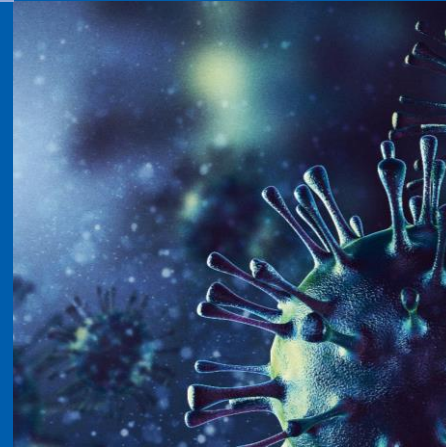
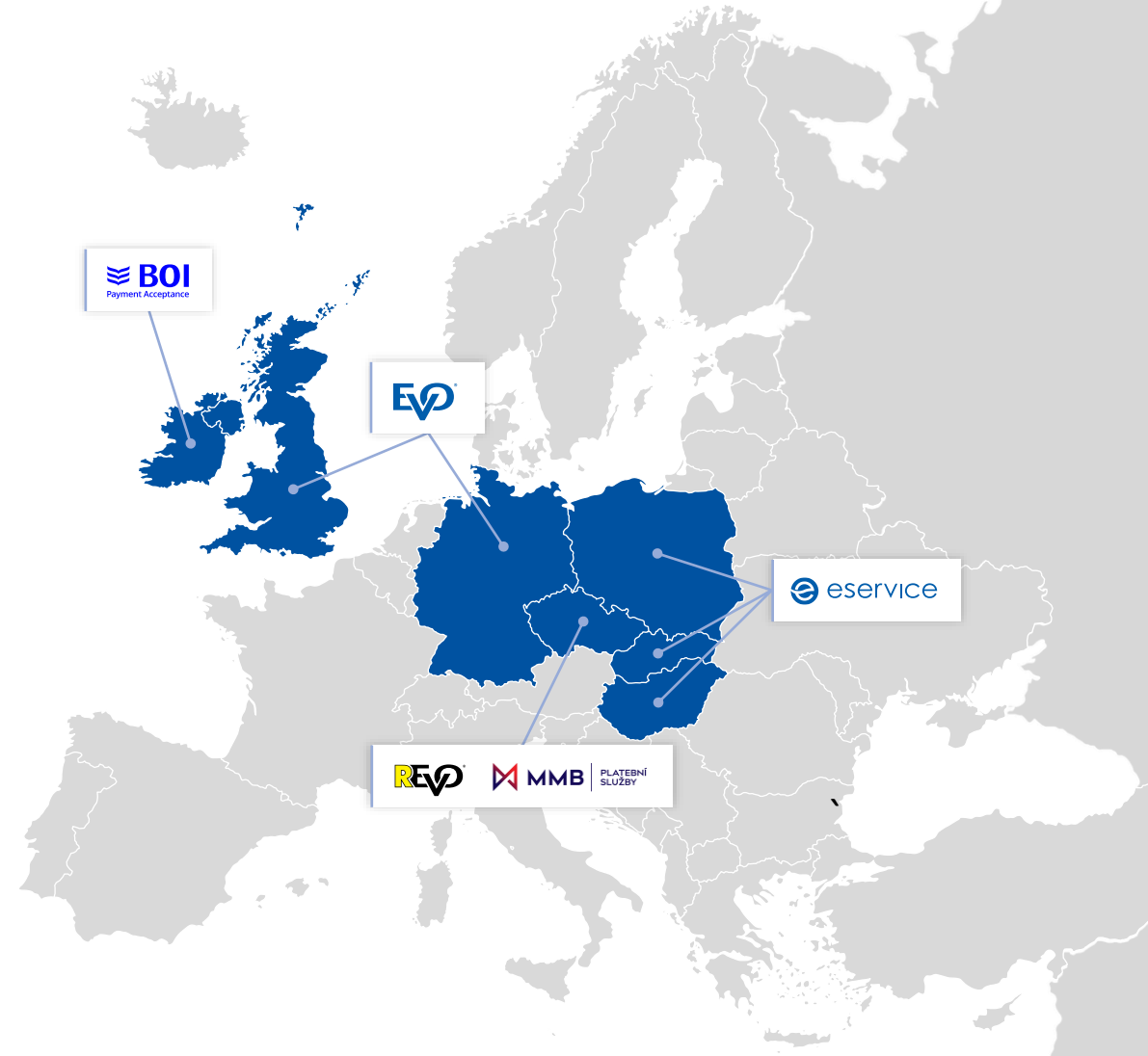




How COVID-19 changed European shopping and payments behaviour



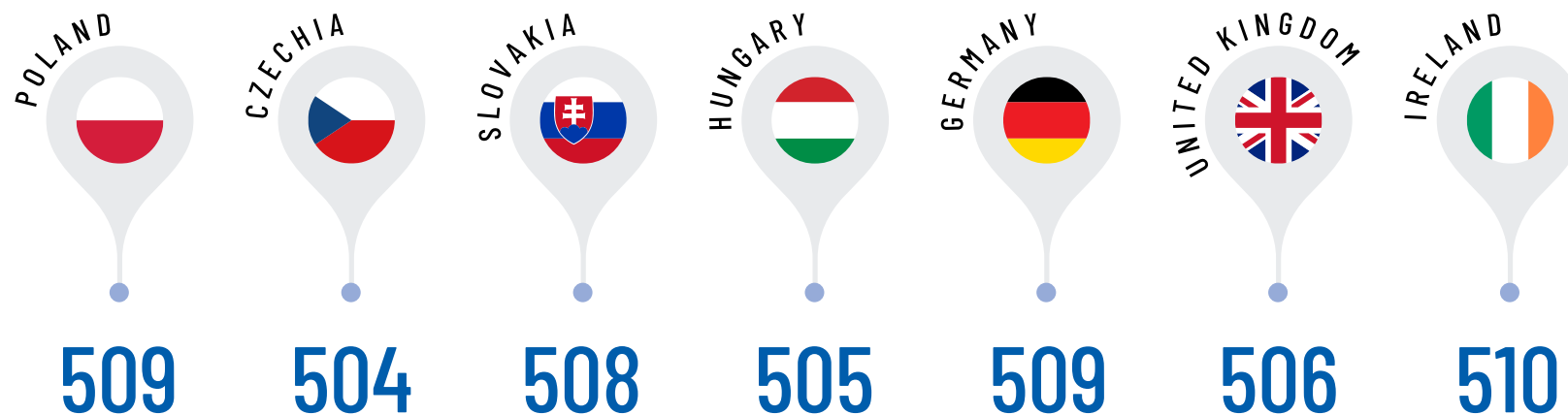
The aim of the study was to assess how the COVID-19 pandemic affected shopping habits and payment behaviour in different European countries.



About the study

COUNTRIES IN THE STUDY

SAMPLE SIZE



survey realised in cooperation with **VISA**



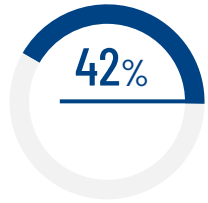
RESPONDENTS

Each country is represented by a sample group aged 18-65.

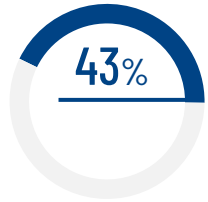
RESEARCH METHOD

The study was conducted with CAWI method
– respondents were invited to take part in an internet survey.

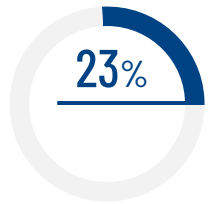
COVID-19 pandemic – how did it affect Europeans?



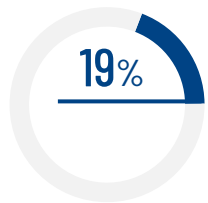
more than
4/10 Europeans declare that the pandemic **encouraged them to buy online.**



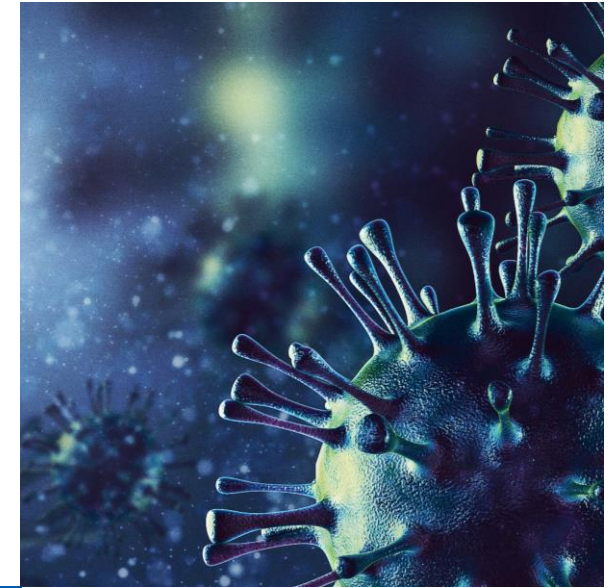
more than
4/10 Europeans started to **pay by card/cashlessly more often due to the pandemic.**



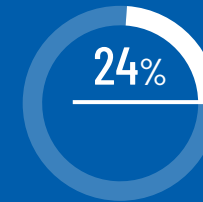
almost
1/4 Europeans plan to use **traditional card payment while shopping offline more often** than before pandemic.



almost
1/5 Europeans plan to use **traditional card payment while shopping online more often** than before pandemic.



almost
1/4



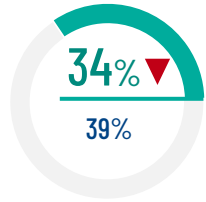
Europeans think that the COVID-19 pandemic will end in **1st half of 2022.**



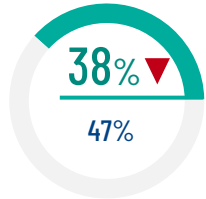
Germany vs Europe

how the COVID-19 pandemic
changed German shopping

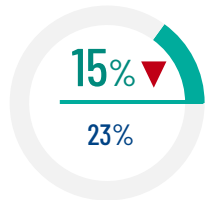
COVID-19 pandemic – how did it affect Germans?



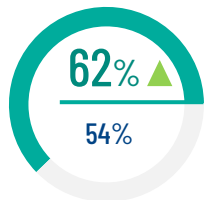
only **1/3** of Germans declare that **they are already planning post-pandemic activities.**



only **4/10** Germans think that **cash is more unhygienic than other payment methods.**



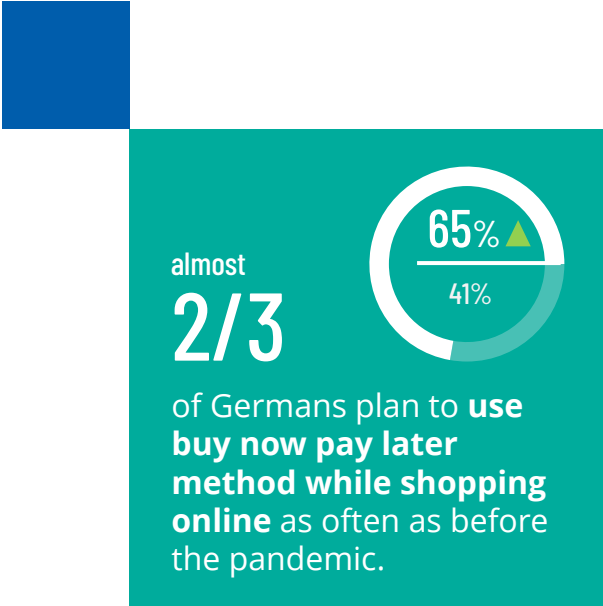
1/8 of Germans plan to **use traditional card payment more often** after the pandemic while shopping offline.



3/5 Germans plan to **use gift voucher while shopping offline as often as before** the pandemic.



