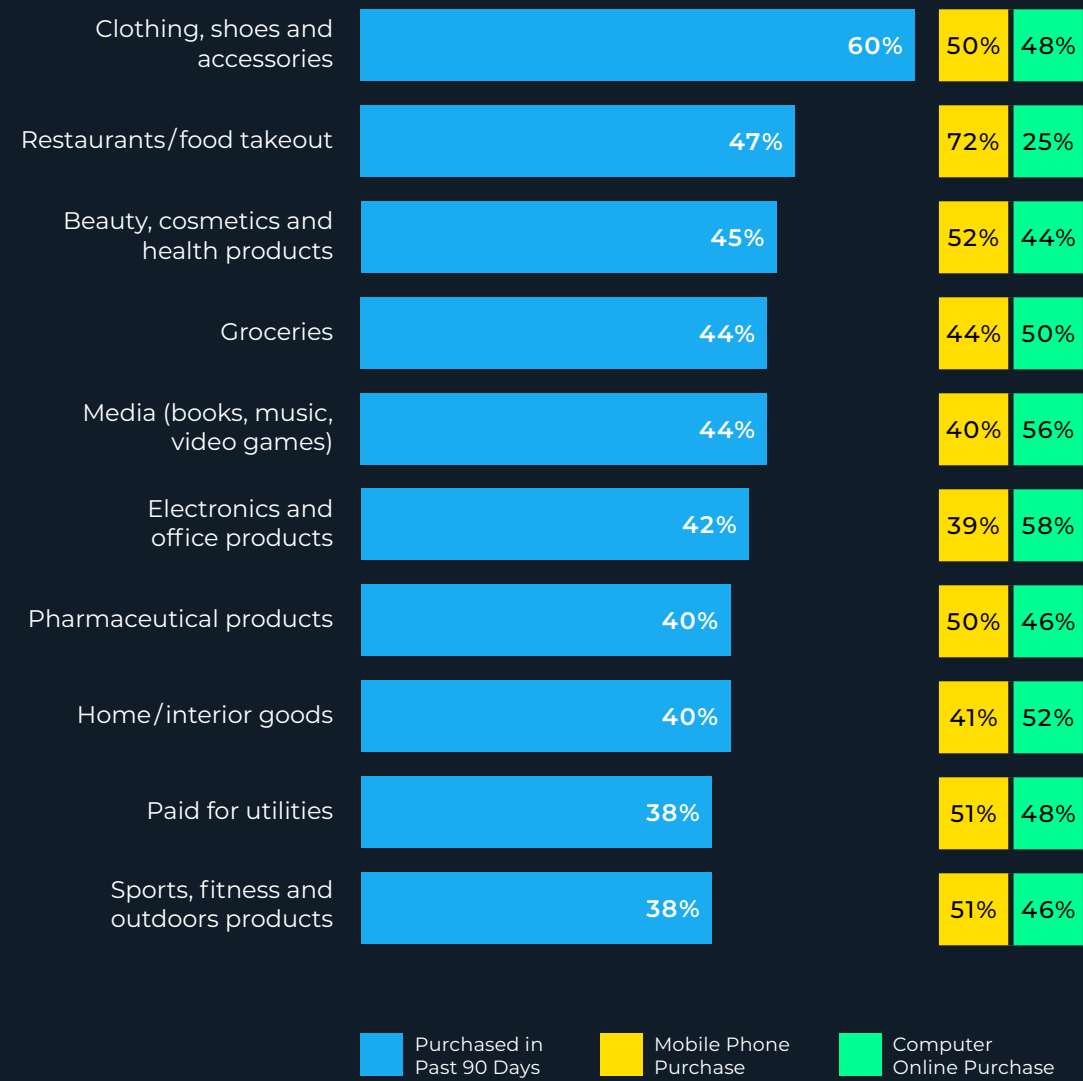
¹⁹ Boston Consulting Group. Swedish Consumer Sentiment 2021. <https://www.bcg.com/publications/2021/swedish-consumer-sentiment-report>

Sweden

Popular eCommerce Products and Methods of Purchase

60% of Swedish respondents purchased fashion products online in recent months, followed by restaurants and food takeout (47%) and beauty products (45%). In terms of how they shopped, 72% of Swedes recently bought restaurant takeout on mobile, while more than half chose to purchase larger-ticket items like electronics (58%) via desktop.

