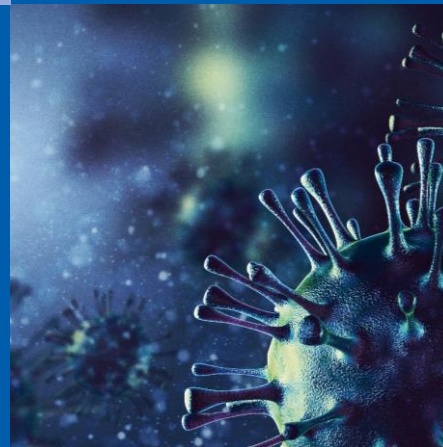
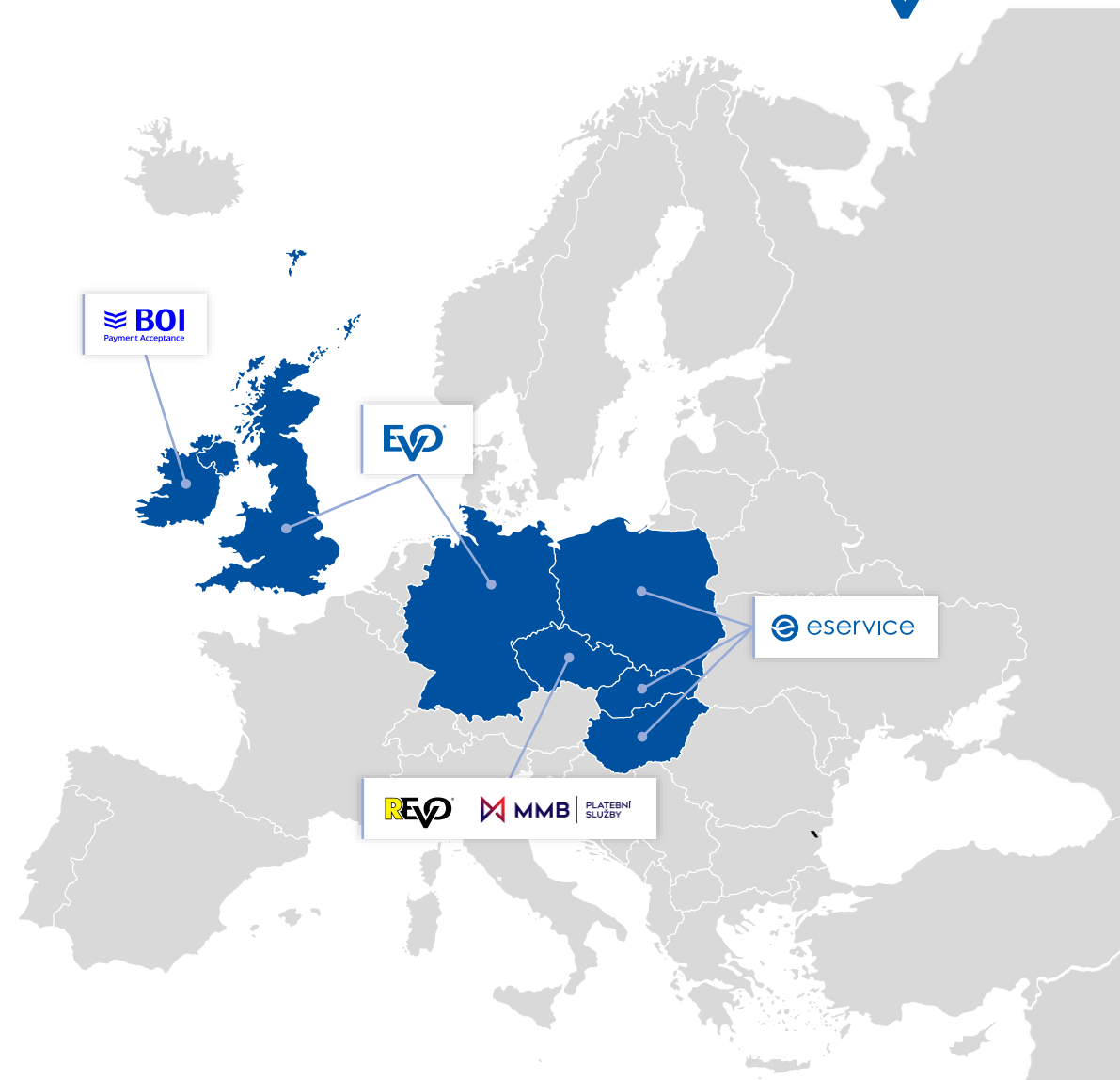




# How COVID-19 changed European shopping and payments behaviour



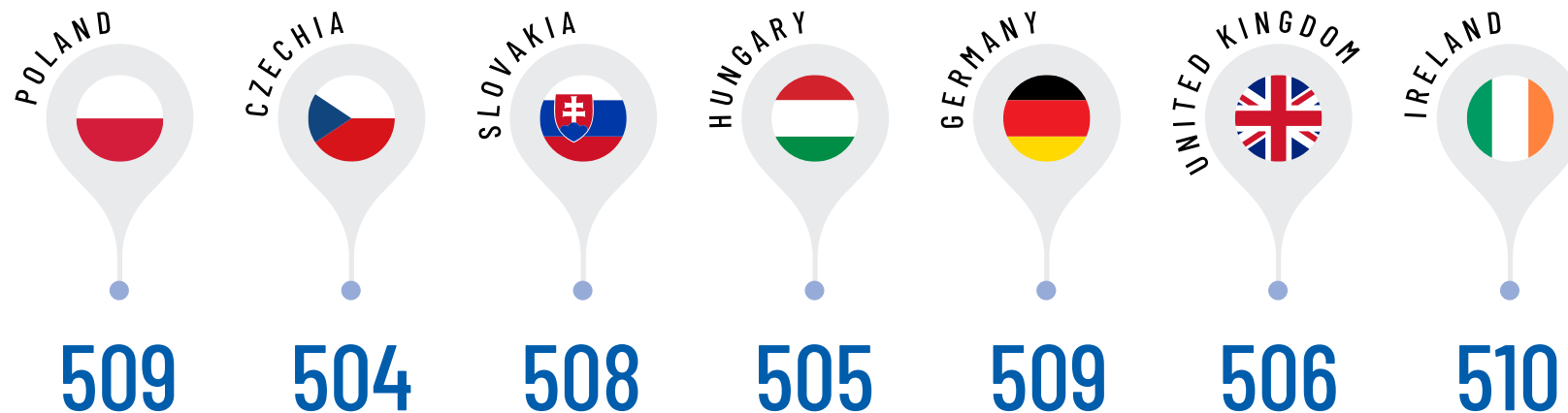
**The aim of the study**  
was to assess how  
the COVID-19 pandemic  
affected shopping habits  
and payment behaviour  
in different European  
countries.



# About the study

## COUNTRIES IN THE STUDY

## SAMPLE SIZE



survey realised in cooperation with **VISA**



## RESPONDENTS

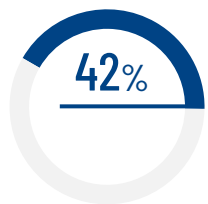
Each country is represented by a sample group aged 18-65.

## RESEARCH METHOD

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

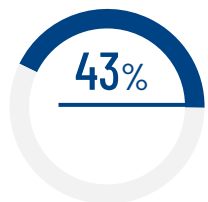


# COVID-19 pandemic – how did it affect Europeans?



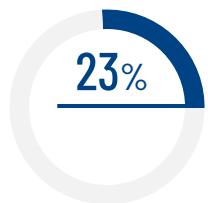
more than  
**4/10**

Europeans declare that the pandemic **encouraged them to buy online.**



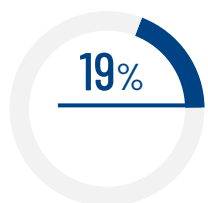
more than  
**4/10**

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



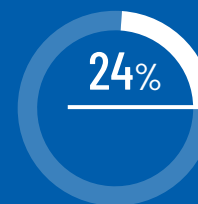
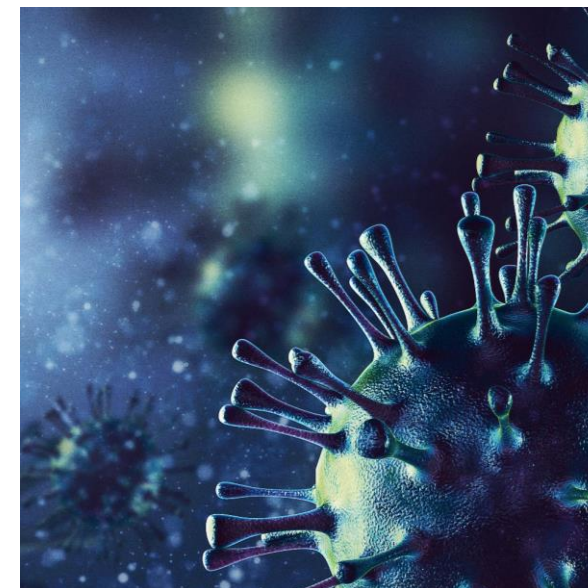
almost  
**1/4**

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**

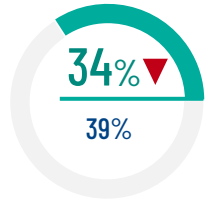
Europeans think that the COVID-19 **pandemic will end in 1st half of 2022.**



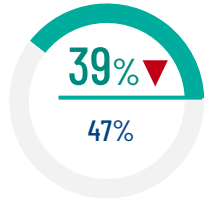
# Hungary vs Europe

how COVID-19 pandemic  
changed Hungarian shopping

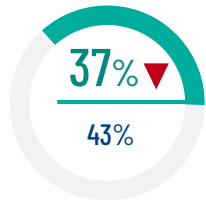
# COVID-19 pandemic – how did it affect Hungarians?



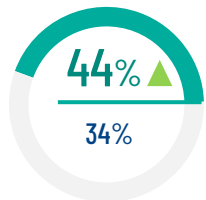
only **1/3** of Hungarians **declare that they are already planning post-pandemic activities.**



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



**1/3** of Hungarians **started to pay by card/cashless more often due to the pandemic.**

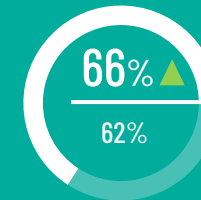


**2/5** of Hungarians **would like to enjoy entertainment activities** (e.g. cinema, theatre, concert) after the restrictions are lifted.



In Hungary, the pandemic has accelerated changes in shopping and paying behaviours that were already visible pre-COVID. They do not want to do any activities more often than before the pandemic compared to other Europeans. Although many Hungarians will continue to use traditional payment methods with the same frequency as before the pandemic, some of them consider using cash less often and switching to traditional payment cards or contactless payments.