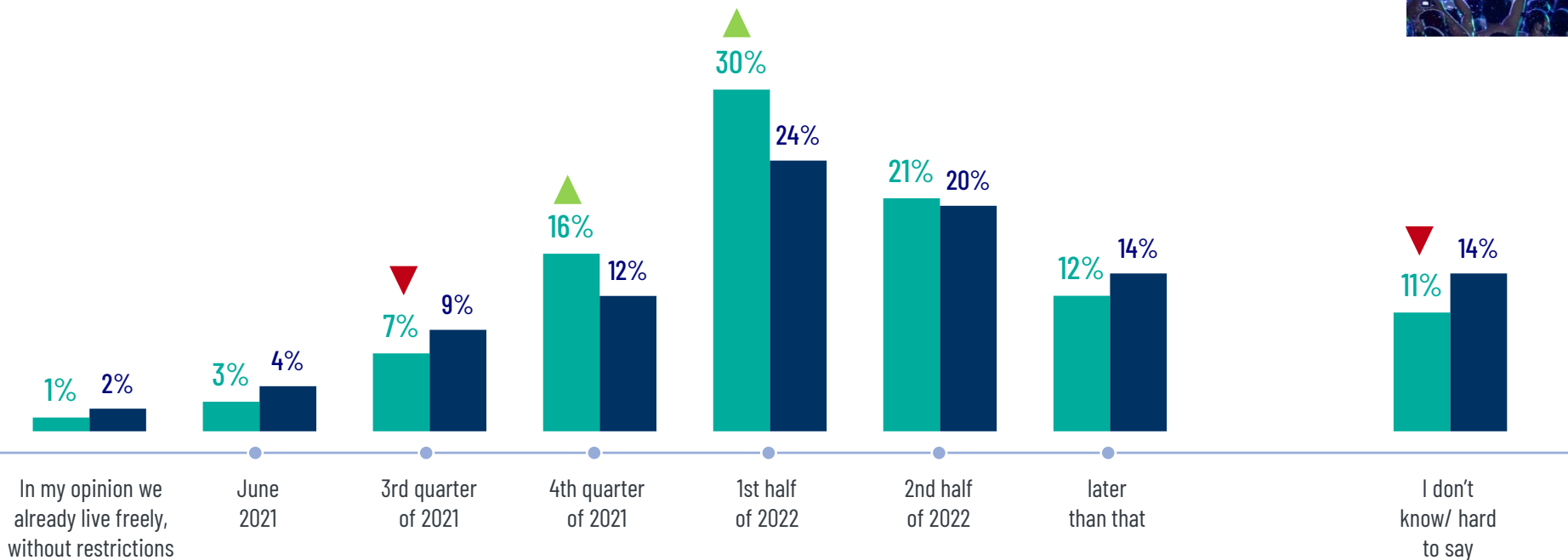
Even if in a lesser way than in other European countries, the COVID-19 pandemic seemed to affect shopping and payment habits of Germans. Although Germans are still attached to cash, there is also some willingness among them to use traditional and modern contactless payment methods even more after the pandemic.



GERMAN – PANDEMIC OPTIMISTS OR PESSIMISTS?

WHEN DO YOU THINK WE WILL LIVE NORMALLY IN GERMANY, WITHOUT RESTRICTIONS?

Germany
Europe



1/3



of Germans think that "normal life" – life without restrictions will return during 1st half of 2022.

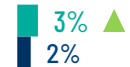
It's significantly more than in the rest of Europe.

Economic situation and optimism

HOW DO YOU ASSESS THE FINANCIAL STATUS OF YOUR HOUSEHOLD?

WE HAVE A VERY HIGH STANDARD OF LIVING

we can afford a high degree of luxury



WE HAVE A GOOD STANDARD OF LIVING

we can afford a lot without really saving



WE HAVE AN AVERAGE STANDARD OF LIVING

we have enough for the everyday needs, but have to save for bigger purchases



WE HAVE A MODEST STANDARD OF LIVING

we have to seriously economize on a daily basis



WE ARE VERY POOR

we don't have enough even for the basic needs



HOW DID THE COVID-19 PANDEMIC AFFECT THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

MY SITUATION HAS DETERIORATED



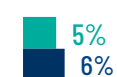
MY SITUATION HAS IMPROVED



MY SITUATION DID NOT CHANGE



I DON'T KNOW/HARD TO SAY



REFUSED TO ANSWER



HOW WOULD YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

MY SITUATION WILL DETERIORATE



MY SITUATION WILL IMPROVE



MY SITUATION WILL NOT CHANGE



I DON'T KNOW/HARD TO SAY



REFUSED TO ANSWER



Germans are rather optimistic.

50%



Half of them assess their living status as average and 1/4 as good. More than 3/5 of them claim that the COVID-19 pandemic did not change their situation.

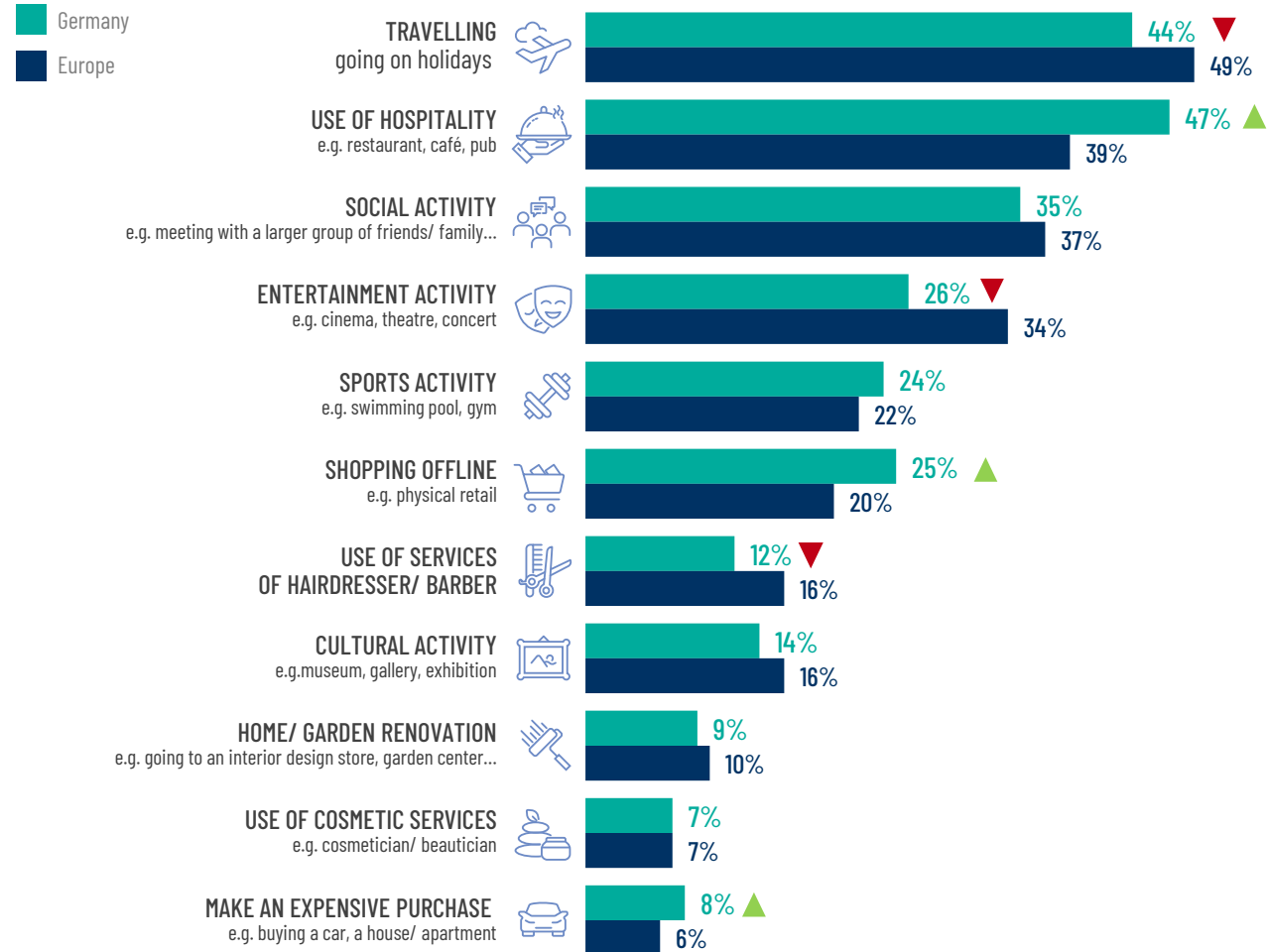
1/4 believe that their financial situation will improve during the next 12 months.

Germany
Europe

What Germans are waiting for the most?

WHICH OF THE FOLLOWING DO YOU WANT TO DO NOW SINCE THE RESTRICTIONS HAVE BEEN LIFTED IN GERMANY?

Choose max. 3 answers.



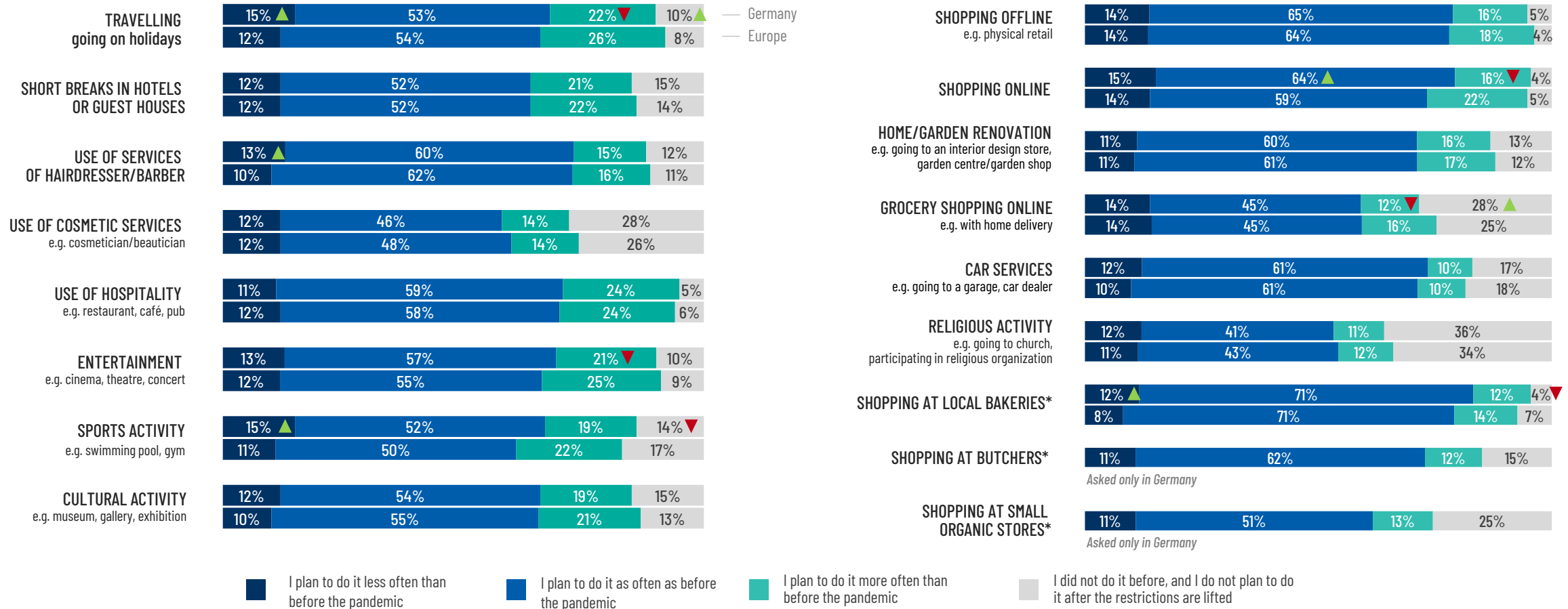
Although use of hospitality services is one of the most often indicated activity that the European respondents want to do immediately after the restrictions are lifted, Germans indicate it even more often.

At the same time, they miss travelling less than other countries, even though it is still second most indicated activity among this nation.



Pandemic freedom – what will Germans do when it comes?

BELOW IS A LIST OF VARIOUS THINGS TO DO. FOR EACH ACTIVITY, PLEASE SPECIFY HOW OFTEN YOU PLAN TO DO IT AFTER THE RESTRICTIONS ARE LIFTED COMPARING TO HOW OFTEN YOU DID IT BEFORE THE PANDEMIC.



Asked about various things they want to do more often than before the pandemic, Germans indicate none of them more often than other Europeans.