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS

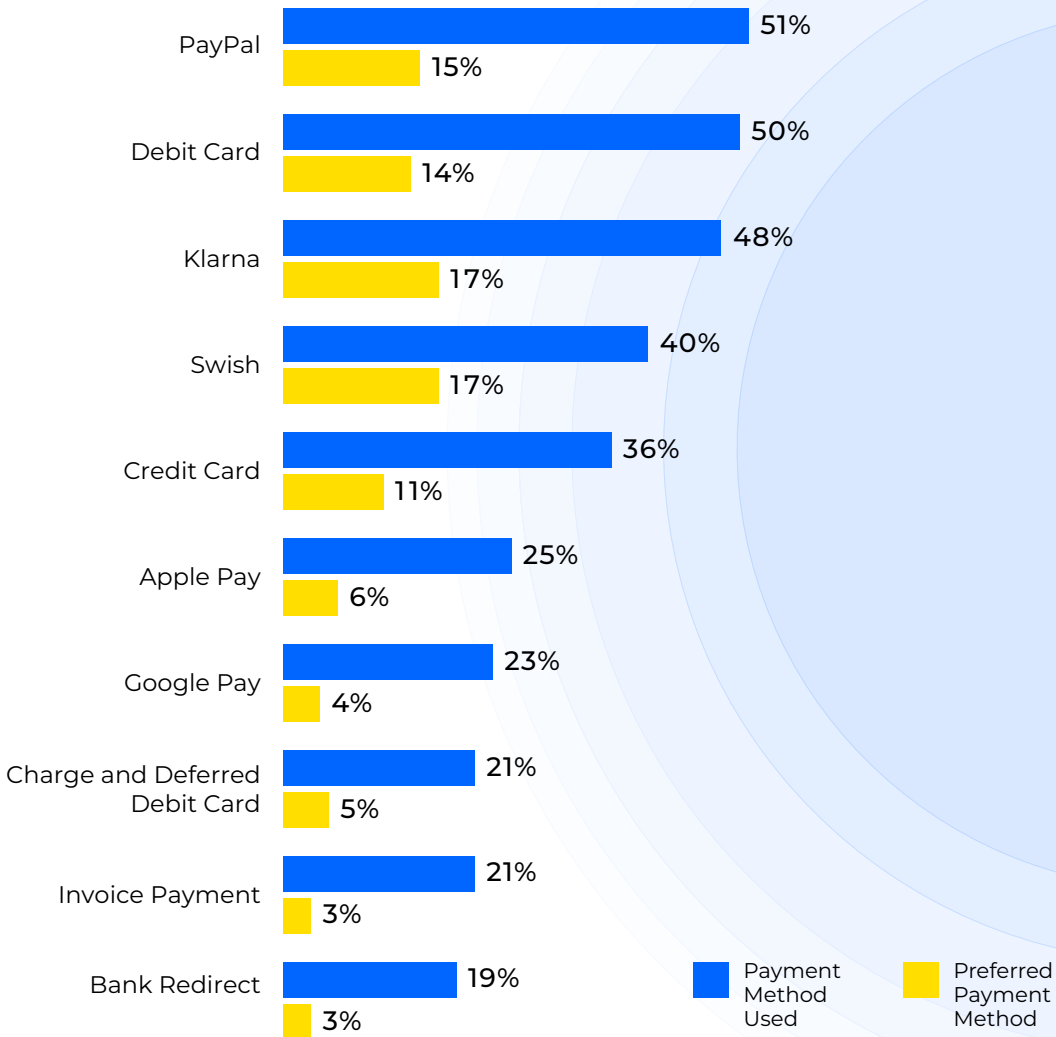


Online Payment Methods and Preferences

Mobile wallets, debit cards and buy now pay later (BNPL) are popular payment methods in Sweden, with a large number of Swedes recently reporting using PayPal (51%), a debit card (50%), or Klarna (48%) for a recent online purchase. Almost one in six Swedish consumers choose either Klarna (17%) or Swish (17%) as their most preferred online payment method in Sweden, indicating consumers want digital wallet and BNPL options alongside traditional payment methods for ecommerce.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH

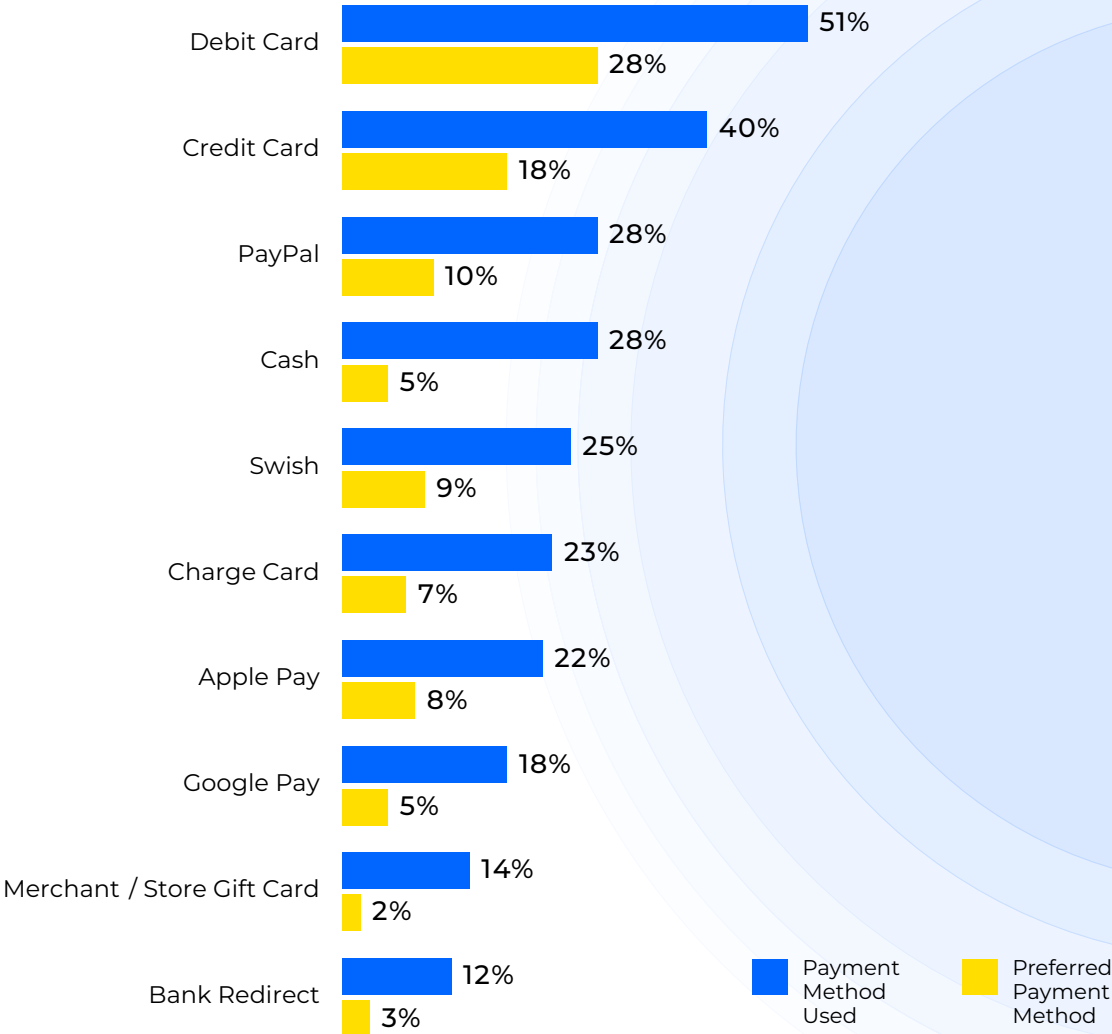


In-Person Payment Methods and Preferences

In store, debit and credit cards still rule the day, with 51% and 40% respectively of those surveyed using them for a recent in-store purchase. PayPal, cash and Swish, however, were also commonly used for recent purchases. 28% of respondents in Sweden chose debit as their first-choice payment method in-store, followed by credit card at 18%.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH



The United Kingdom



Merchants be advised: the independent-minded United Kingdom does things differently, whether it's leaving the European Union or how they shop and pay. The United Kingdom of England, Scotland, Wales and Northern Ireland (UK) is the second-largest economy in Europe and the third-largest ecommerce market in the world, with a value of \$239 billion (€213 billion), behind only China and the US.²⁰ eWallet use is growing in the UK, with some estimating they could account for almost a third of payments by 2023.²¹

Our data shows that nearly nine in ten (89%) of UK consumers make a mobile purchase at least monthly and 43% do so weekly. With mobile commerce in the UK expected to grow at more than twice the rate of the overall ecommerce sector, a mobile-first mentality is a must for doing business in the UK.²²

Weekly Purchases by Channel	
Computer	37%
Mobile	43%



Internet Usage
99%¹



Owns a Mobile / Smartphone
84%²



Average Age
40 years³



GDP per Capita
\$41,059⁴



Banked Population
96.4%⁵



Percent Shopping Cross Border
62%⁶



Made or Received Digital Payments
95.6%⁷



Preferred Way to Shop Online
43%⁸ Computer
57%⁸ Mobile

Sources:

- ¹ Centre for Market Insights
- ² Finder
- ³ Office for National Statistics for the United Kingdom
- ⁴ World Bank
- ⁵ World Bank
- ⁶ European eCommerce Market
- ⁷ World Bank
- ⁸ Rapyd Research

²⁰ JP Morgan. eCommerce Payments Trends Report .<https://www.jpmorgan.com/merchant-services/insights/reports/uk-2020>

²¹ eCommerce Payments Trends: United Kingdom. JP Morgan, 2020, <https://www.jpmorgan.com/merchant-services/insights/reports/uk-2020>