**2/3** of Hungarians **plan to use traditional card payments while shopping offline as often as before the pandemic.**

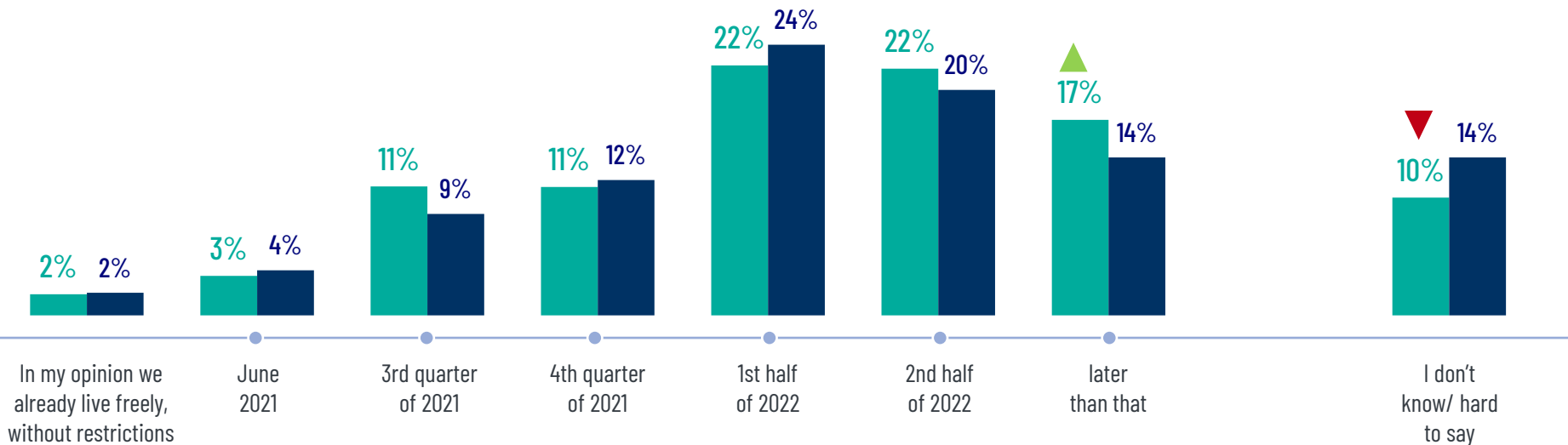


# Hungary – pandemic optimists or pessimists?



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

■ Hungary  
■ Europe



1/6

of Hungarians think that "normal life" – life without restrictions – will return later than during the 2nd 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



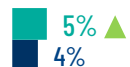
### WE HAVE A MODEST STANDARD OF LIVING

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



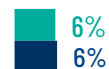
### MY SITUATION HAS IMPROVED



### 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



# 1/3

of Hungarians say their financial situation has deteriorated due to the pandemic. At the same time, they believe it will improve in the next 12 months.

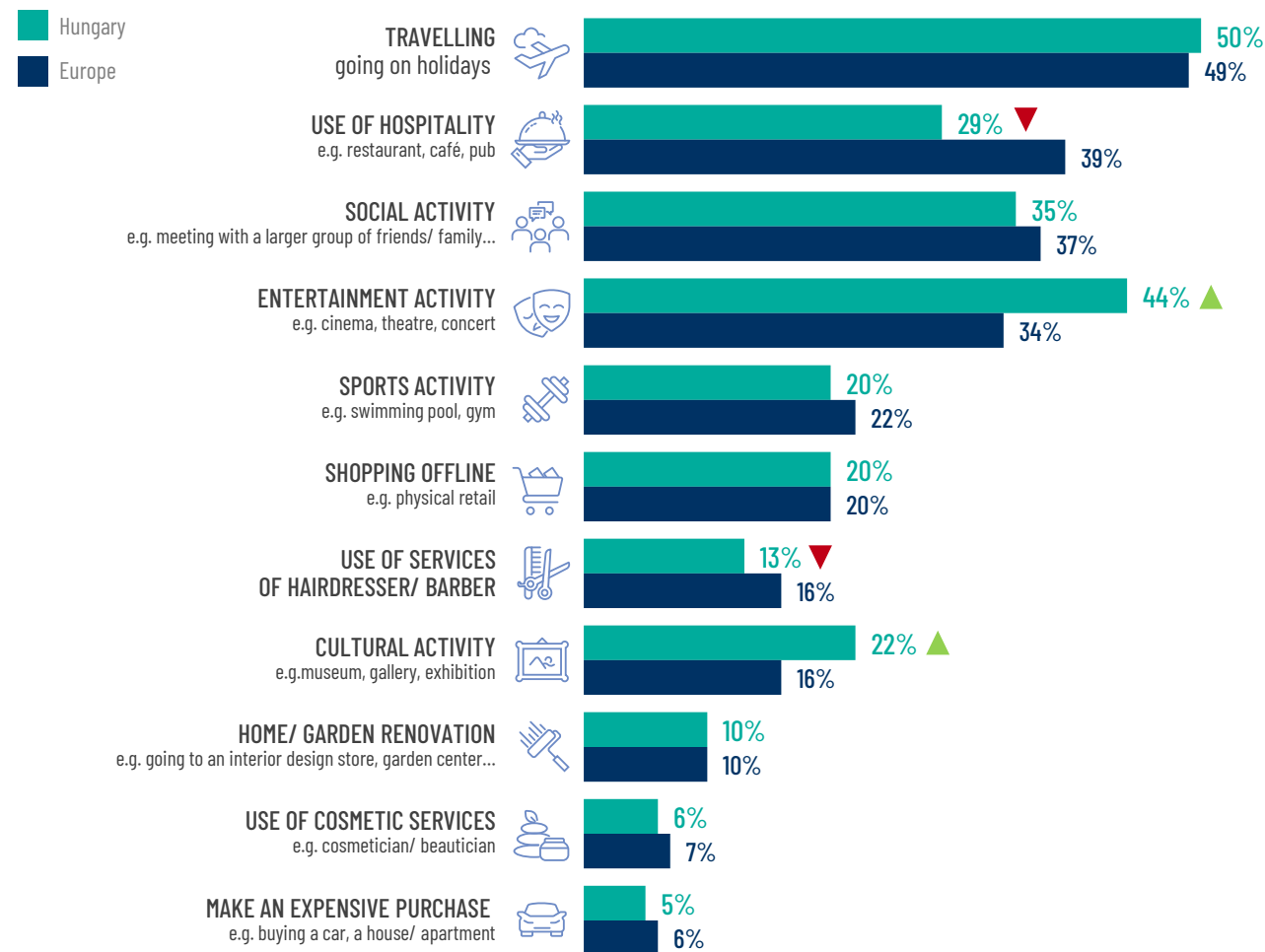
However, almost 60% of them assess their living status as average and 1/7 as high.



# what are Hungarians waiting for the most?

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

Choose max. 3 answers.



Hungarians more often than other Europeans indicate that after the restrictions are lifted, they would like to use entertainment activities, such as cinema, theater, or concerts. Other cultural activities are also more important to them, such as visiting museums, galleries, and exhibitions - every fifth Hungarian wants to enjoy these places.

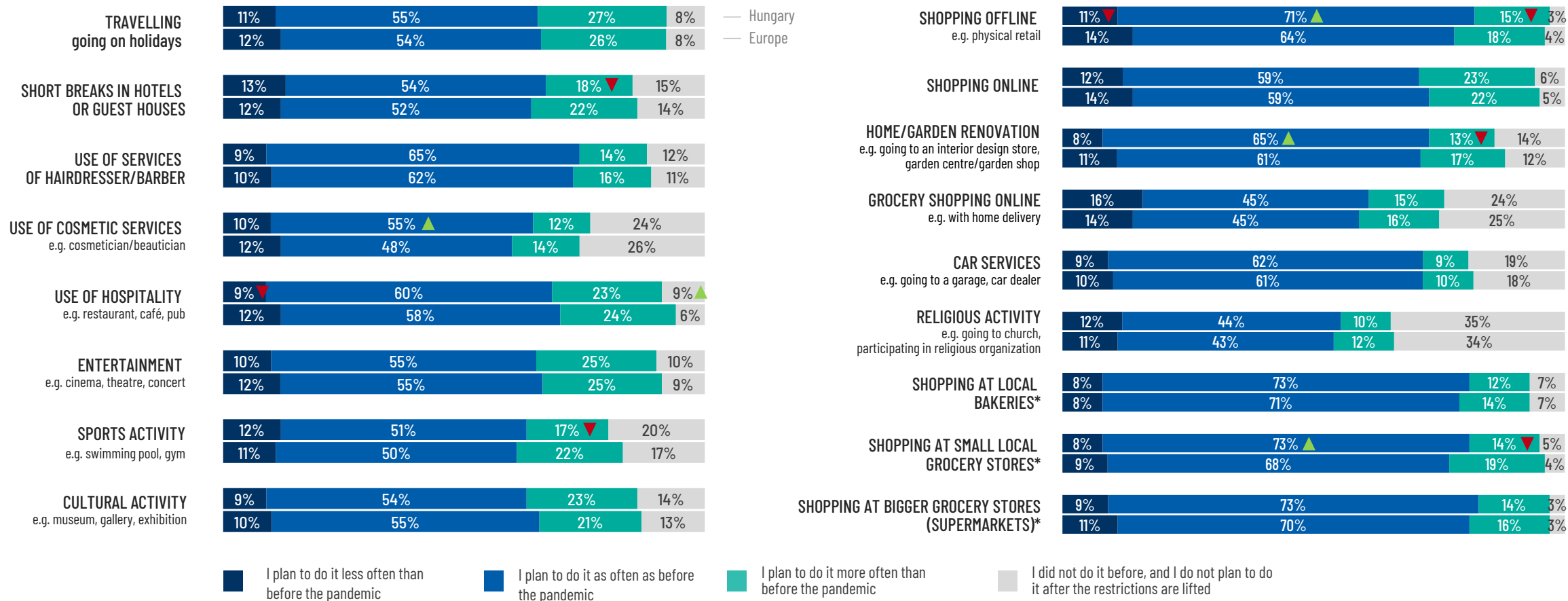
Visiting restaurants, cafes and pubs is not as desirable as for other Europeans. There is also less interest in hairdressers' and barbers' services.



# Pandemic freedom – what will Hungarians 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.



Hungarians plan to do most of their activities as often as before the pandemic. In a few cases, this stands out from other Europeans, who more often declare that they had changed their habits, especially when it comes to offline shopping.