Base: Europe: N=3551; Germany N=509
*Not asked in every country

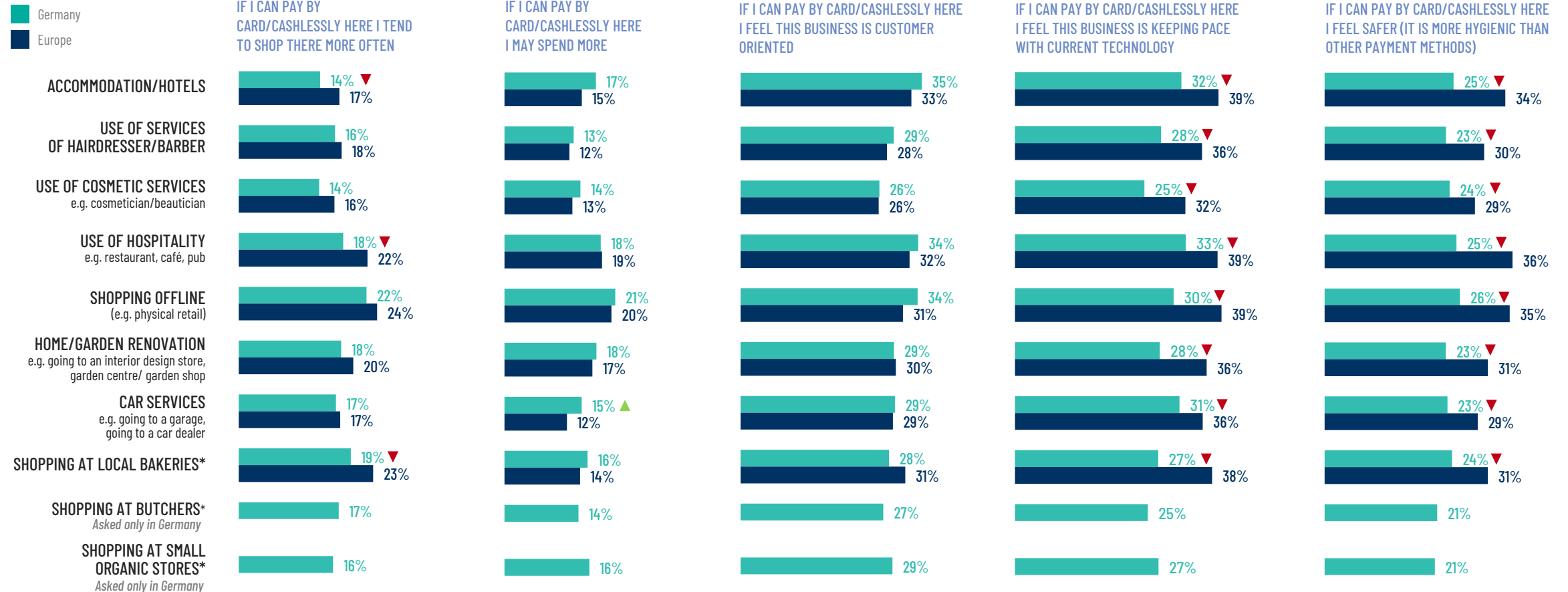
▼ Result statistically lower than the average result among all countries

▲ Result statistically higher than the average result among all countries

How card/cashless payments affect consumers perception of a business



THINK ABOUT THE TIME IN GERMANY IN THE FUTURE, WITHOUT COVID-19 RESTRICTIONS. IMAGINE YOU ARE USING THE SERVICE BELOW THAT ALLOWS YOU TO PAY BY CARD/CASHLESS. WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH?



German less often than other Europeans think that card/cashless payments are safer (more hygienic) than other payment methods. Germans also less often than other nations think that offering card/cashless payment makes business more up to date with current technology. This pattern is the same regardless of the industry surveyed.

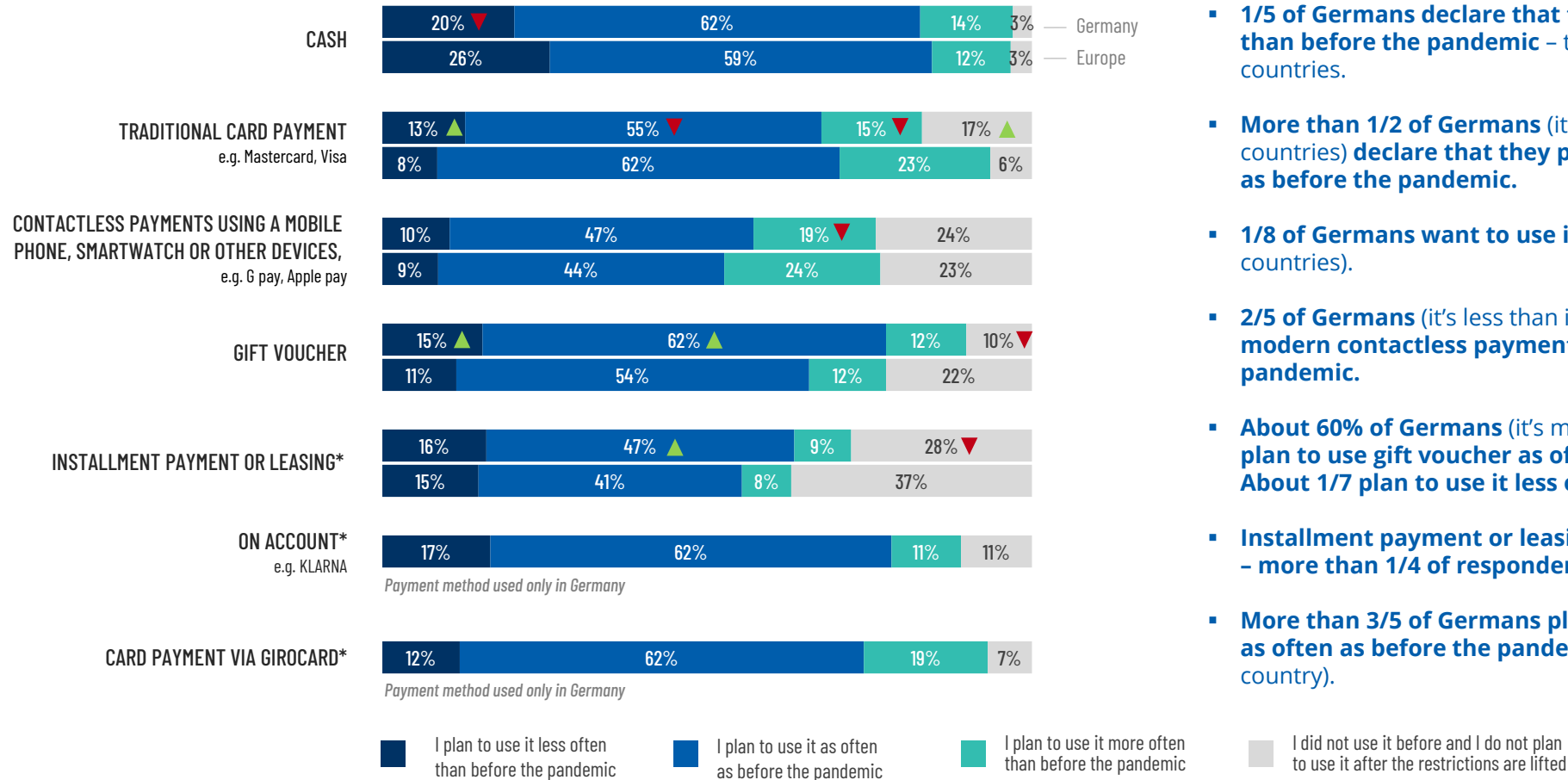
Base: Europe: N=3551; Germany N=509
*Not asked in every country

▼ Result statistically lower than the average result among all countries

▲ Result statistically higher than the average result among all countries

Payment methods while shopping offline

BELOW IS A LIST OF PAYMENT METHODS THAT YOU CAN USE WHILE SHOPPING OFFLINE (AT RETAIL STORES, RESTAURANTS ETC.). FOR EACH METHOD, PLEASE SPECIFY HOW OFTEN YOU PLAN TO USE IT (...)

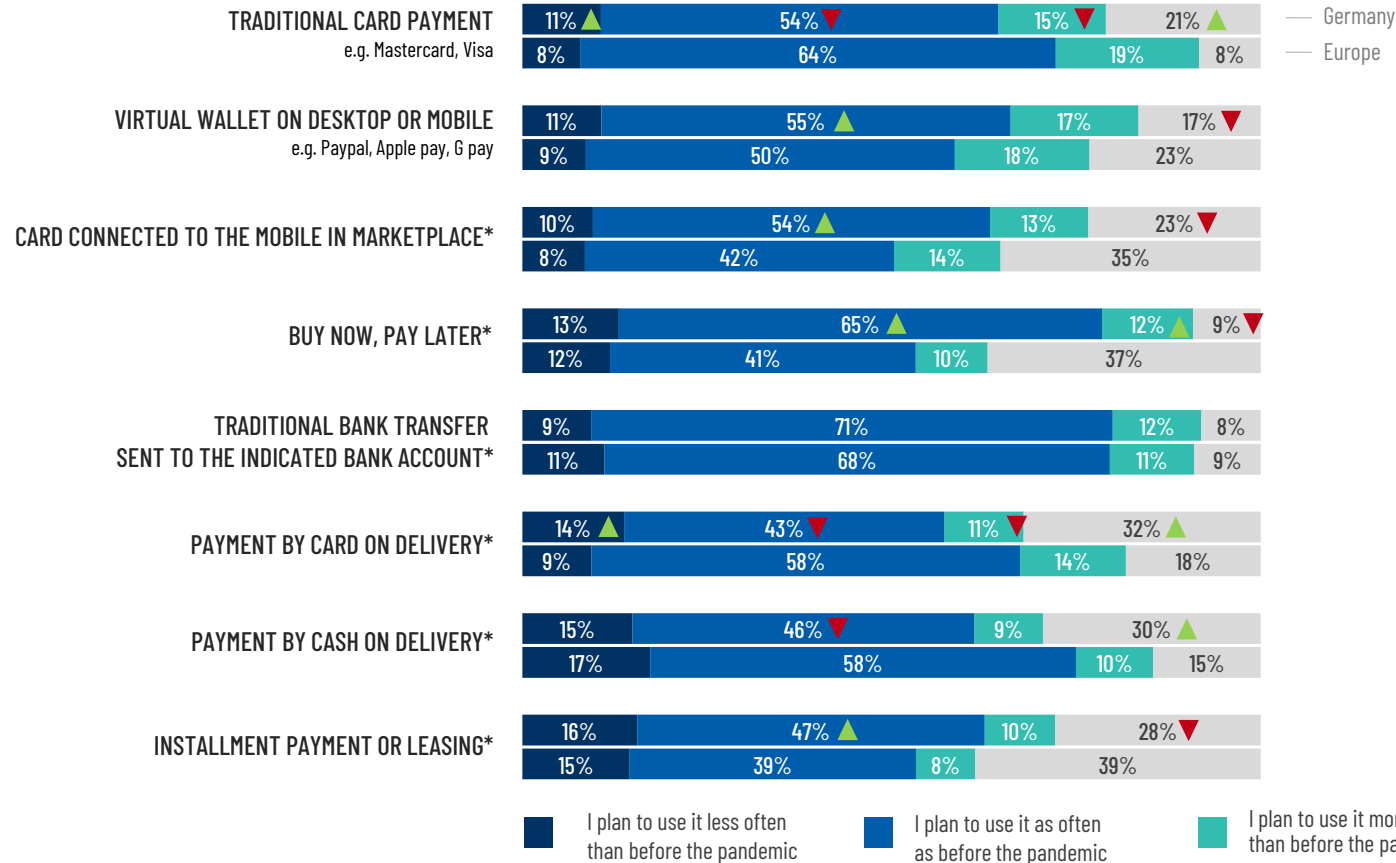


- **1/5 of Germans declare that they plan to use cash less often than before the pandemic** – that’s less than in all surveyed European countries.
- **More than 1/2 of Germans** (it’s less than in all surveyed European countries) **declare that they plan to use card payment as often as before the pandemic.**
- **1/8 of Germans want to use it less often** (it’s more than in all surveyed countries).
- **2/5 of Germans** (it’s less than in all surveyed countries) **plan to use modern contactless payments more often than before the pandemic.**
- **About 60% of Germans** (it’s more than in all surveyed countries) **plan to use gift voucher as often as before the pandemic. About 1/7 plan to use it less often.**
- **Installment payment or leasing are not very popular in Germany** – more than 1/4 of respondents don’t use it and don’t plan to.
- **More than 3/5 of Germans plan to pay on account and via Girocard as often as before the pandemic** (payment methods specific to this country).

In Germany, traditional card payment and modern contactless payments may not gain more popularity while shopping offline after the pandemic compared to other European countries. But still there is opportunity for them to grow.

Payment methods while shopping online

BELOW IS A LIST OF PAYMENT METHODS THAT YOU CAN USE WHILE SHOPPING ONLINE.
FOR EACH METHOD, PLEASE SPECIFY HOW OFTEN YOU PLAN TO USE IT (...)



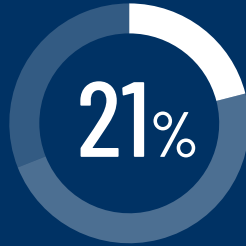
- **1/2 of Germans plan to use traditional card payment as often as before the pandemic** (it's less than in other European countries).
- **1/5 of them don't use this way of payment and don't plan to use it** (it's more compared to other European nations).
- **1/2 of Germans plan to use virtual wallet and card connected to the mobile in marketplace as often as before the pandemic** (it's more than in other European nations).
- **1/10 of Germans plan to use buy now, pay later method more often than before the pandemic; also 2/3 plan to use it as often as before** (both results are higher than in other European nations).
- **Installment payment or leasing are more popular in Germany than in other surveyed countries – 1/2 of Germans plan to use it as often as before the pandemic** (it's more than in other European countries).

It seems that in Germany buy now, pay later method while shopping online may become even more popular after the pandemic. At the same time, use of traditional card payment (also using this method on delivery) while shopping online may be less popular than in other European countries after the pandemic.