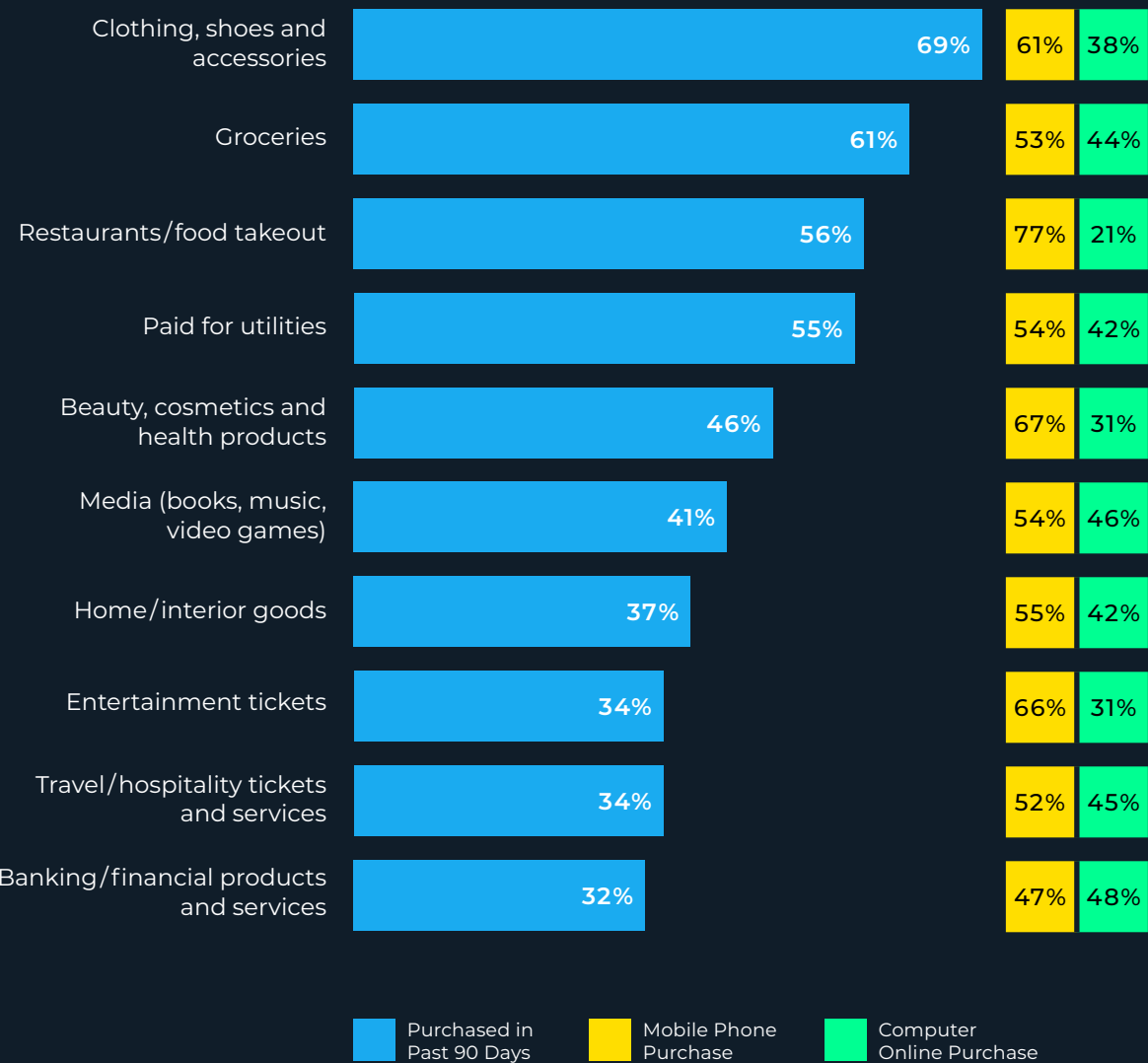
²² JP Morgan. eCommerce Payments Trends Report. <https://www.jpmorgan.com/merchant-services/insights/reports/uk-2020>

The United Kingdom

Popular eCommerce Products and Methods of Purchase

UK consumers are eager to use mobile for all kinds of shopping. They report predominantly using mobile over the computer to buy everything from frequent purchases like restaurant takeout (77%), baby products (77%), clothing and accessories (61%), and beauty products (67%).