# How card/cashless payments affect consumers perception of a business



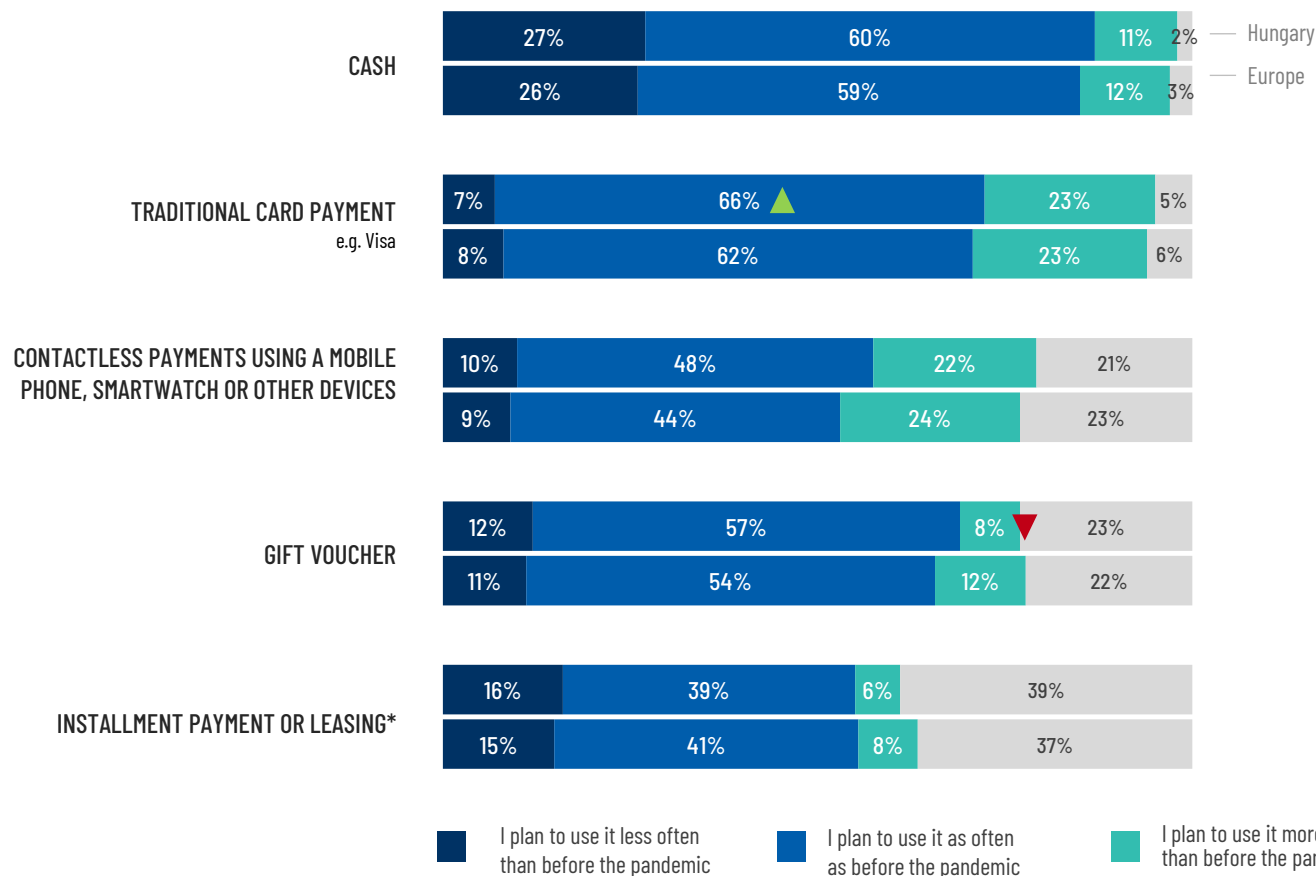
THINK ABOUT THE TIME IN HUNGARY IN THE FUTURE, WITHOUT COVID-19 RESTRICTIONS. IMAGINE YOU ARE USING THE SERVICE BELOW THAT ALLOWS YOU TO PAY BY CARD/CASHLESS. WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH?



According to Hungarians, the ability to pay by card/cashless primarily means keeping pace with current technology. The results, in this case, are significantly higher than for other Europeans, regardless of the inquired service. Card/cashless payment methods are especially important in the case of hospitality services, groceries, and offline retail but they do not affect Hungarians' spendings in these places.

# 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 (...)



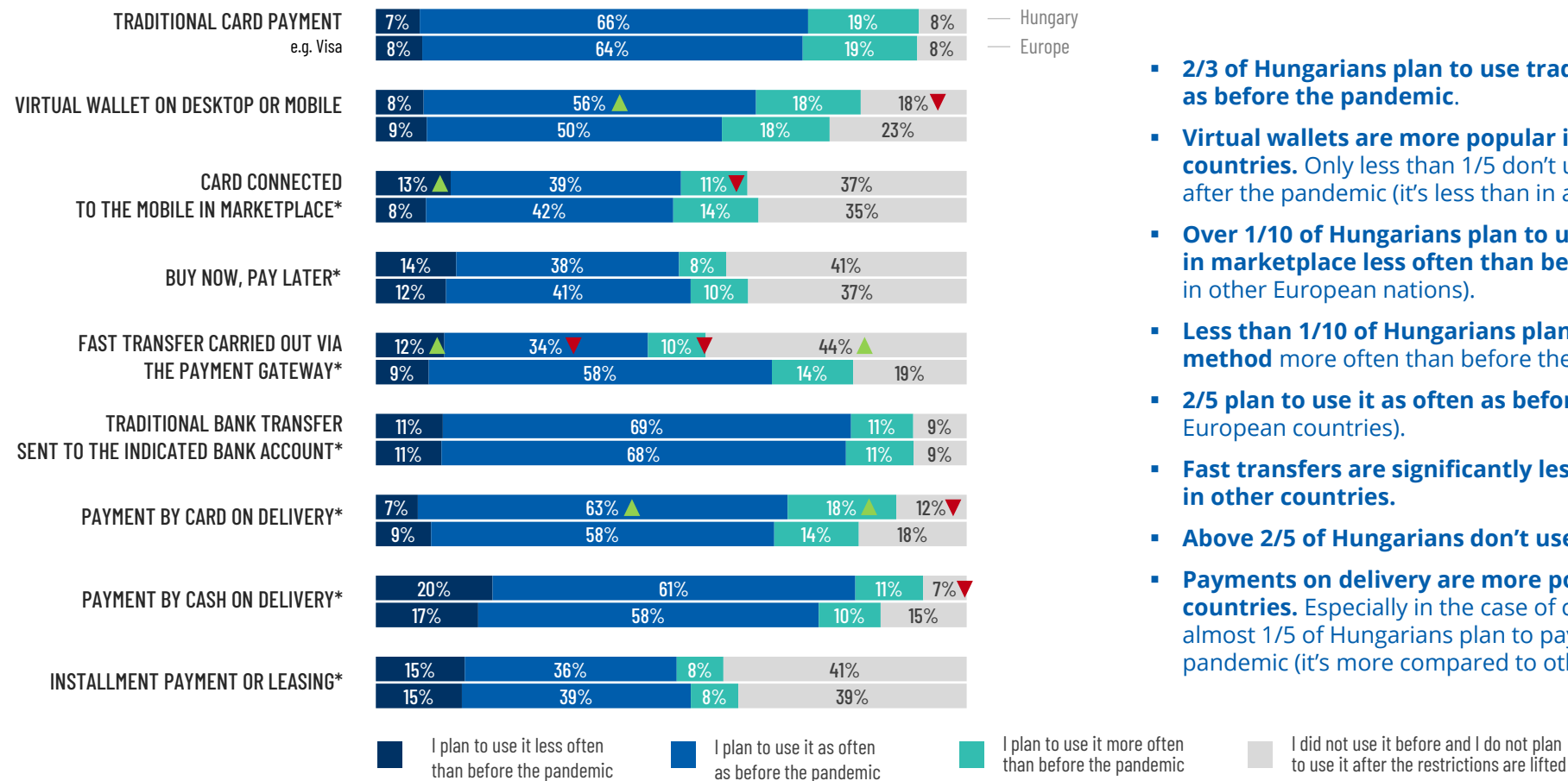
- More than 1/4 of Hungarians declare that they plan to use cash less often than before the pandemic.
- 2/3 of Hungarians (it's more than in all surveyed European countries) declare that they plan to use card payment as often as before the pandemic.
- Almost 1/4 of Hungarians want to use it more often.
- 1/5 of Hungarians plan to use modern contactless payments more often after the pandemic.
- About 60% of Hungarians plan to use gift vouchers as often as before the pandemic.
- Only 8% plan to use it more often (it's less than in all surveyed European countries).
- Installment payments or leasing are not very popular in Hungary – about 2/5 of respondents don't use them and don't plan to.

Although many Hungarians plan to continue using traditional payment methods with the same frequency as before the pandemic while shopping offline, some of them consider using cash less often and switching to traditional payment cards or contactless payments.

# 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 (...)



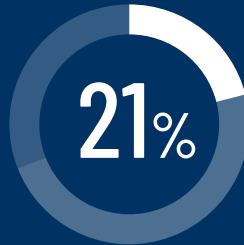
- 2/3 of Hungarians plan to use traditional card payments as often as before the pandemic.
- Virtual wallets are more popular in Hungary than in other countries. Only less than 1/5 don't use them and don't plan to start after the pandemic (it's less than in all surveyed European countries).
- Over 1/10 of Hungarians plan to use card connected to the mobile in marketplace less often than before the pandemic (it's more than in other European nations).
- Less than 1/10 of Hungarians plan to use the buy now, pay later method more often than before the pandemic.
- 2/5 plan to use it as often as before (both results similar to other European countries).
- Fast transfers are significantly less popular in Hungary than in other countries.
- Above 2/5 of Hungarians don't use them and don't plan to start.
- Payments on delivery are more popular in Hungary than in other countries. Especially in the case of card payments, it is noticeable that almost 1/5 of Hungarians plan to pay this way more often after the pandemic (it's more compared to other countries).

In Hungary, fast transfer is not as popular as in other countries, and the pandemic is unlikely to affect its use. On the other hand, virtual wallets and payment on delivery (especially by card) may gain popularity after the pandemic.



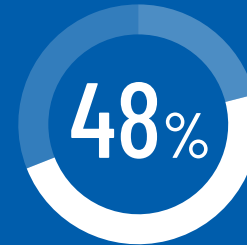
# Segmentation

# 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

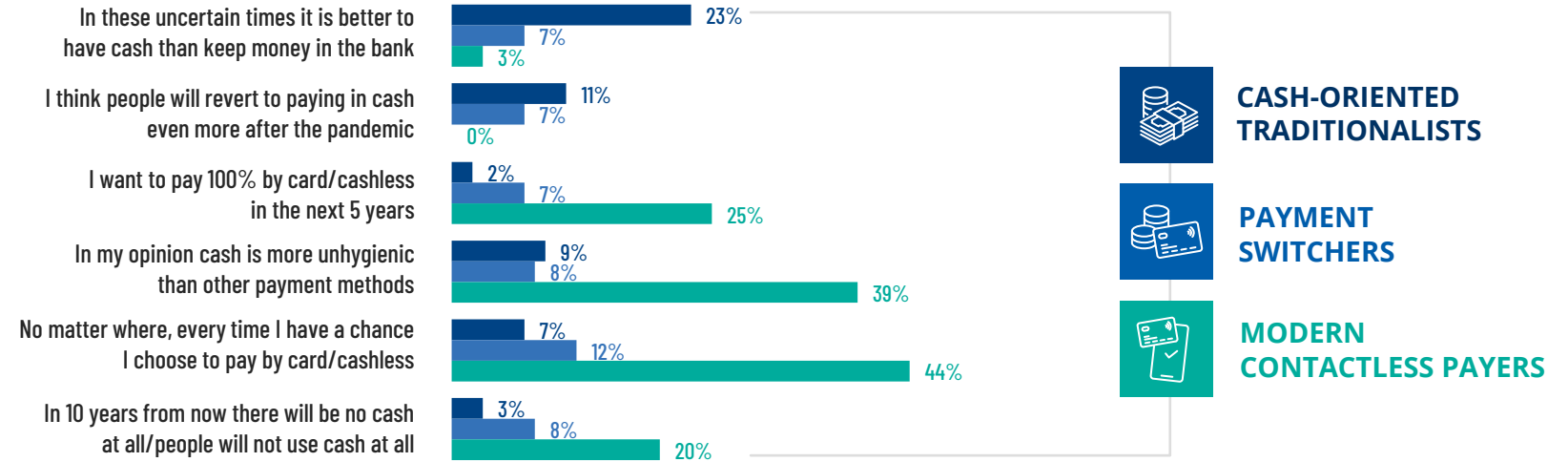
# 3 segments of Europeans



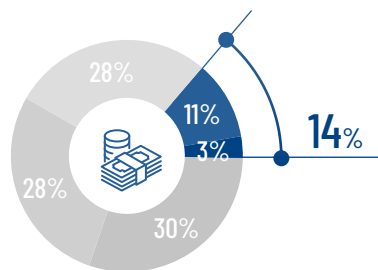
## 01

Main difference between segments is their attitude towards payment methods

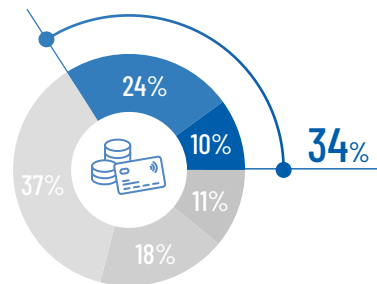
Below there is a list of statements. For each statement mark your answer on the scale 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".  
% OF ANSWERS "I strongly agree"