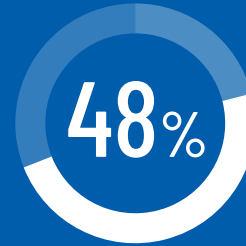
Segmentation

3 segments of Europeans



SEGMENT 1 CASH-ORIENTED TRADITIONALISTS

- Group most oriented towards cash
- They reject cashless payments as the only method in the future
- Not very optimistic about the future in terms of their assessment of the pandemic situation
- Only 1/3 of them agree that the pandemic encouraged them to shop online
- They don't reject cash-only services/venues - this is a natural situation for them



SEGMENT 2 PAYMENT SWITCHERS

- They switch between payment methods - pay both using cash and cashless payment methods
- They don't believe that cash will stop being used in the future
- They are neither optimists, nor pessimists
- 1/3 of them agree that the pandemic encouraged them to shop online
- More often than Cash-Oriented Traditionalists they reject cash-only services/venues, but not as often as Modern Contactless Payers



SEGMENT 3 MODERN CONTACTLESS PAYERS

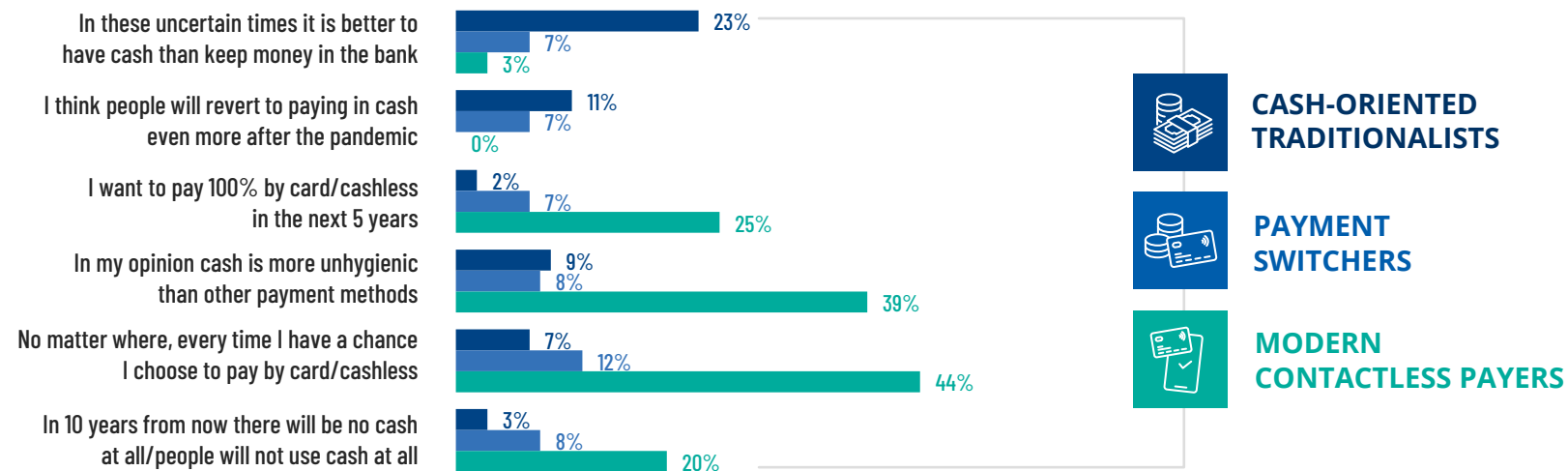
- They strongly prefer paying cashlessly
- They think that cashless methods of payment will be the only ones used in the future
- The most optimistic segment in terms of their assessment of the pandemic situation
- Pandemic encouraged them to shop online
- After lifting the restrictions, they plan to buy online more often
- Some Modern Contactless Payers reject businesses and services that do not accept cashless payment methods

3 segments of Europeans

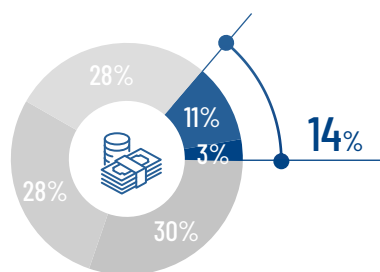
01

Main difference between segments is their attitude towards payment methods

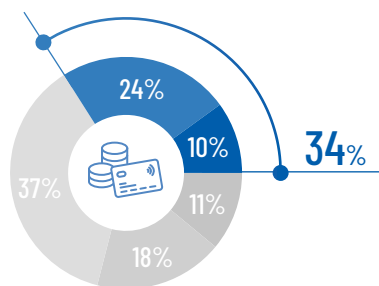
Below there is a list of statements. For each statement mark your answer on the scale 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".
% OF ANSWERS "I strongly agree"



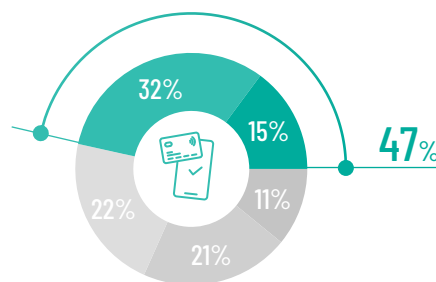
SOMETIMES I CANNOT BUY CERTAIN PRODUCTS/SERVICES BECAUSE CARD/CASHLESS PAYMENTS ARE NOT AVAILABLE



CASH-ORIENTED TRADITIONALISTS



PAYMENT SWITCHERS



MODERN CONTACTLESS PAYERS

4/10 of Modern Contactless Payers think that cash is unhygienic, and this aspect is very important to them – that's one of the reasons why they prefer cashless methods.

1/4 of Cash-Oriented Traditionalists prefer to have cash at home rather than to keep money in the bank.

1/5 of Modern Contactless Payers think that in 10 years there will be no cash and 1/4 want to pay by card only in the next 5 years.

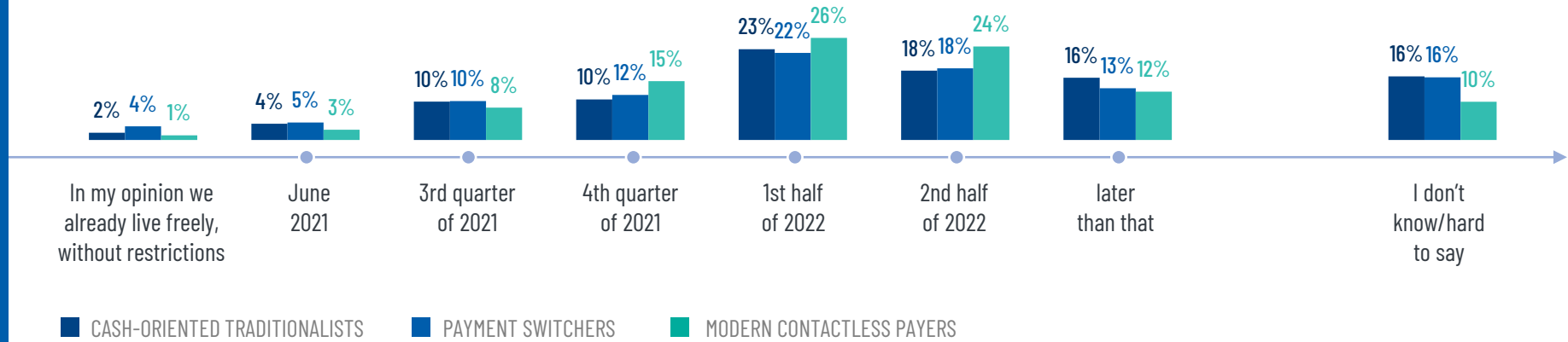
1 - I strongly disagree 2 - I disagree 3 - Neither I agree, nor disagree 4 - I agree 5 - I strongly agree

3 segments of Europeans

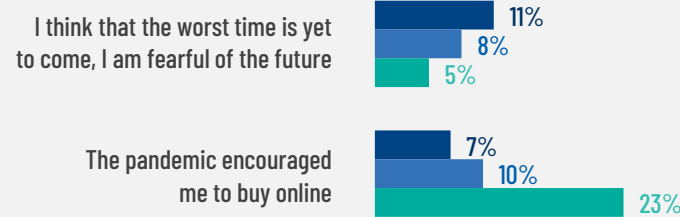
02

There are also differences between segments in their optimism about the future

WHEN DO YOU THINK WE WILL LIVE NORMALLY IN YOUR COUNTRY, WITHOUT RESTRICTIONS?



Below is a list of statements. For each statement mark your answer on a scale from 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".
% OF ANSWERS: I STRONGLY AGREE



Modern Contactless Payers are little more optimistic about the future in terms of assessment of the pandemic situation than other segments.

1/4 of Modern Contactless Payers strongly agree that the pandemic encouraged them to buy online.

Almost 1/3 Europeans believe that their financial situation will improve in the next 12 months.

HOW WOULD YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?
MY SITUATION WILL DETERIORATE MY SITUATION WILL IMPROVE

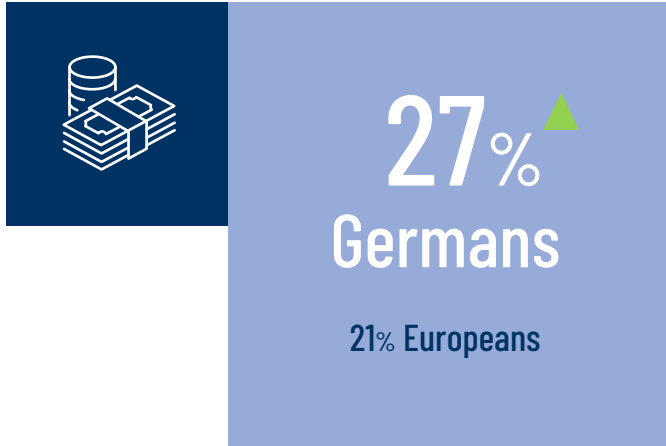


Base: Cash-Oriented Traditionalists: N=755, Payment Switchers: N=1695, Modern Contactless Payers: N=1101

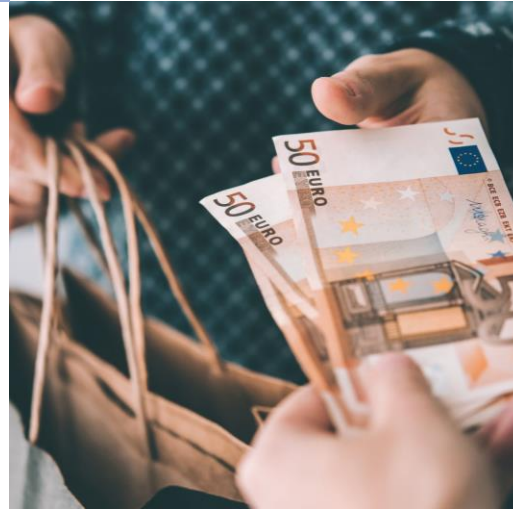
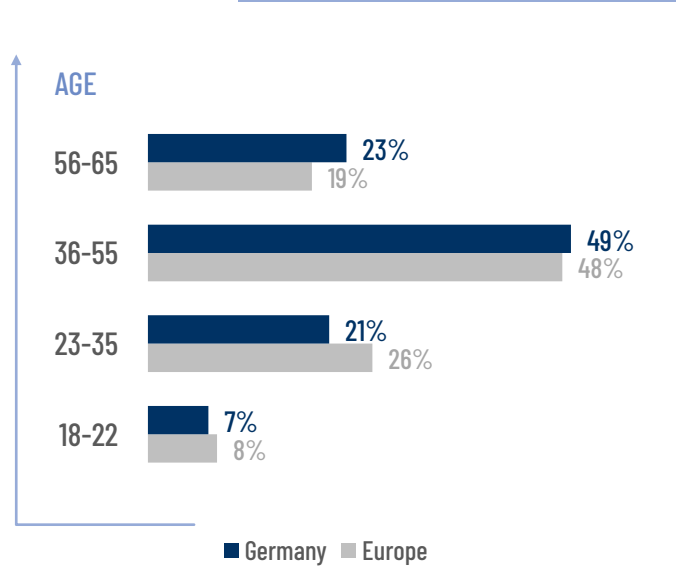


Segments in Germany

CASH-ORIENTED TRADITIONALISTS



- **They prefer cash**
- They think it is better to have cash rather than keep money in the bank in these uncertain times
- They don't want to pay only cashless in the future
- They think people will still use cash in 10 years
- 1/3 of them think that worst of the pandemic is yet to come
- They are slightly more pessimistic than Payment Switchers
- Only 1/3 of them agree that the pandemic encouraged them to shop online
- They don't reject cash-only services/venues - this is a natural situation for them



ECONOMIC SITUATION OF HOUSEHOLD

“ We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases

51% **59%**

ECONOMIC OPTIMISM

54% **42%**

My situation will not change

20% **25%**

My situation will improve

15% **15%**

My situation will deteriorate

CASH-ORIENTED TRADITIONALISTS



PLANS FOR ACTIVITIES AFTER PANDEMIC

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN GERMANY?
Choose max. 3 answers



Cash-Oriented Traditionalists in Germany want to use hospitality services the most – it's the highest result compared to this segment in all surveyed European countries.