ECOMMERCE CATEGORIES PURCHASED IN THE PAST 90 DAYS



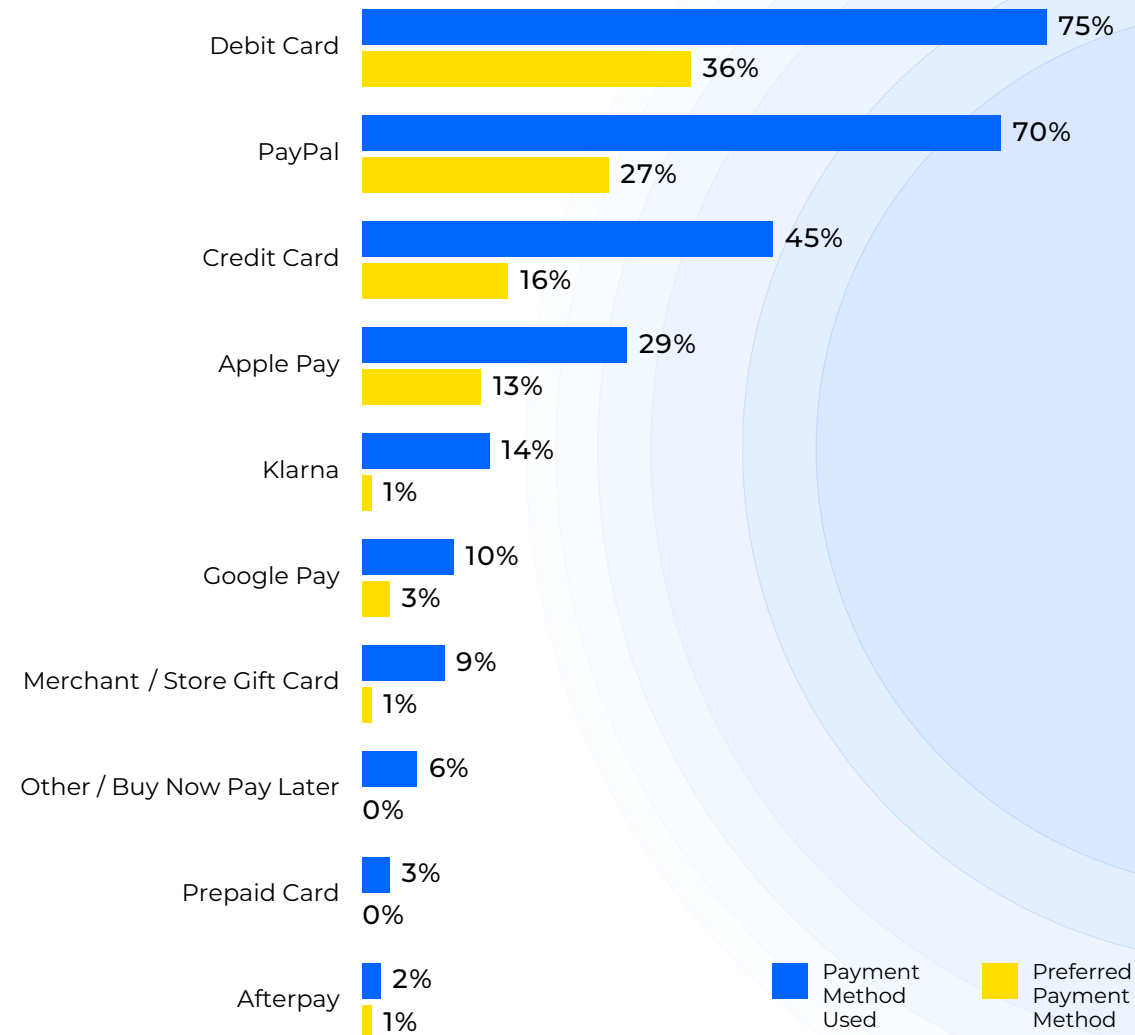
The United Kingdom

Online Payment Methods and Preferences

75% of UK respondents reported recently using a debit card online, followed by 70% who used PayPal. Recent Apple Pay use was also the highest observed in Europe, at 29%. When it comes to their most preferred payment method, 36% of UK consumers choose debit cards, and 27% choose PayPal.