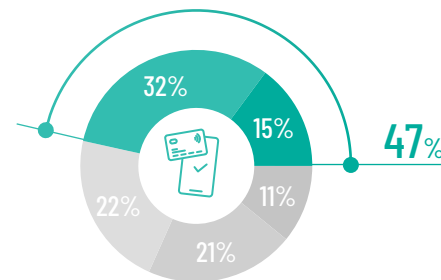
SOMETIMES I CANNOT BUY CERTAIN PRODUCTS/SERVICES BECAUSE CARD/CASHLESS PAYMENTS ARE NOT AVAILABLE



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

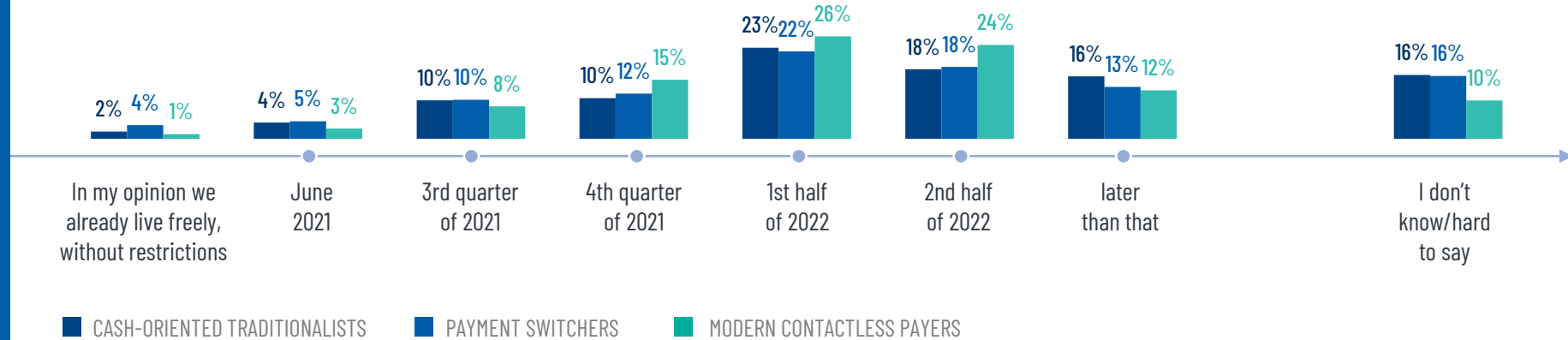
# 3 segments of Europeans



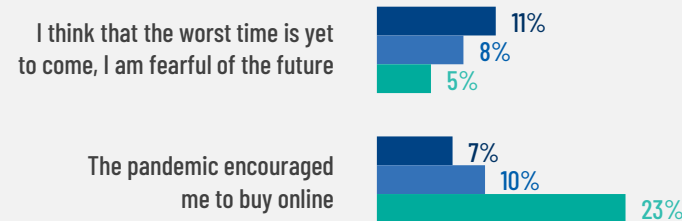
02

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





# Segments in Hungary

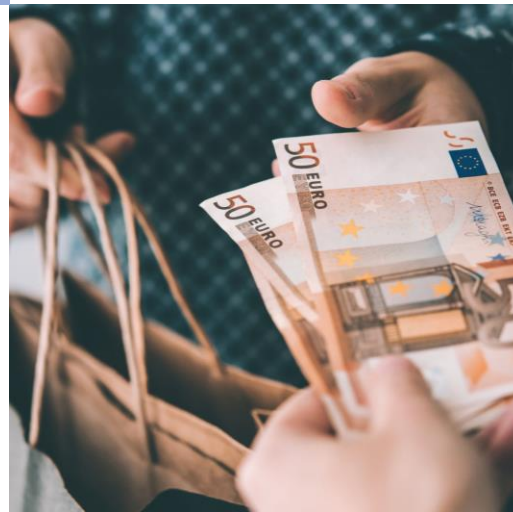
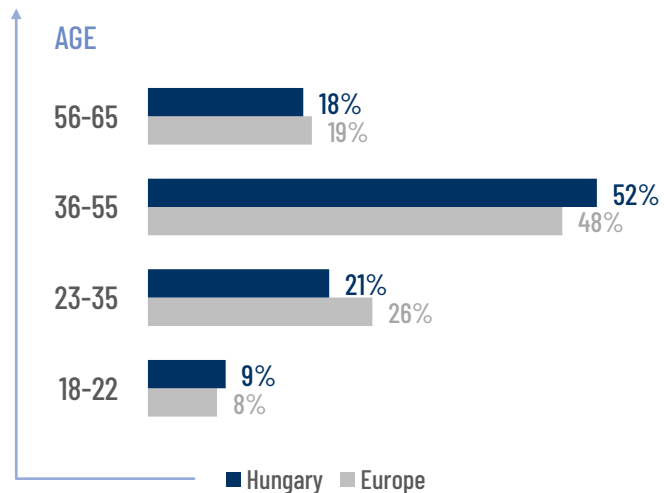
# CASH-ORIENTED TRADITIONALISTS



23%  
Hungarians

21% Europeans

- 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



47% 48% 52% 53%

## 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

61% 59%

## ECONOMIC OPTIMISM

40% 42%

My situation will not change

33% 25%

My situation will improve

13% 15%

My situation will deteriorate

■ Hungary ■ Europe

# CASH-ORIENTED TRADITIONALISTS



## PLANS FOR ACTIVITIES AFTER THE PANDEMIC

Cash-Oriented Traditionalists in Hungary want to travel, use entertainment activities, and do social activities – those are activities missed the most within this group.

Those are the most important things to do after the restrictions are lifted for more than

# 4/10



of Cash-Oriented Traditionalists.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN HUNGARY?

Choose max. 3 answers



# 48%

TRAVELLING GOING ON HOLIDAYS

vs. 47% EUROPE



# 43%

ENTERTAINMENT ACTIVITY

vs. 35% EUROPE



# 30%

USE OF HOSPITALITY

vs. 39% EUROPE



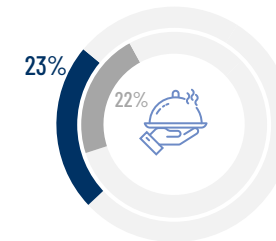
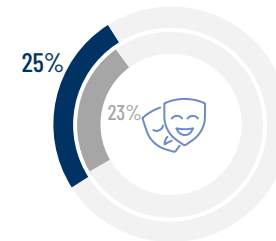
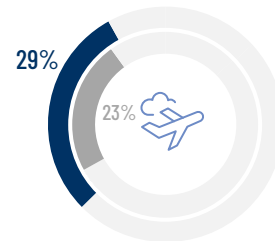
# 42%

SOCIAL ACTIVITY

vs. 37% 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.



■ Hungary ■ Europe

# 3/10

Plan to travel more often than before the pandemic.

# 1/4



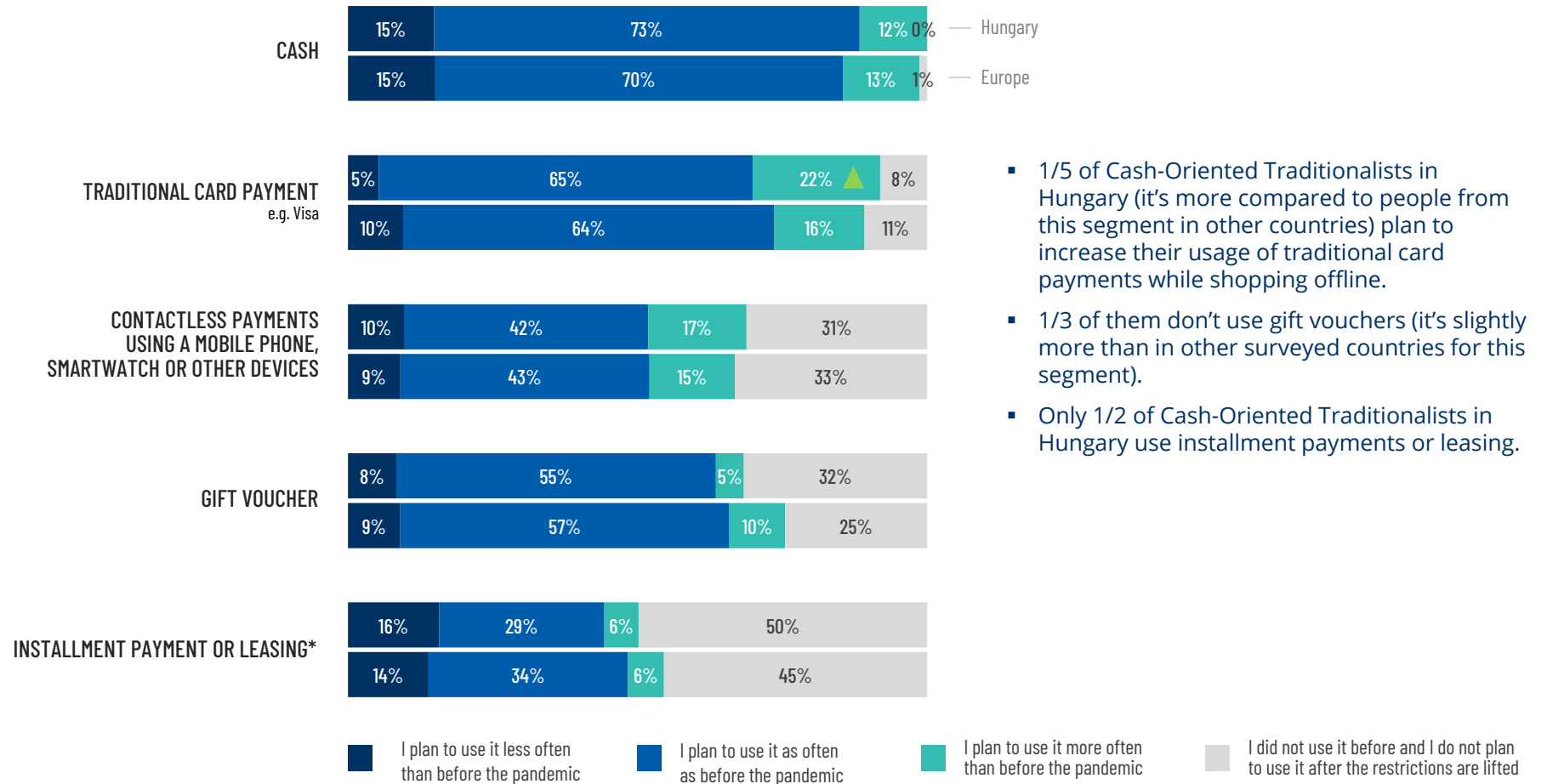
Plan to use entertainment activities more often.