This is the most important thing to do after restrictions are lifted for more than

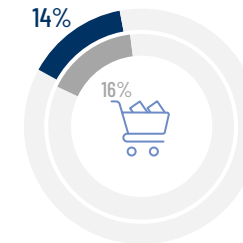
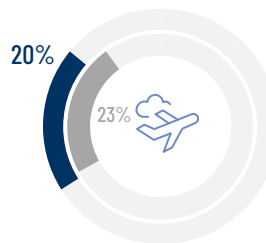
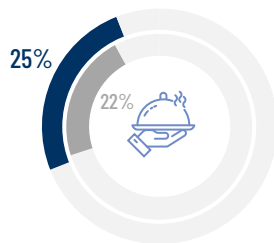
5/10



of Cash-Oriented Traditionalists.

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



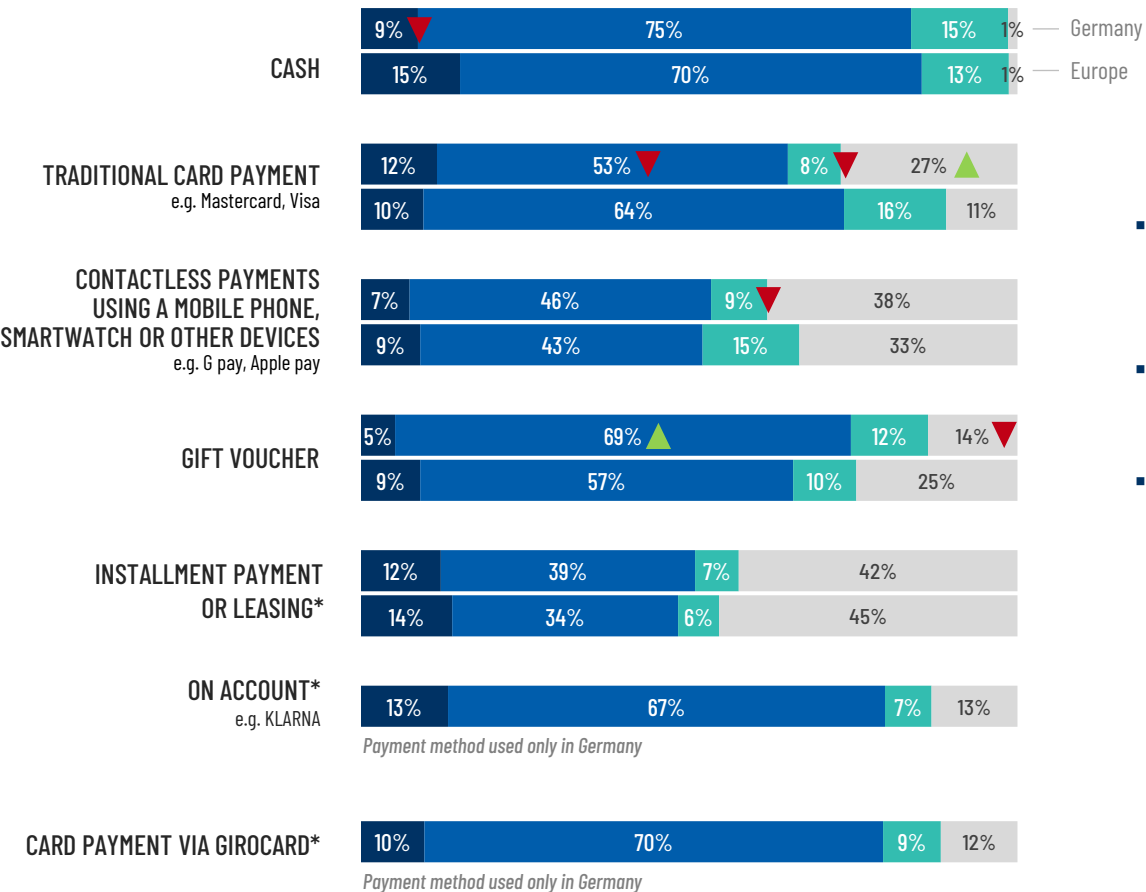
1/4

But only one in four plan to do it more often than before the pandemic.

CASH-ORIENTED TRADITIONALISTS



SHOPPING OFFLINE



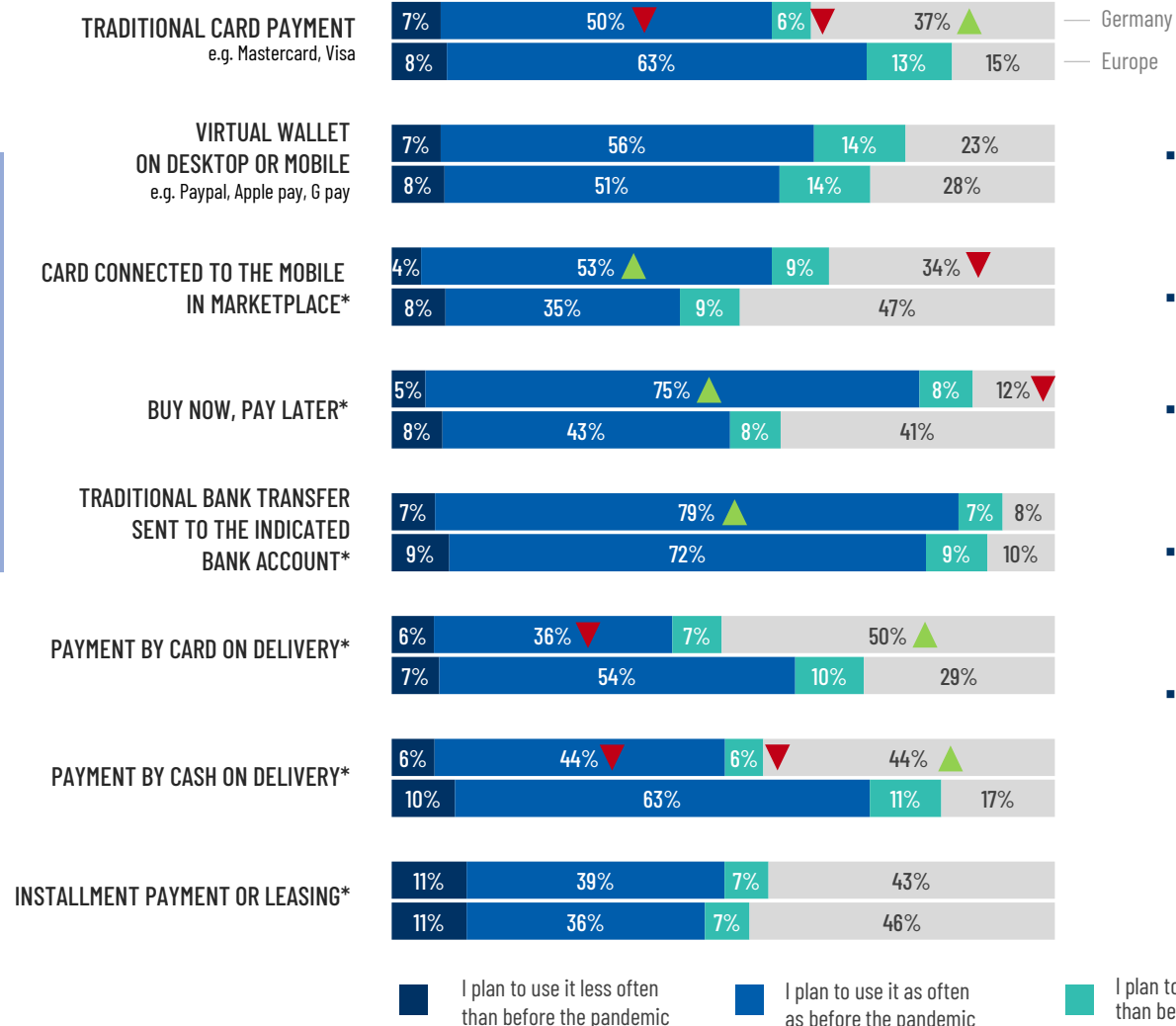
- Cash-Oriented Traditionalists in Germany even less often than people from this segment from other countries plan to increase their use of traditional card payment while shopping offline.
- 1/4 of them don't use traditional card payment (it's more than in other surveyed countries for this segment).
- 7/10 of Cash-Oriented Traditionalists in Germany plan to use gift vouchers as often as before the pandemic (it's more than in other European nations for this segment).

■ I plan to use it less often than before the pandemic
 ■ I plan to use it as often as before the pandemic
 ■ I plan to use it more often than before the pandemic
 ■ I did not use it before and I do not plan to use it after the restrictions are lifted

CASH-ORIENTED TRADITIONALISTS




SHOPPING ONLINE



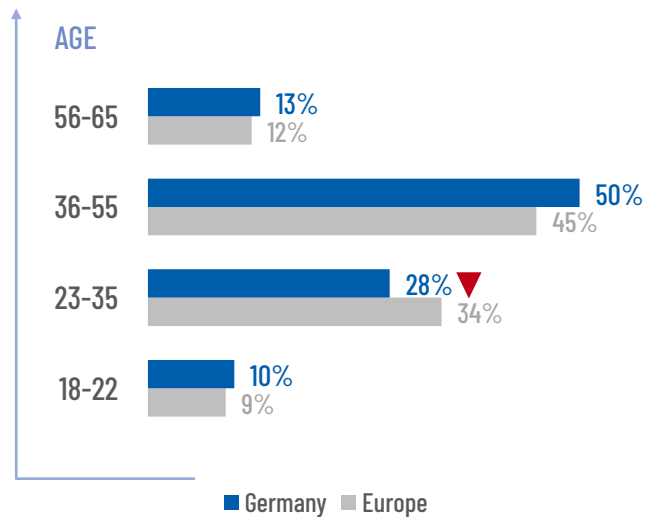
- Cash-Oriented Traditionalists in Germany less often than people from this segment from other countries plan to increase their use of traditional card payment also while shopping online.
- 1/3 of them don't use traditional card payment while shopping online (it's more than in other surveyed countries for this group).
- 3/4 of them plan to use buy now, pay later method as often as before the pandemic while shopping online (more compared to other surveyed countries for this segment).
- This method is popular in this segment – only 1/10 of them don't use it and don't plan to use it after the pandemic (four times less than in other surveyed nations for this group).
- 4/5 of German Cash-Oriented Traditionalists plan to use traditional bank transfer as often as before the pandemic (more than in other countries for this segment).

PAYMENT SWITCHERS



49%
Germans
48% Europeans

- **They pay both with cash and cashless**
- Most of them think that people will still use cash in 10 years
- They don't pay much attention to hygiene while shopping
- They are neither optimists nor pessimists - they are in between
- 1/3 of them agree that the pandemic encouraged them to shop online
- More often than Cash-Oriented Traditionalists they reject cash-only services/venues but not as often as Modern Contactless Payers



51% **55%**  **45%** 49%

ECONOMIC SITUATION OF HOUSEHOLD

“ **We have an average standard of living** – we have enough for the everyday needs, but have to save for bigger purchases

48%  55%

ECONOMIC OPTIMISM

46%  39%

26% 29%

14% 13%

My situation will not change 

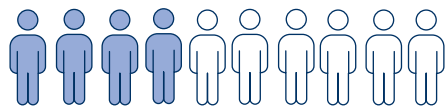
My situation will improve 

My situation will deteriorate 

PAYMENT SWITCHERS



PLANS FOR ACTIVITIES AFTER PANDEMIC



4/10

of Payment Switchers want to travel and use hospitality as soon as it is possible.