ONLINE PAYMENT METHODS USED IN THE PAST MONTH



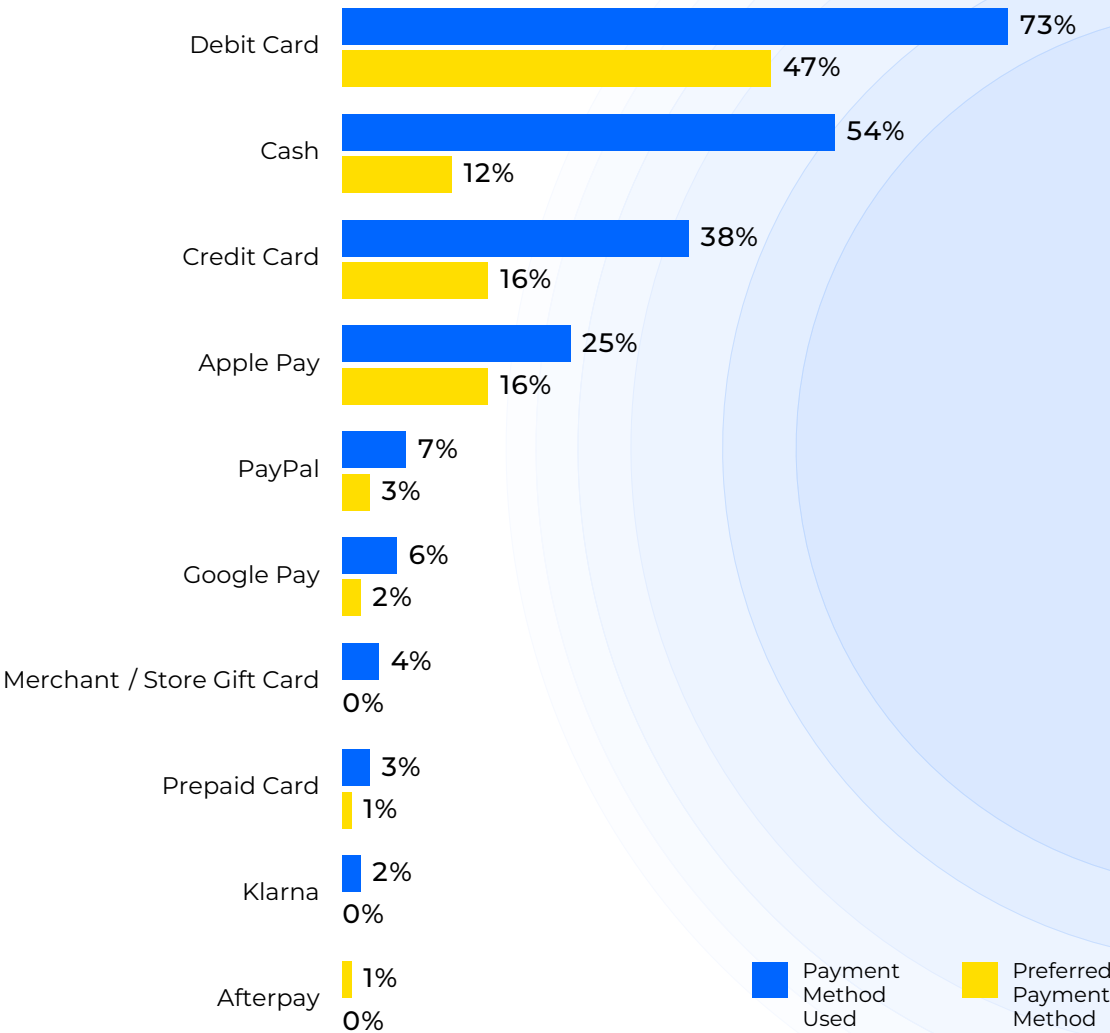
The United Kingdom

In-Person Payment Methods and Preferences

Debit cards are also the most utilized payment method for in-store purchases, with nearly three-quarters (73%) of UK consumers recently using them. Over half of respondents also used cash, although only 12% consider it their first choice of payment method. Apple Pay is also preferred over cash, and 1 in every 6 consumers choose it as their favorite form of in-store payment.



PAYMENT METHODS USED IN-STORE/POS IN THE PAST MONTH





About Rapyd

Fintech Solutions

Rapyd is the fastest way to power local payments anywhere in the world, enabling companies across the globe to access markets quicker than ever before. By utilizing Rapyd's unparalleled payments network and fintech as a service platform, businesses and consumers can engage in local and cross-border transactions in any market. The Rapyd platform is unifying fragmented payment systems worldwide by allowing merchants to accept payment methods, including cards, bank transfers, ewallets and cash in over 100 countries through a single integration.

Rapyd Collect – Use Rapyd Collect API or Rapyd Checkout and accept payments from any buyer in any country using their locally preferred methods. And Rapyd Collect's Virtual Accounts can act like local bank accounts everywhere you do business.

Rapyd Disburse – Meet the demands of your global sellers and payout in local methods and currencies quickly and securely.

Rapyd Wallet – Complement your marketplace experience with the white-label Rapyd Wallet.

Rapyd Issuing – Issue your own cards and give sellers a way to easily access their earnings while driving engagement and loyalty.



Learn more at rapyd.net

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