# CASH-ORIENTED TRADITIONALISTS



## USE OF PAYMENT METHODS

### SHOPPING OFFLINE



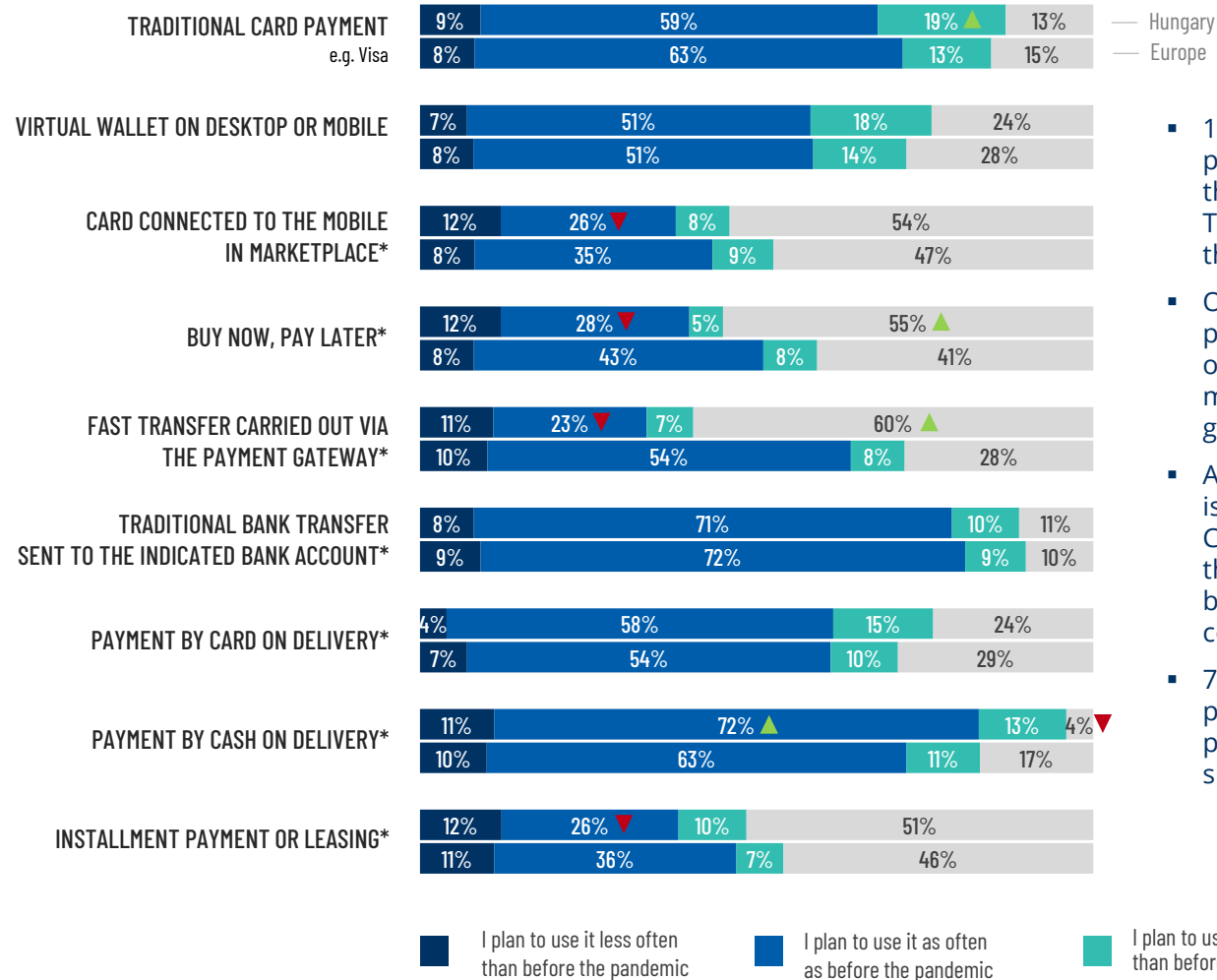
- 1/5 of Cash-Oriented Traditionalists in Hungary (it's more compared to people from this segment in other countries) plan to increase their usage of traditional card payments while shopping offline.
- 1/3 of them don't use gift vouchers (it's slightly more than in other surveyed countries for this segment).
- Only 1/2 of Cash-Oriented Traditionalists in Hungary use installment payments or leasing.

# CASH-ORIENTED TRADITIONALISTS



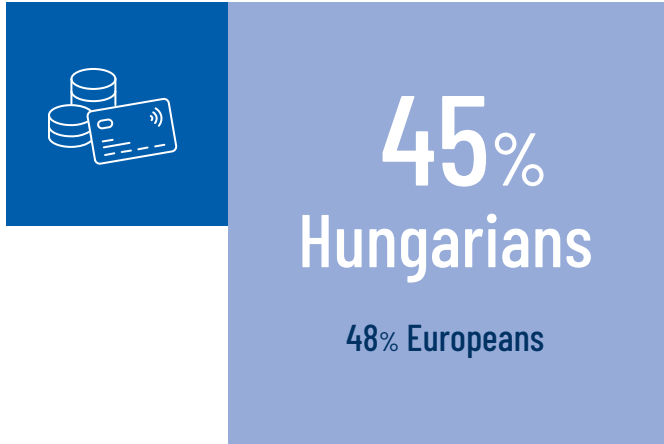
## USE OF PAYMENT METHODS

### SHOPPING ONLINE

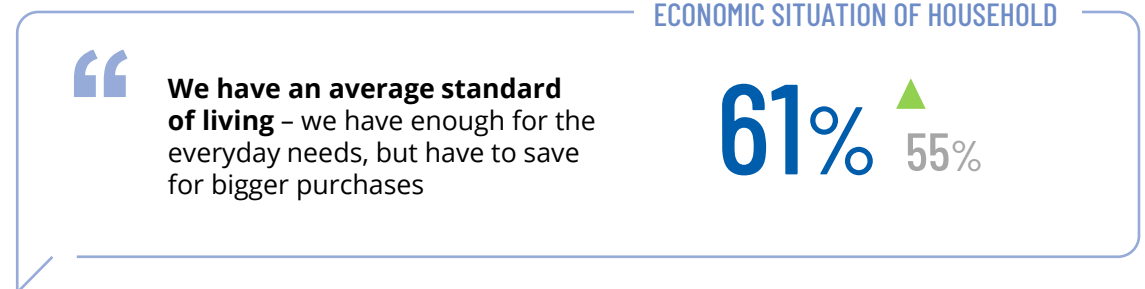
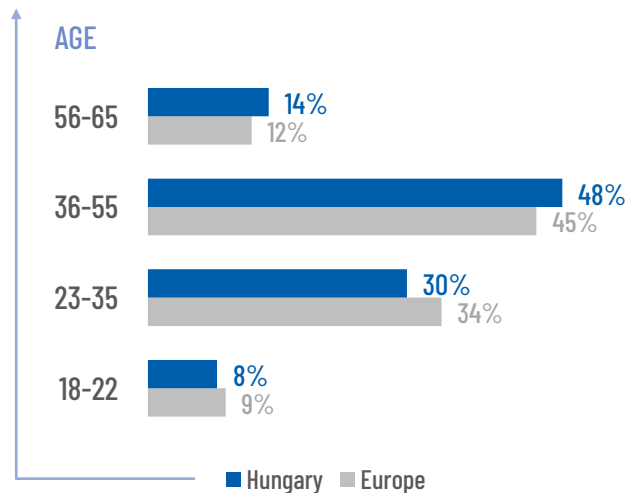


- 1/5 of Cash-Oriented Traditionalists in Hungary plan to use traditional card payments more often than before the pandemic while shopping online. This result is higher than in the case of people from this segment in other countries.
- Over 1/2 of them don't use fast transfer via the payment gateway and the buy now, pay later option and don't plan to do so (it's significantly more than in other surveyed countries for this group).
- Also, card connected to the mobile in marketplace is not very popular in Hungary, especially in the Cash-Oriented Traditionalists group – only 1/4 of them plan to use this payment option as often as before the pandemic (it's less compared to other countries).
- 7/10 of Cash-Oriented Traditionalists want to use payment by cash on delivery as often as before the pandemic – it's a higher result compared to other surveyed countries.

# PAYMENT SWITCHERS



- **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



# PAYMENT SWITCHERS



## PLANS FOR ACTIVITIES AFTER THE PANDEMIC



4/10

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

1/3

miss social activity.

1/4

want to use hospitality services.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN HUNGARY?

Choose max. 3 answers



46%

TRAVELLING GOING ON HOLIDAYS

vs. 46% EUROPE



42% ▲

ENTERTAINMENT ACTIVITY

vs. 32% EUROPE



23% ▼

USE OF HOSPITALITY

vs. 35% EUROPE



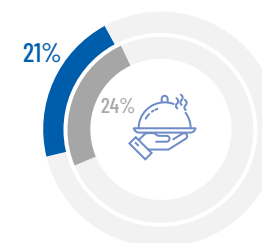
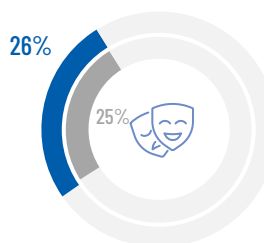
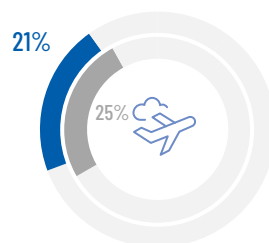
31%

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.