1/3

miss social activity.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN GERMANY?
Choose max. 3 answers



41% ▲

USE OF HOSPITALITY

vs. 35% EUROPE



38% ▼

TRAVELLING GOING ON HOLIDAYS

vs. 46% EUROPE



25% ▼

ENTERTAINMENT ACTIVITY

vs. 32% EUROPE



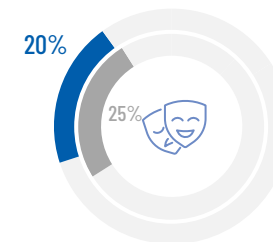
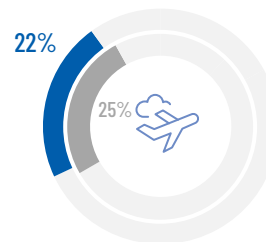
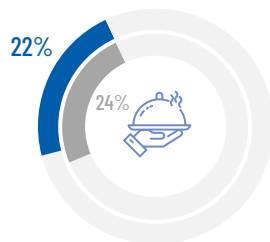
30% ▼

SOCIAL ACTIVITY

vs. 36% EUROPE

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

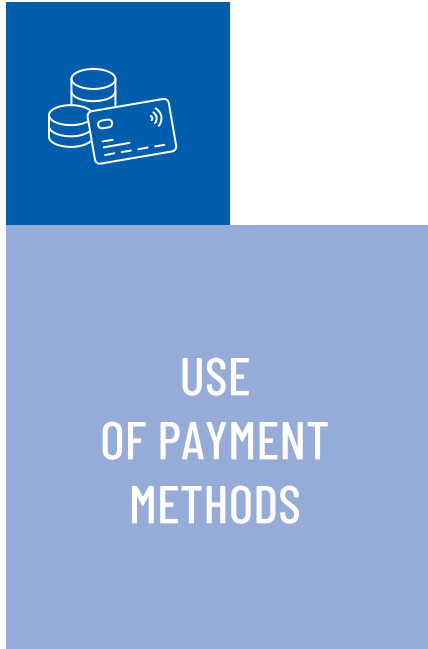
Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



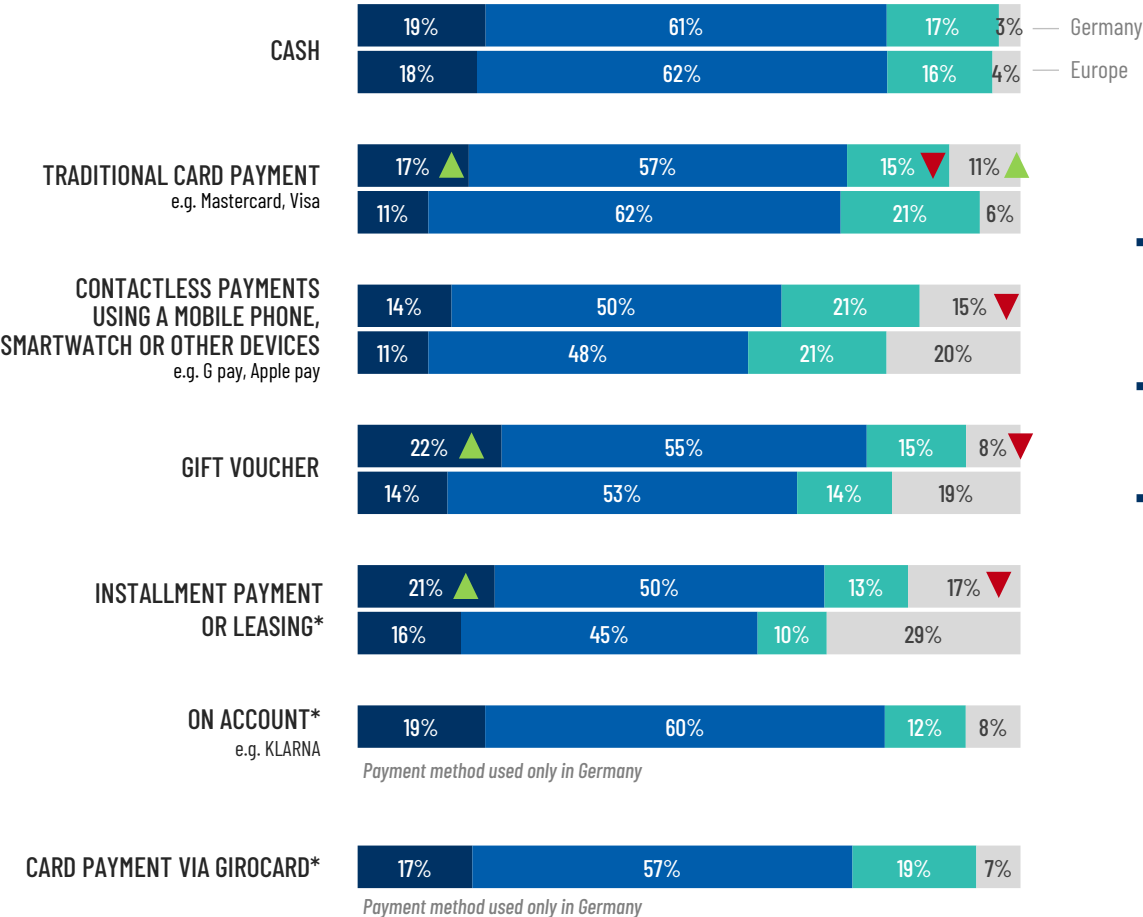
1/5

Plan to travel, use hospitality and entertainment activities more often than before the pandemic.

PAYMENT SWITCHERS



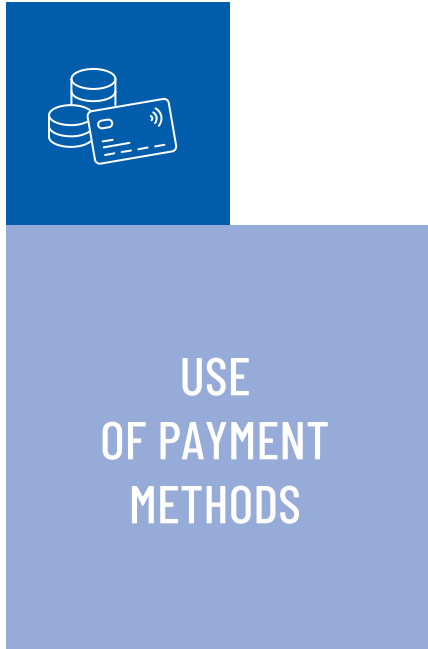
SHOPPING OFFLINE



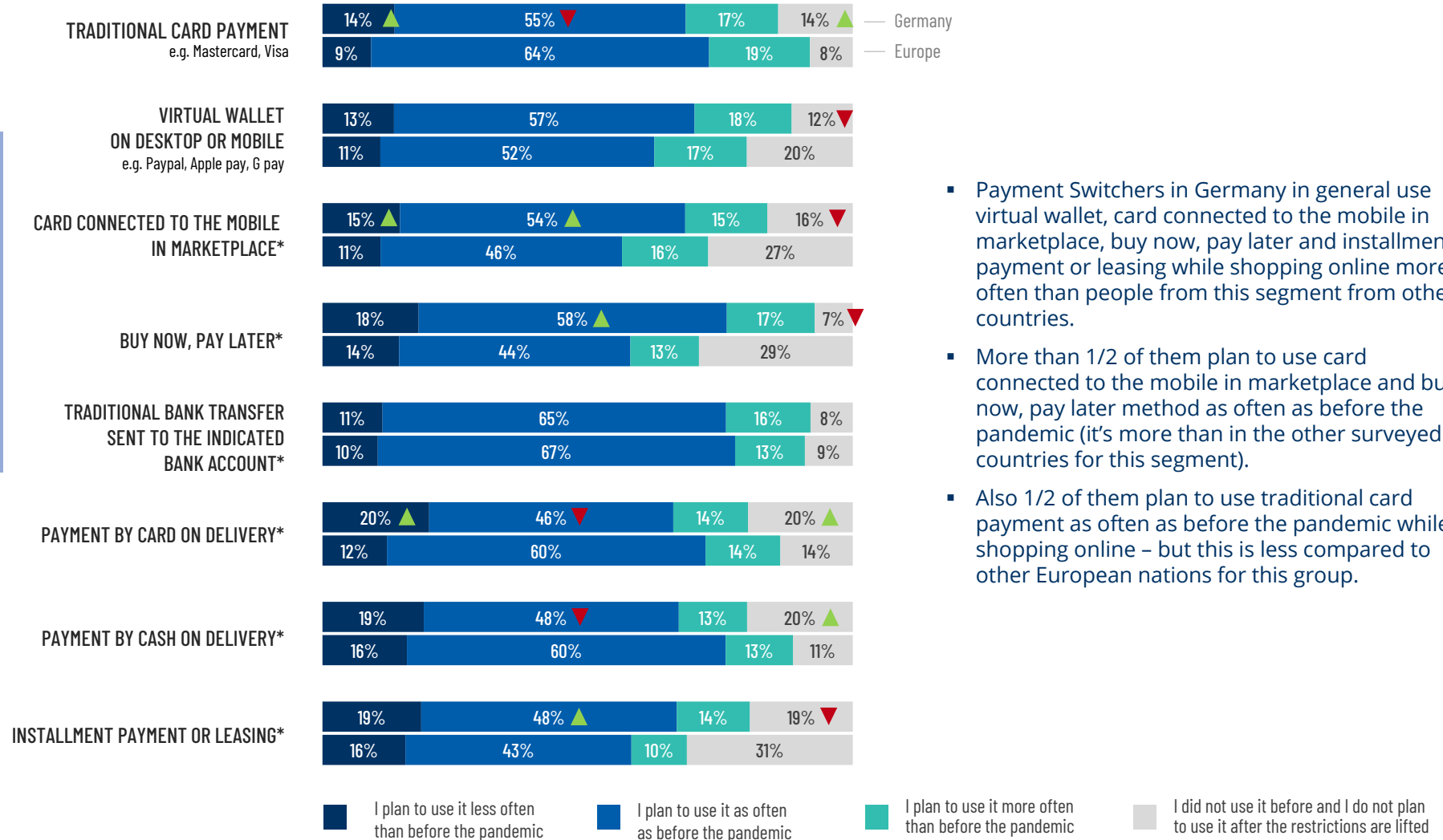
- Payment Switchers in Germany less often than people from this segment from other countries plan to increase their use of traditional card payment while shopping offline.
- 1/10 of them don't use traditional card payment (it's more than in other surveyed countries for this segment).
- 2/10 of Payment Switchers in Germany plan to use gift vouchers and installment payment or leasing less often than before the pandemic.



PAYMENT SWITCHERS

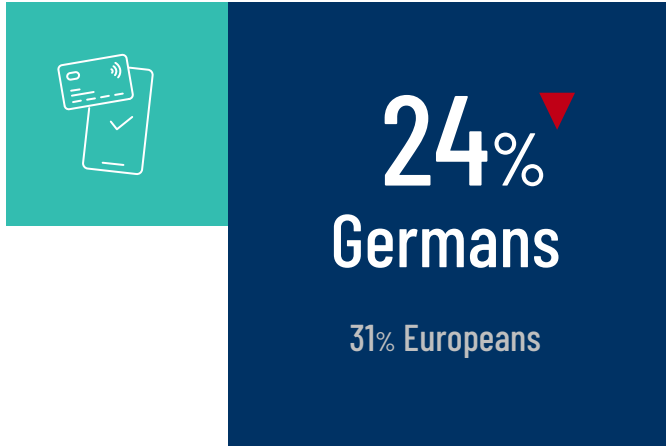


SHOPPING ONLINE

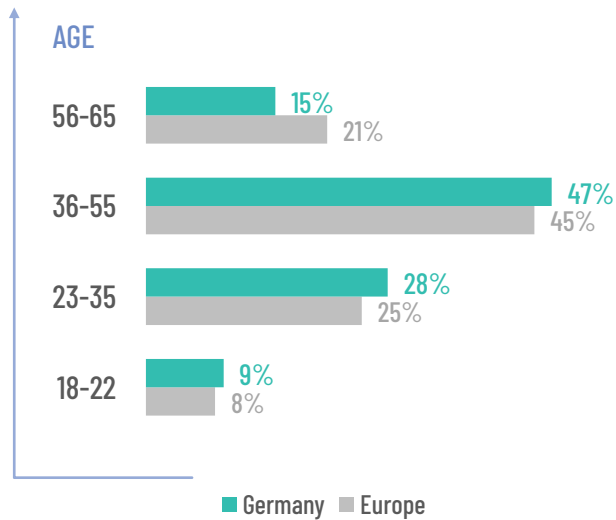


- Payment Switchers in Germany in general use virtual wallet, card connected to the mobile in marketplace, buy now, pay later and installment payment or leasing while shopping online more often than people from this segment from other countries.
- More than 1/2 of them plan to use card connected to the mobile in marketplace and buy now, pay later method as often as before the pandemic (it's more than in the other surveyed countries for this segment).
- Also 1/2 of them plan to use traditional card payment as often as before the pandemic while shopping online – but this is less compared to other European nations for this group.