■ Hungary ■ Europe



1/4

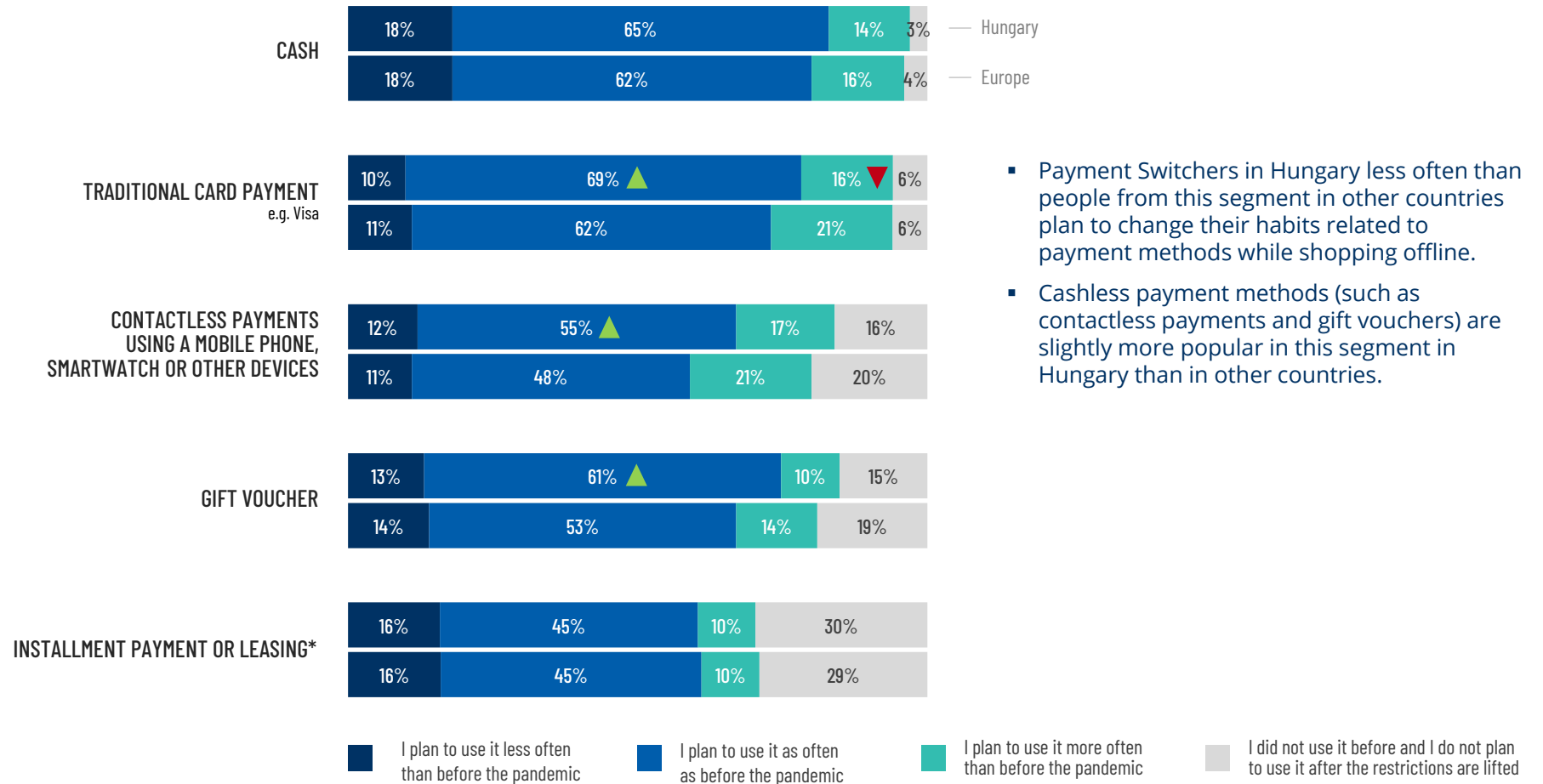
Plan to enjoy entertainment activities more often than before the pandemic.

# PAYMENT SWITCHERS



## USE OF PAYMENT METHODS

### SHOPPING OFFLINE



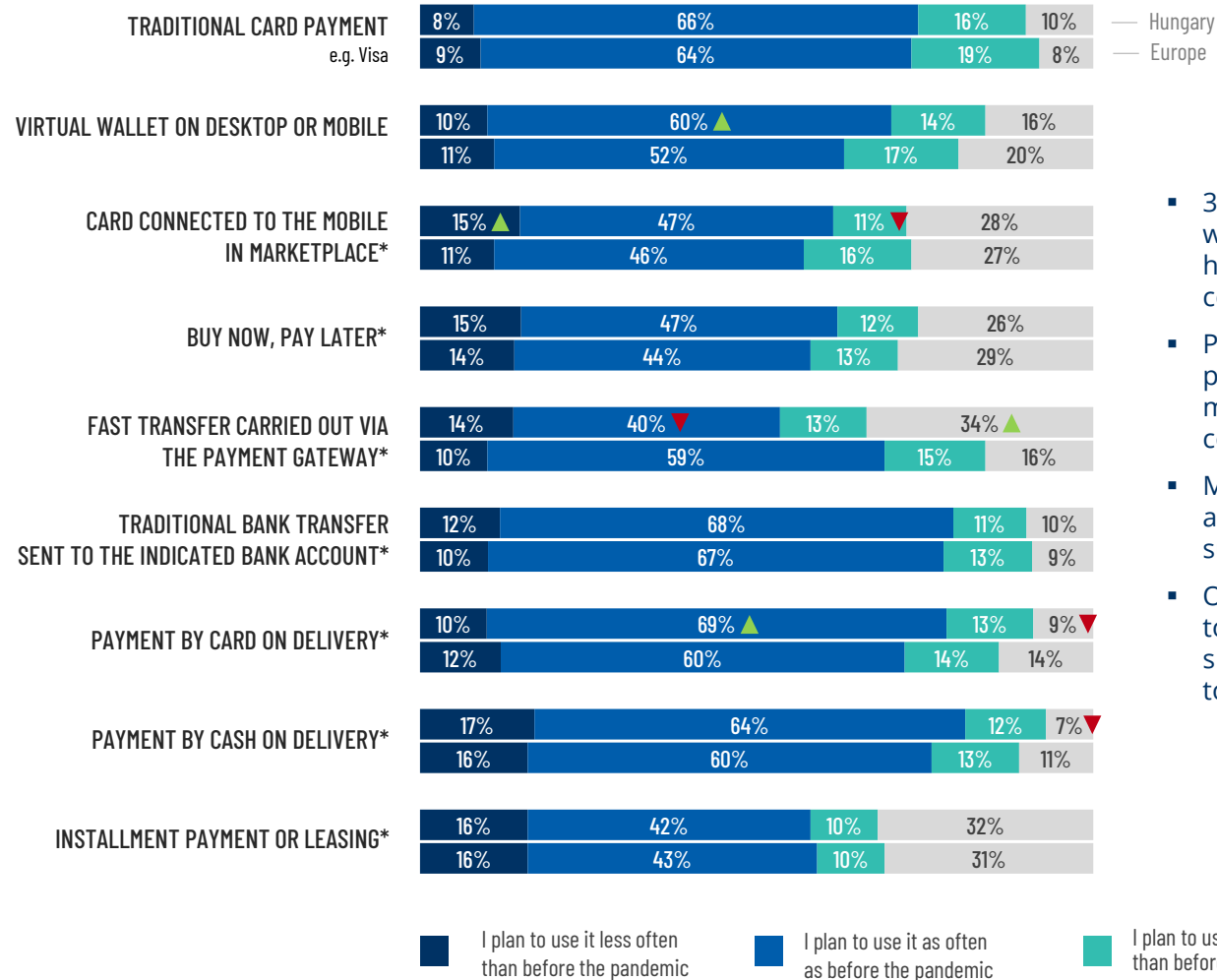
- Payment Switchers in Hungary less often than people from this segment in other countries plan to change their habits related to payment methods while shopping offline.
- Cashless payment methods (such as contactless payments and gift vouchers) are slightly more popular in this segment in Hungary than in other countries.

# PAYMENT SWITCHERS



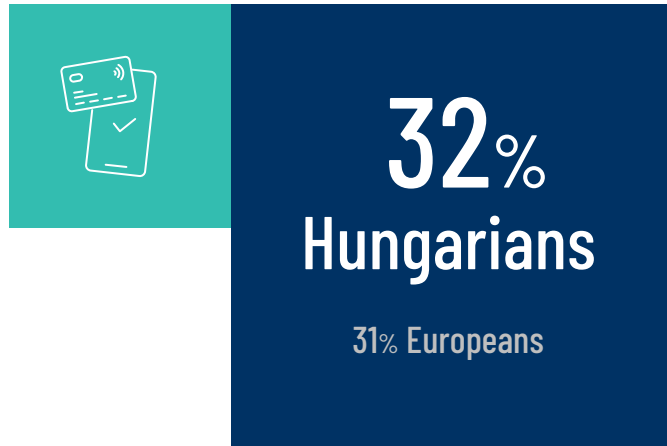
## USE OF PAYMENT METHODS

### SHOPPING ONLINE

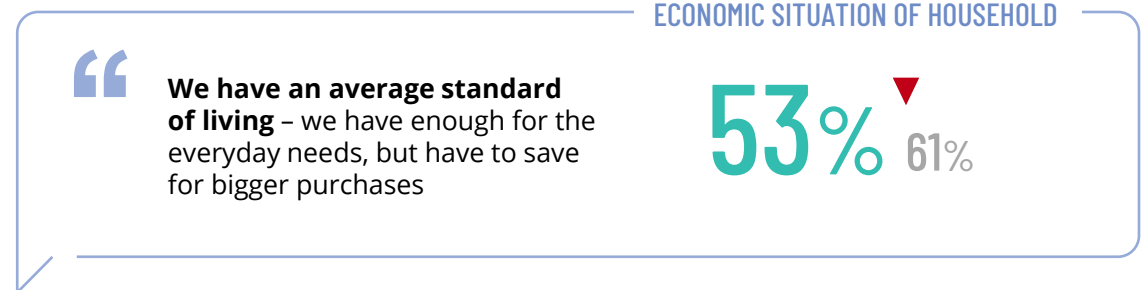
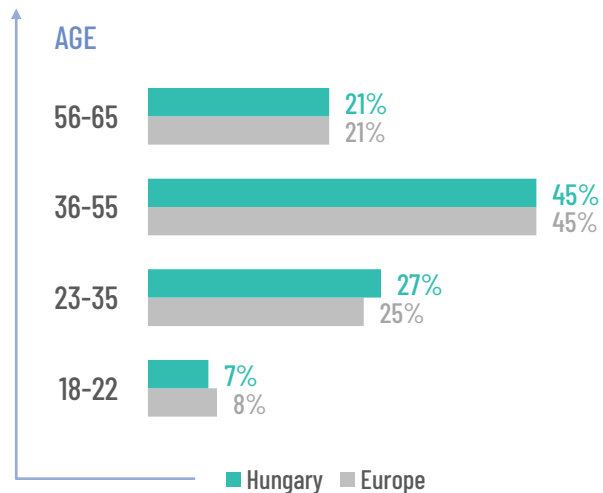


- 3/5 of Payment Switchers want to use virtual wallets as often as before the pandemic – it's a higher result compared to other European countries.
- Payment Switchers in Hungary in general use payment on delivery (both by card and with cash) more often than people from this segment in other countries.
- More than 1/3 of them don't use fast transfers and don't plan to use them (it's more than in other surveyed countries for this segment).
- Only 1/10 of them plan to use card connected to the mobile in marketplace more often 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



# MODERN CONTACTLESS PAYERS



## PLANS FOR ACTIVITIES AFTER THE PANDEMIC

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

The second most desirable activity is the use of entertainment services.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN HUNGARY?

Choose max. 3 answers



56%

TRAVELLING GOING ON HOLIDAYS

vs. 55% EUROPE



46% ▲

ENTERTAINMENT ACTIVITY

vs. 37% EUROPE



37% ▼

USE OF HOSPITALITY

vs. 45% EUROPE



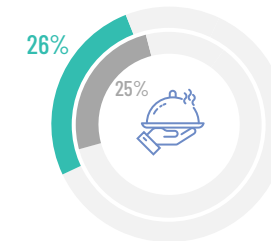
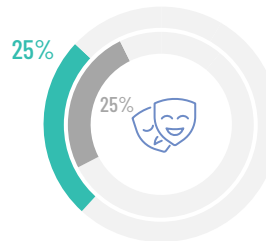
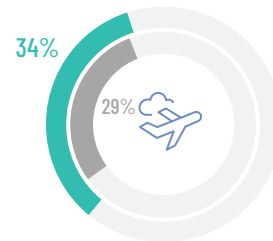
34%

SOCIAL ACTIVITY

vs. 40% 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.



■ Hungary ■ Europe

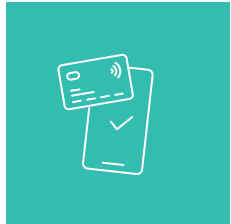
1/3



Plan to travel more often than before the pandemic.

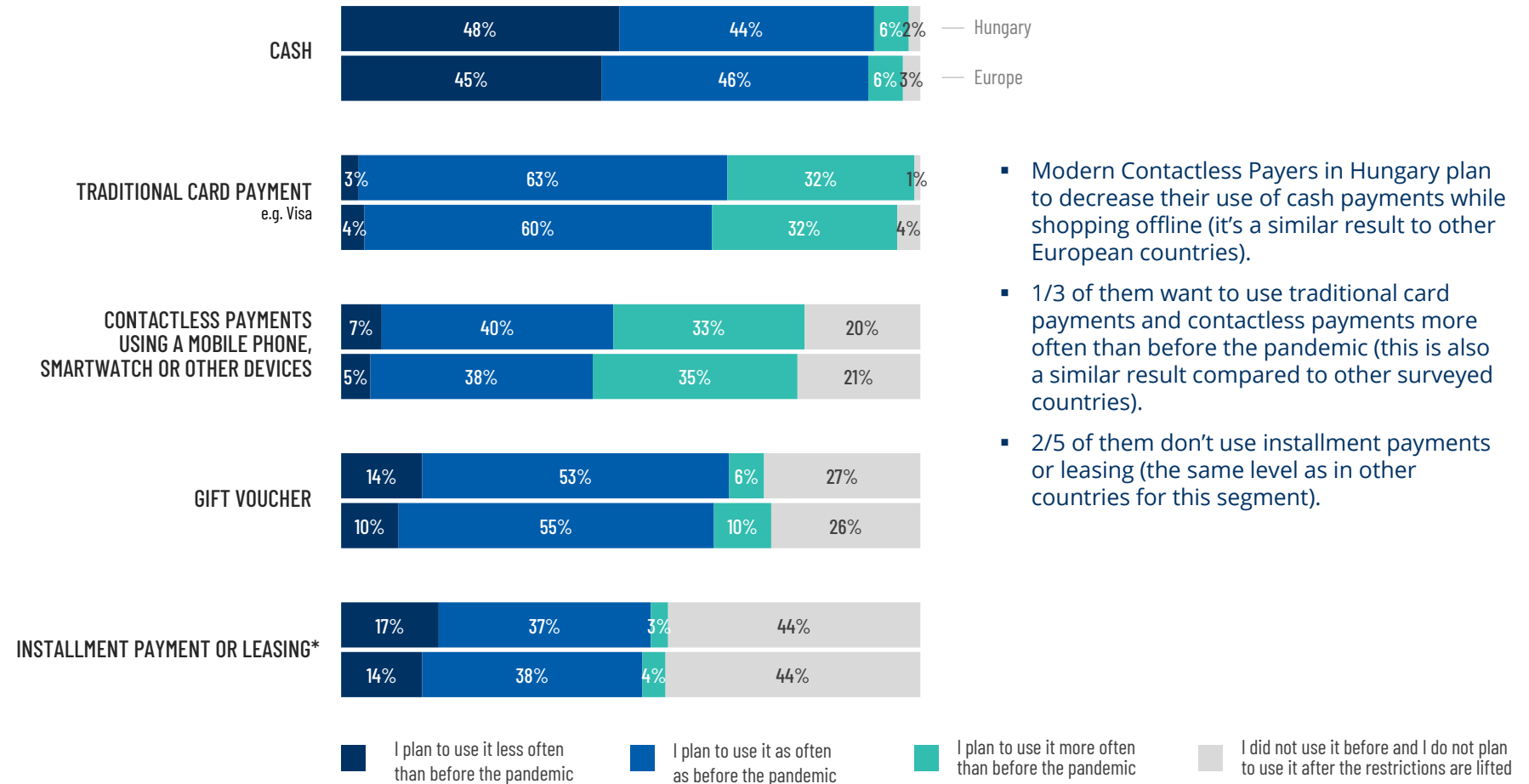
1/4 Plan to enjoy entertainment activities more often than before the pandemic.

# MODERN CONTACTLESS PAYERS



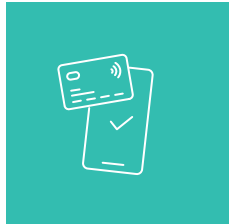
## USE OF PAYMENT METHODS

### SHOPPING OFFLINE



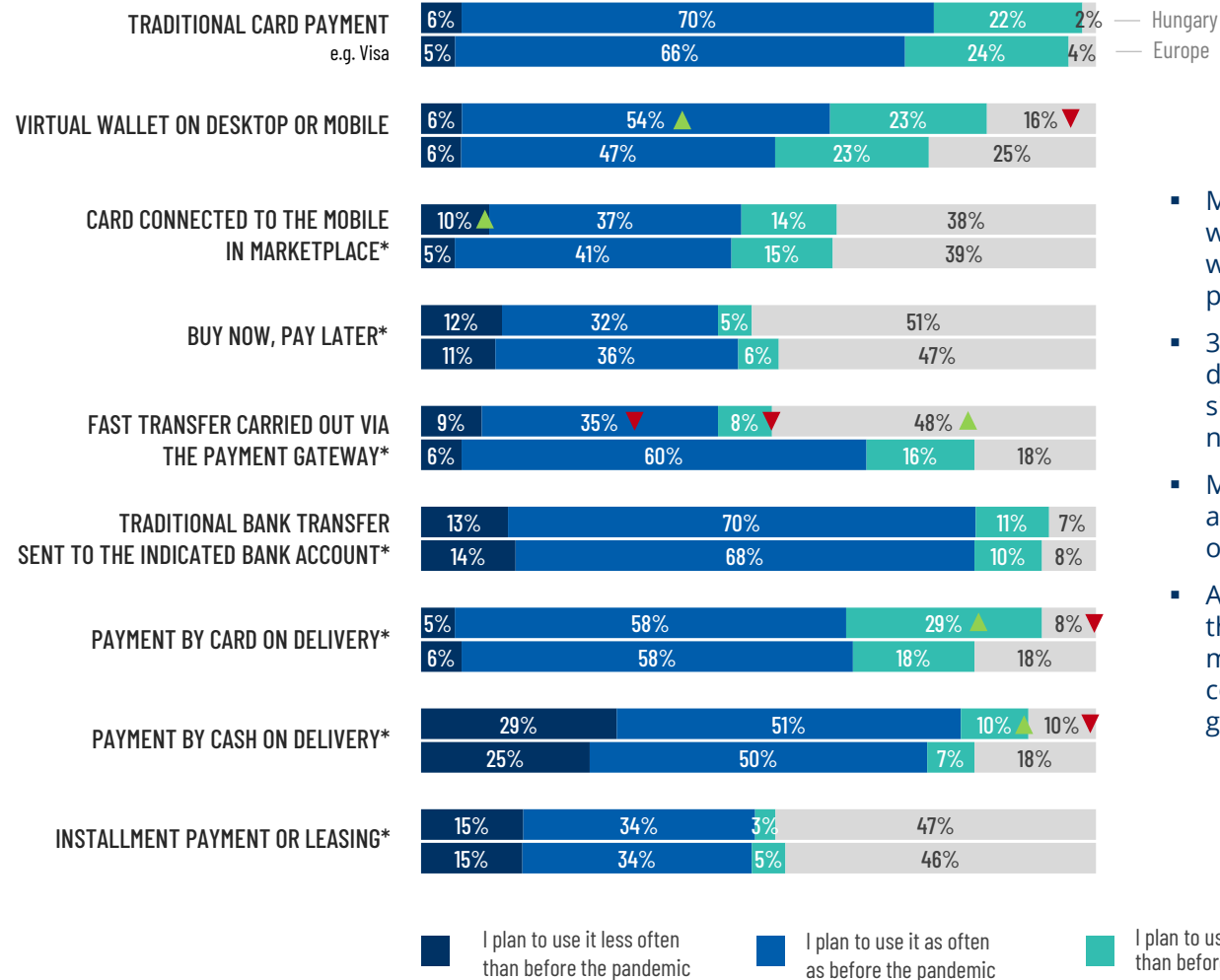
- Modern Contactless Payers in Hungary plan to decrease their use of cash payments while shopping offline (it's a similar result to other European countries).
- 1/3 of them want to use traditional card payments and contactless payments more often than before the pandemic (this is also a similar result compared to other surveyed countries).
- 2/5 of them don't use installment payments or leasing (the same level as in other countries for this segment).

# MODERN CONTACTLESS PAYERS



## USE OF PAYMENT METHODS

### SHOPPING ONLINE



- Modern Contactless Payers in Hungary use virtual wallets and payment on delivery (both by card and with cash) while shopping online more often than people from this segment in other countries.
- 3/10 of them plan to use payment by card on delivery more often than before the pandemic – it's significantly more compared to other European nations for this segment.
- More than 1/2 of them plan to use virtual wallets as often as before the pandemic (it's more than in other surveyed countries).
- At the same time, 1/10 of them plan to decrease their usage of card connected to the mobile in marketplace while shopping online – this is more compared to other European countries for this group.



# Summary of results

BACK  
TO  
NORMAL



WHEN WILL IT HAPPEN?



1/6

of Hungarians think that  
"normal life" – life without  
restrictions – will return  
**later than in 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.**

Hungarians manifest their desire to enjoy entertainment and  
cultural activities even more strongly. At the same time, they miss  
using hospitality services to a slightly lesser extent than the nations  
surveyed as a whole. Also, they are less eager than others to use  
the services of hairdressers and barbers as soon as possible.



### 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 Hungary, these trends are similar**, with slightly more than 1/4 of respondents planning to reduce cash payments during traditional (offline) shopping. **However, also almost 1/4 would like to pay by card more often than before the pandemic after the restrictions are lifted** (similar level as for the rest of Europe).

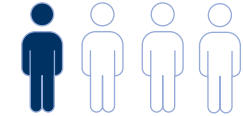
**When it comes to online shopping, the most popular payment method - card payment - is gaining ground in Europe and in Hungary with one in five respondents planning to pay this way more often. In Hungary payment on delivery, both by card and with cash, is more popular than in other countries.**

## 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. It's similar in the case of Hungarians.

The ability to spend more when paying by card/using cashless methods is mainly predicted by Europeans for retail outlets and supermarkets. Hungarians are slightly less likely than residents of all countries surveyed to identify hotels/guest houses and big grocery stores as places where the ability to pay by card would encourage them to pay there more for shopping.

APPROX.

1/3

of Europeans believe that the ability to pay by card/using cashless methods shows that a venue is meeting the expectations of its customers. In this context, Hungarians do not differ from other nations surveyed, regardless of the industry.

ABOUT

1/3

of Europeans say that using cashless payments is more hygienic. Hungarians think the same.