MODERN CONTACTLESS PAYERS



- They strongly prefer cashless payment methods
- Most of them want to pay cashlessly only and they think that it will happen in the future
- Hygiene while shopping is important to them, they strongly agree that cash is unhygienic
- The most optimistic segment - they agree that the worst is already over
- Right now, they are planning what to do in the near future
- The pandemic encouraged them to shop online
- More than half of respondents plan to buy online more often after restrictions lift
- Some choose not to purchase from a business or service if they can't pay using cashless payment methods



ECONOMIC SITUATION OF HOUSEHOLD

“ We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases ”

54% 61%

ECONOMIC OPTIMISM

48% 44%

34% 29%

9% 10%

My situation will not change

My situation will improve

My situation will deteriorate

MODERN CONTACTLESS PAYERS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN GERMANY?
Choose max. 3 answers

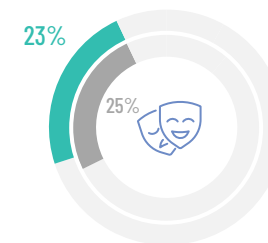
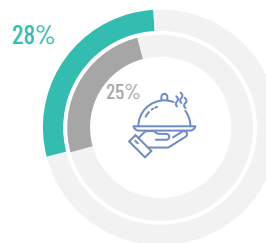
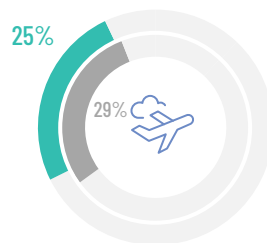



More than half of Modern Contactless Payers in Germany can't wait to travel.

Similar situation is with the use of hospitality.

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



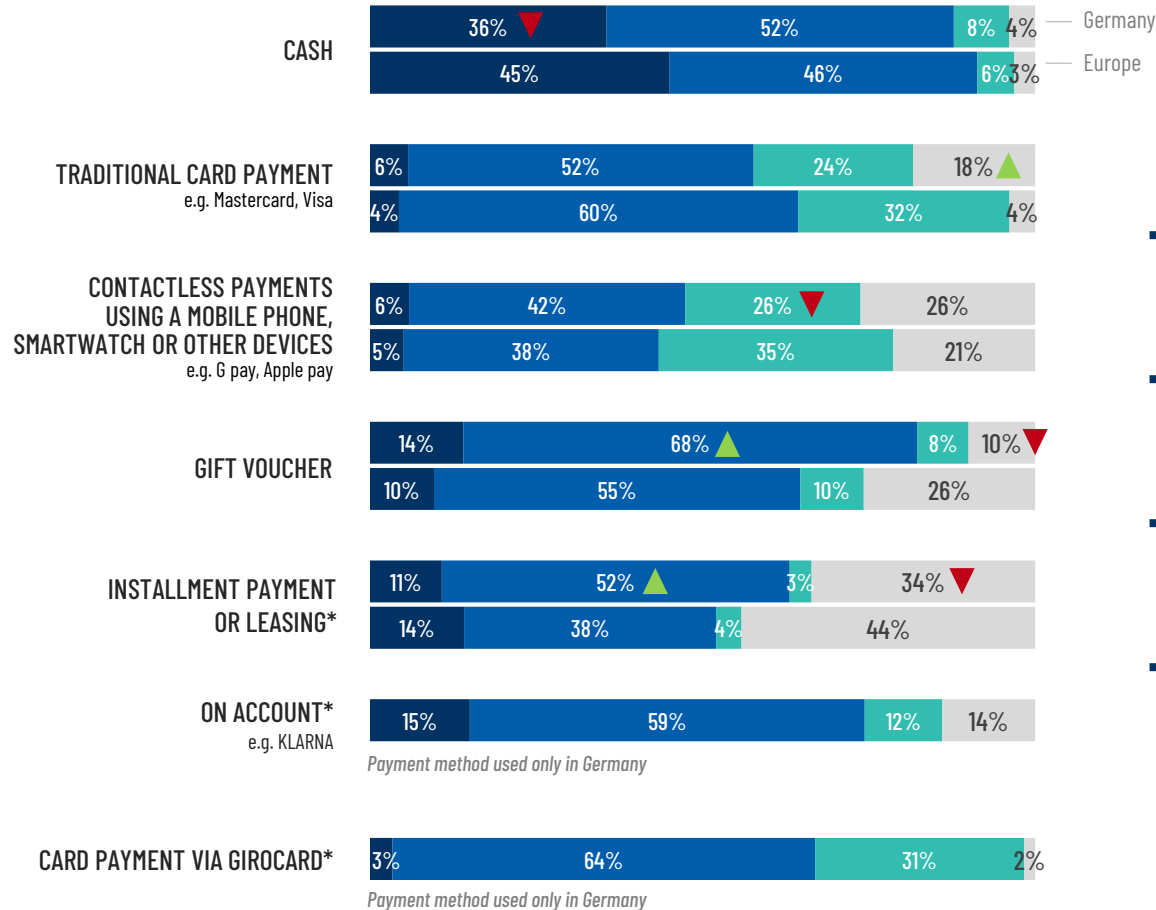
1/4 

Plan to travel and use hospitality services more often than before the pandemic.

MODERN CONTACTLESS PAYERS



SHOPPING OFFLINE



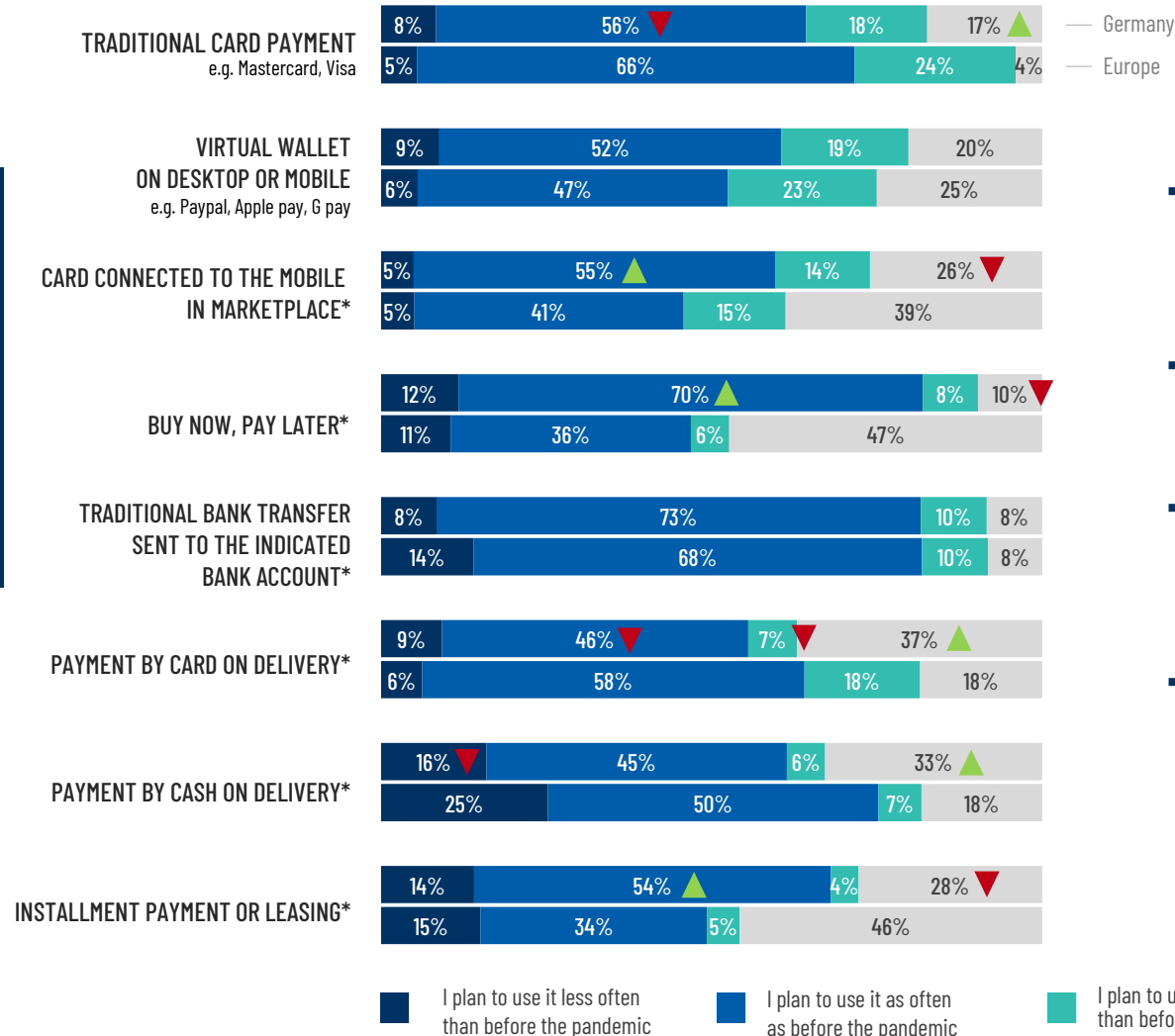
- Modern Contactless Payers in Germany plan to increase their use of contactless payments using a device while shopping offline less often than people from this segment from other countries.
- 1/5 of them don't use traditional card payment (it's more than in other surveyed countries for this segment). But almost all of them use card payment via Girocard.
- 2/3 of Modern Contactless Payers in Germany plan to use gift vouchers as often as before the pandemic (it's more than in other European nations for this group).
- 1/2 of them want to use installment payment or leasing as often as before the pandemic (it's also more compared to other countries for this segment).

I plan to use it less often than before the pandemic
 I plan to use it as often as before the pandemic
 I plan to use it more often than before the pandemic
 I did not use it before and I do not plan to use it after the restrictions are lifted

MODERN CONTACTLESS PAYERS



SHOPPING ONLINE



- Modern Contactless Payers in Germany use card connected to the mobile in marketplace, buy now, pay later and installment payment or leasing while shopping online more often than people from this segment from other countries.
- 7/10 of them plan to use buy now, pay later method as often as before the pandemic – it's twice more compared to other European nations for this segment.
- More than 1/2 of them plan to use card connected to the mobile in marketplace and installment payment or leasing as often as before the pandemic (it's more than in other surveyed countries).
- At the same time 1/2 of them plan to use traditional card payment as often as before the pandemic while shopping online – but this is less compared to other European nations for this group.

Base: Europe: N=1101; Germany N=121
*Not asked in every country

▼ Result statistically lower than the average result among all countries ▲ Result statistically higher than the average result among all countries



Summary of results

BACK TO NORMAL



WHEN WILL IT HAPPEN?

Almost

1/3



of Germans think that „normal life“ – life without restrictions will come back during **the 1st half of 2022.**

It's significantly more than in the rest of Europe.

WHAT WILL HAPPEN?

Immediately after lifting of restrictions, Europeans mainly want to **travel, enjoy restaurants, cafés, pubs, social life and entertainment.**

Germans manifest their desire to **use food services even more strongly.** At the same time, they miss travelling to a slightly lesser extent than the nations surveyed as a whole (although it is the second most frequently cited area). They are less eager than others to use beauty services and engage in entertainment.



DOES "NORMALCY" MEAN RETURN TO OLD HABITS? OR MAYBE SOMETHING WILL CHANGE? - POST-PANDEMIC PAYMENTS



APPROX.

60%

of the people in the countries participating in the survey say they will not change the frequency with which they use cash and a payment card when shopping in traditional shops (not online).

More than 1/4 plan to pay less often in cash, the same number declares that they want to pay more often by card.

In Germany, these trends are less pronounced, with only 1/5 of respondents planning to reduce cash payments (compared to 1/4 for the other countries surveyed) during traditional (offline) shopping. At the same time, only 1/8 would like to pay by card more often after restrictions are lifted than before the pandemic (compared to almost 1/4 for the rest of Europe).

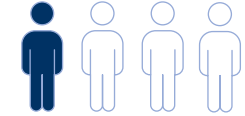
When it comes to online shopping, the most popular payment method - card payment - is gaining ground in Europe with one in five planning to pay this way more often. Meanwhile, in Germany this percentage is lower at 15%. But at the same time 17% of Germans want to use virtual wallet more often.

CONTACTLESS PAYMENT - HOW DOES THIS FORM OF PAYMENT AFFECT THE SHOPPING PATTERNS OF EUROPEANS?



ABOUT

1/4



of respondents say that the ability to pay by card/cashless would primarily encourage more frequent use of grocery stores, retail outlets, but also restaurants/pubs/cafés. Germans are slightly less likely than residents of all countries surveyed to identify hotels/guest houses, restaurants/pubs/cafés and local bakeries as places where the ability to pay by card would attract them to shop more often.

The ability to spend more when paying by card/using cashless methods is mainly predicted by Europeans for retail outlets and supermarkets. Germans are significantly more likely than Europeans to indicate venues connected with car services.

ABOUT

1/3

OF EUROPEANS

- think that the possibility to pay by card/cashless shows that a venue is meeting the expectations of its customers. In this respect, Germans do not differ from the other nations surveyed, regardless of the industry.
- say that using cashless payment methods is more hygienic. Germans are much less likely to have such a belief (about 1/4 of the respondents agree) - this perception is consistent regardless of the industry (which may result from a more "hygienic" perception of cash in this country).

MORE
THAN 1/4
OF EUROPEANS

perceive venues where it is possible to pay by card/cashless as being up-to-date with modern technology. Germans are less likely to agree with this belief, regardless of the industry surveyed.

Summary of results

Almost half of the population of the surveyed countries are Payment Switchers - people who use both cash and cashless methods of payment. They are mostly young people. As for their attitude towards the pandemic, they are quite but not overly optimistic.

The group of Modern Contactless Payers is slightly smaller - in the surveyed European countries it is about 1/3 of the population. This group would mostly like to pay exclusively cashless; they are optimistic about the pandemic - they think the worst is over; however, they are cautious about hygiene, which is why they think cash payments are less secure. 1/4 of them have started shopping online more often, and more than half of them intend to use this form of shopping more often than before the pandemic. Not being able to pay cashless discourages them from shopping at a venue.

The smallest, yet still quite numerous group are Cash-Oriented Traditionalists - among the residents of the surveyed countries they constitute 1/5 of their population. They are focused on cash payments so the lack of cashless payment option is not a barrier to purchase for them. They are skeptical about the pandemic - they think the worst is yet to come. Influenced by the pandemic situation, 1/3 of them started shopping online.

Compared to the overall European countries surveyed, there are more people in Germany who prefer traditional cash payments, while there are fewer supporters of non-cash payments.

The group of Payment Switchers is as large as in the other countries surveyed.





When asked what they would like to do immediately after the restrictions are lifted, representatives of the Cash-Oriented Traditionalists and Payment Switchers groups even more often than others (although it is generally the most frequently mentioned aspect) indicate the use of restaurants/pubs/cafés.

At the same time, they do not indicate other activities more often than other Europeans, which may indicate a focus on this particular activity after lifting of restrictions.

Although 1/3 of Modern Contactless Payers plan to pay cash less often after the pandemic when shopping offline, this is less compared to the results for this segment in other countries surveyed (45%). Despite their openness to modern forms of payment, representatives of this segment in Germany are less likely than before the pandemic to plan to pay more frequently using contactless methods using their phone, watch or other device for offline purchases compared to the rest of Europe (1/4 compared to 1/3 for the countries as a whole).

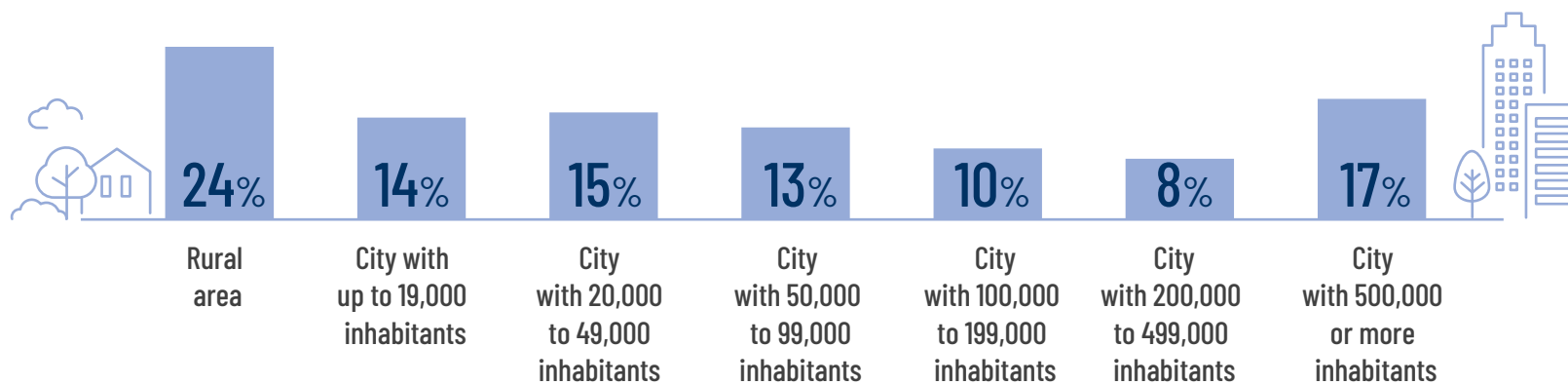
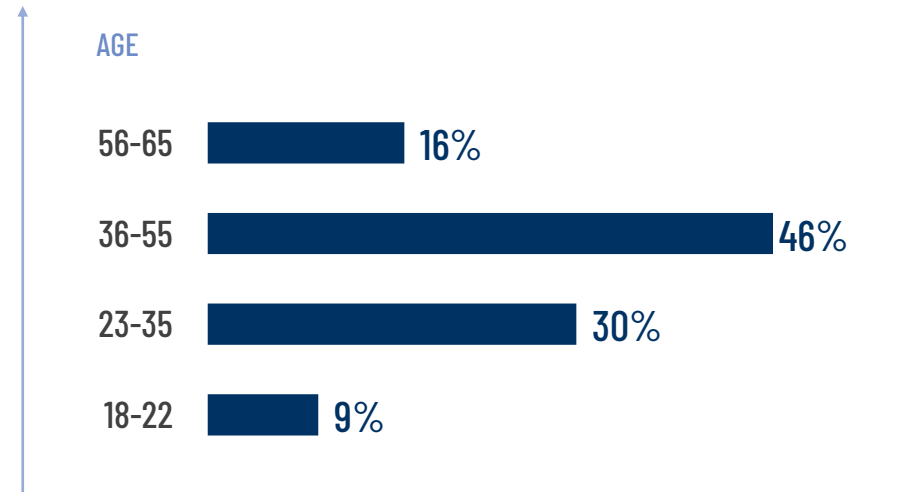
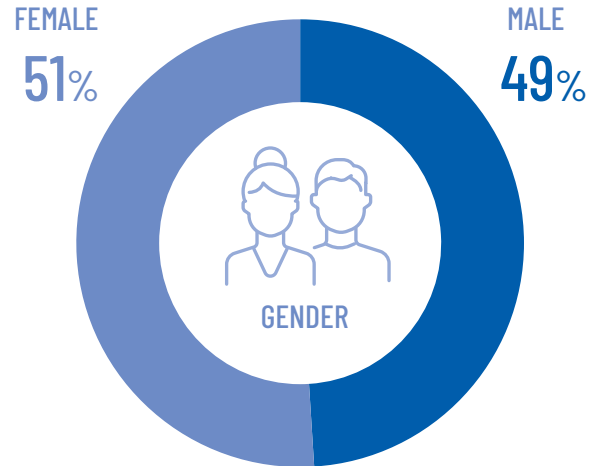
About 1/7 of Payment Switchers and just 1/10 of Cash-Oriented Traditionalists plan to pay more often with a traditional payment card for offline purchases after the pandemic is over - this is less compared to the results among the general population in the countries surveyed.

Regardless of segment, no method is indicated as planned to be used more often than before the pandemic when shopping online. It is worth noting that the buy now, pay later option is much more popular in Germany than in the other countries surveyed, and representatives of all segments plan to use it as often as before the pandemic.

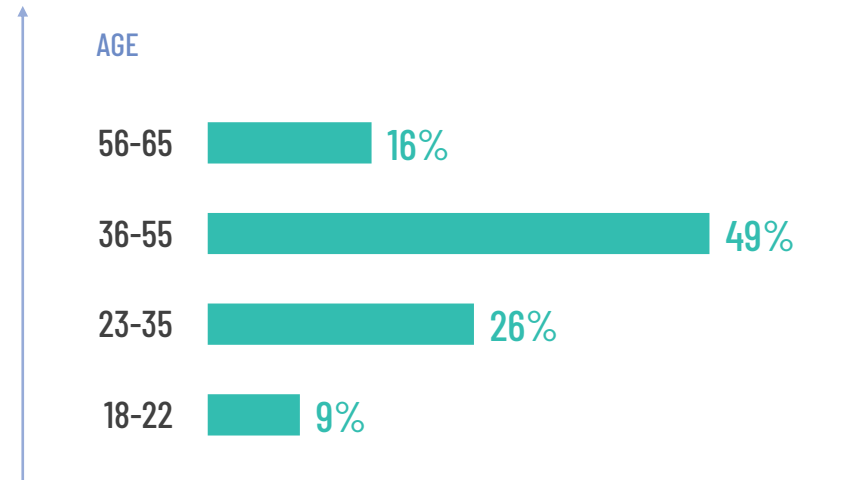
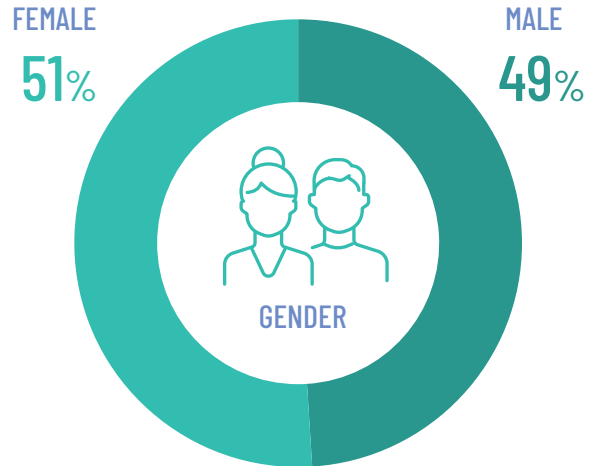


Profile of respondents

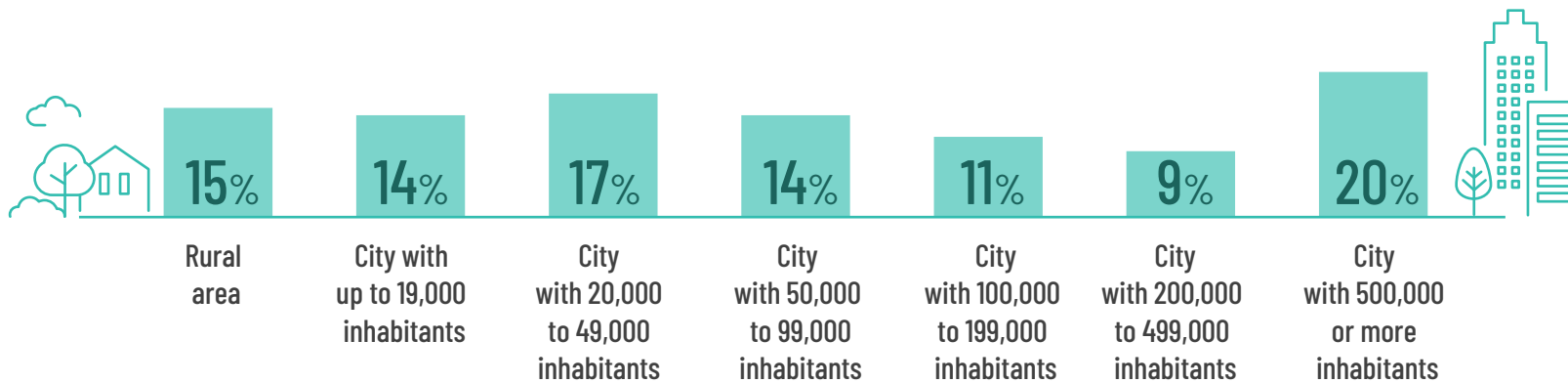
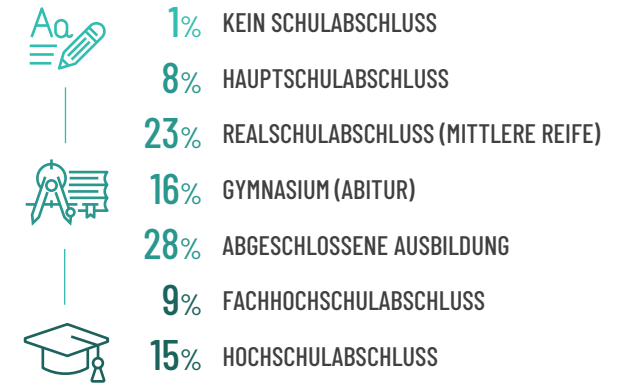
Profile of respondents - Europe



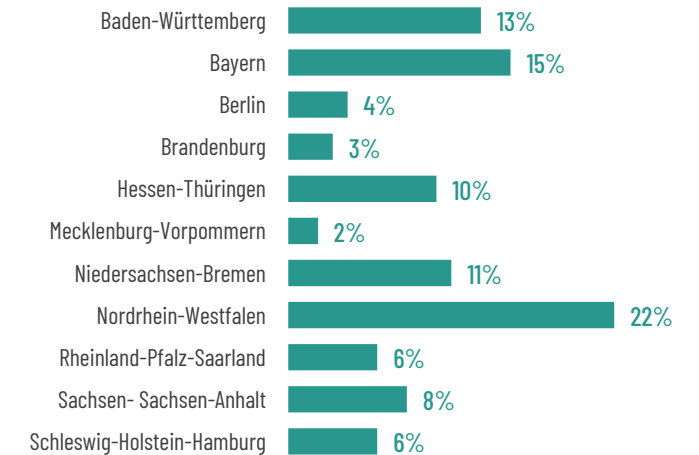
Profile of respondents – German



EDUCATION



REGION





Thank you