MORE THAN

1/4

of Europeans perceive venues where it is possible to pay by card/using cashless methods as being up-to-date with modern technology. For Hungarians this is even more important. Especially high result was observed for shopping offline: almost ½ of them believe that the possibility to pay cashless there means technological advancement for business.

# 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, Hungarians do not stand out in this area - the distribution of described groups in this country is close to the European average.**

The group of Payment Switchers makes up almost half of the population, Modern Contactless Payers are 1/3 and less than 1/4 are Cash-Oriented Traditionalists.



# Summary of results



In general, representatives of the Modern Contactless Payers group in Europe, when asked about what they want to do immediately after the restrictions are lifted, even more often than others (although these are generally the most frequently mentioned aspects) indicate answers related to travel and entertainment activity.

All the groups focus on travelling, entertainment activities, and social life. As the fourth most often missed activity Modern Contactless Payers indicate the use of hospitality services. However, this is indicated less often compared to this segment in other surveyed countries. This pattern of results is similar in both remaining groups.

2/3 of Payment Switchers plan to pay by card as often as they did before the pandemic when shopping offline. More than half of them want to pay using contactless payments or gift vouchers as often as before the pandemic. These results are higher compared to general population of the countries surveyed.

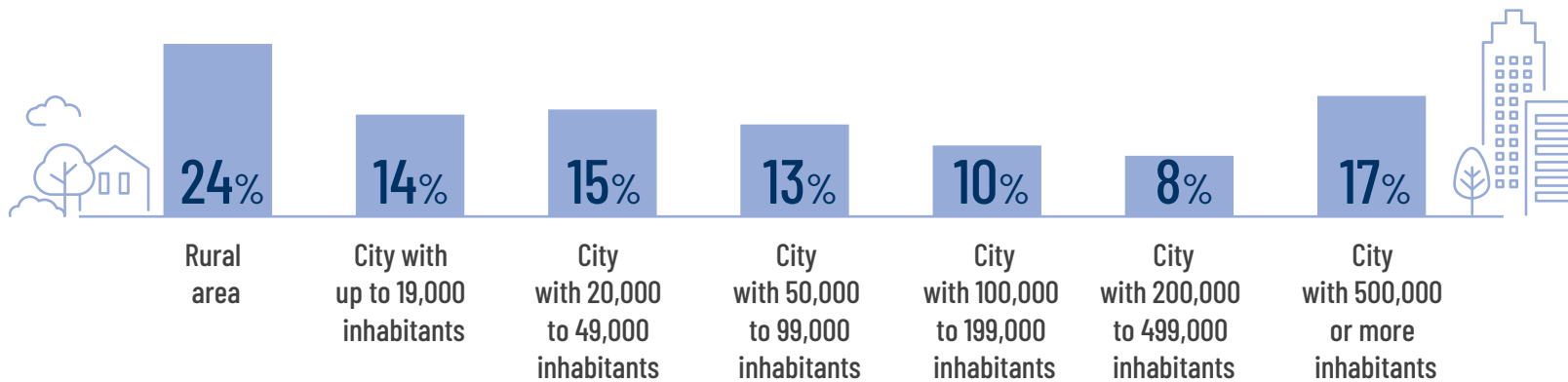
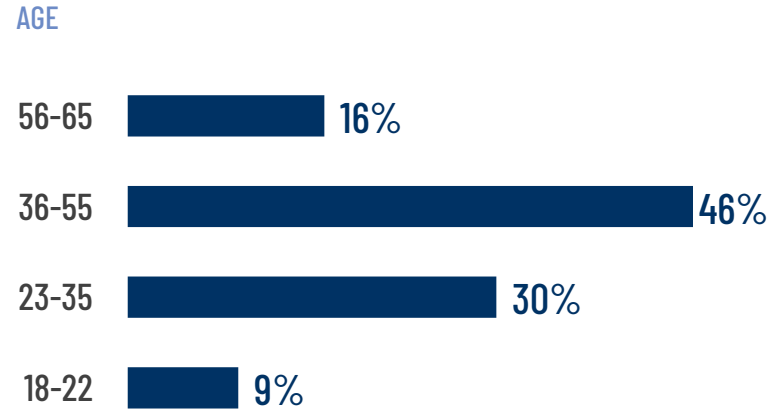
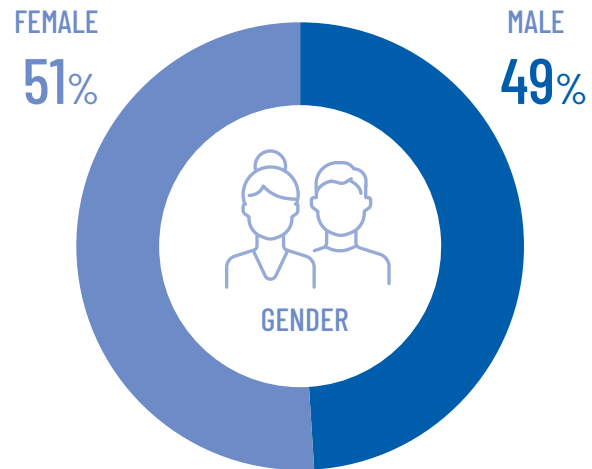
More than 1/2 of Modern Contactless Payers want to use virtual wallets while shopping online as often as before the pandemic (significantly more than in other countries).

3/4 of Cash-Oriented Traditionalists plan to pay by cash as often as before the pandemic. At the same time, 1/5 of them plan to use traditional card payments more often while shopping offline than before the pandemic – it's a higher score than among the same segments in other countries.

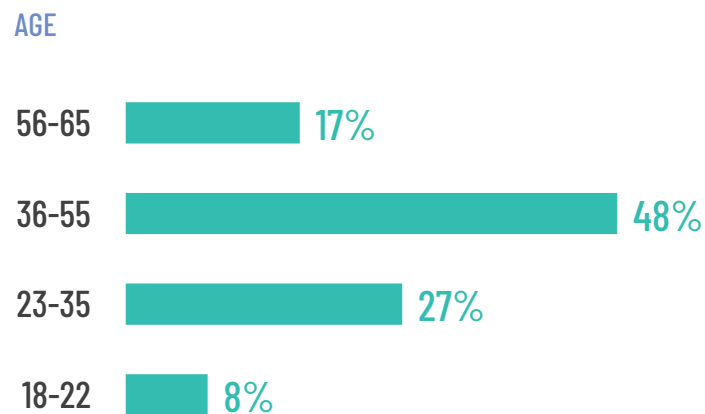
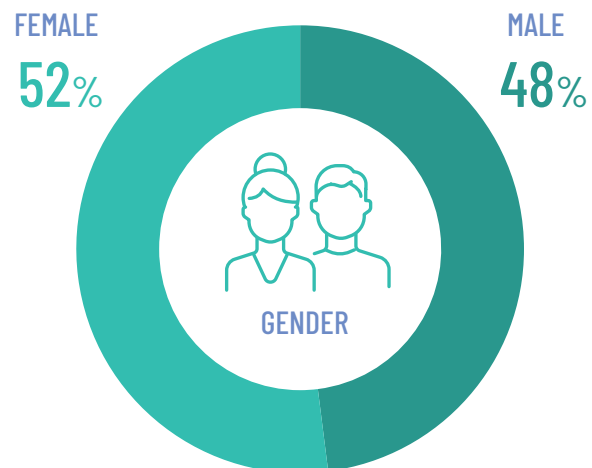


# Profile of respondents

# Profile of respondents - Europe



# Profile of respondents – Hungary



## EDUCATION



PRIMARY

6%



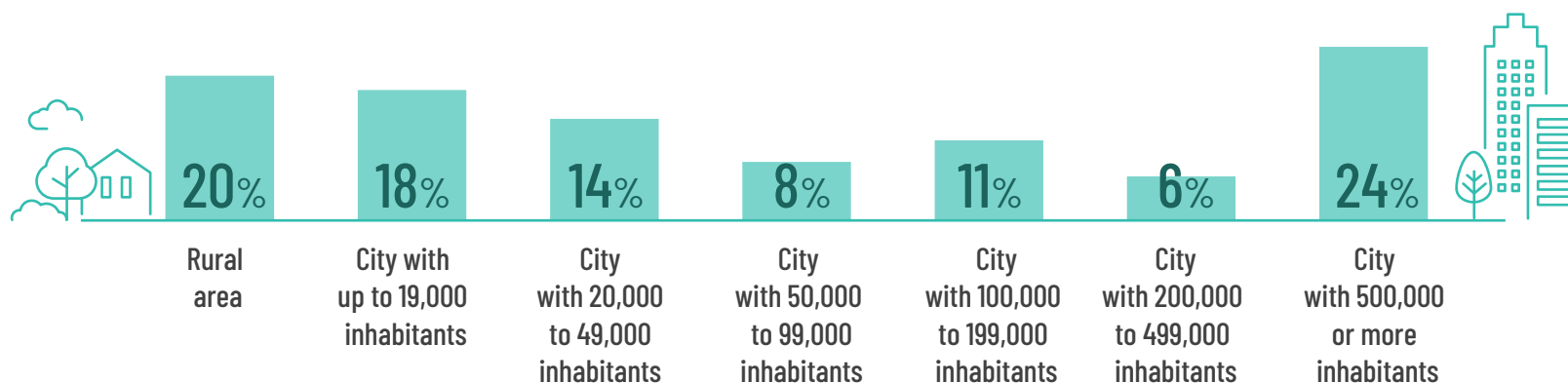
SECONDARY

59%

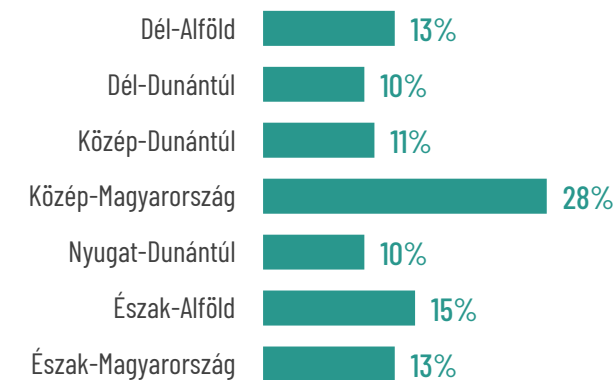


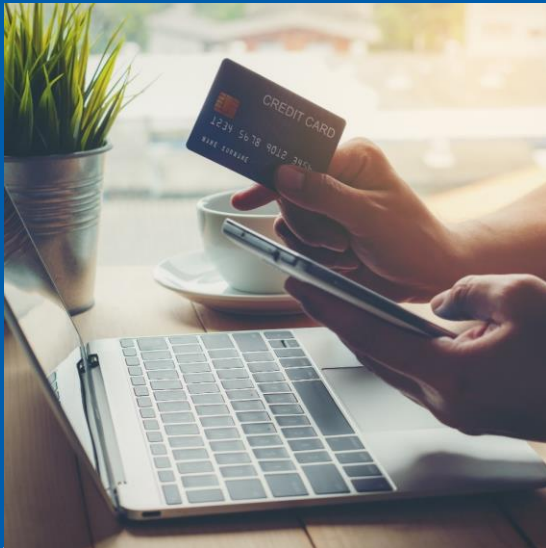
HIGHER

35%



## REGION





Thank you

