



# GERMANY:

The country where **consumers** are happy with the available payments options and where **merchants** are satisfied with the level of card acceptance fees.



## German consumers are happy with the current payment solutions available

**84%** of German consumers agree that the available payment options respond to their needs.

In contrast, only **43%** of German merchants are satisfied with the payment solutions available.

- Over the past year, **77%** of German consumers used cash, while only **57%** used card payments, which is lower than the average of the largest European countries.
- However, when it comes to the **advantages of using cards** to make in-store purchases, these are the things German consumers value the most:
  - ✓ **convenience**
  - ✓ **speed**
  - ✓ **safety and security**

## German merchants are satisfied with the level of card fees and agree that the benefits outweigh the cost

- German merchants value cards for the ability to reach a wide customer base, the **ease of use** and **customer experience**, and the **guarantee of payment**.
- When it comes to **the cost**, **81%** of German merchants are satisfied with the level of card acceptance fees.

**90%** Agree that the benefits of cards outweigh any costs.

## New payment methods are on the rise with instant payments being increasingly used and BNPL expected to grow rapidly



**1/3** German consumers used an **app** for instant payment transfers in the past year.



**57%** of German consumers **prefer to use instant payments when paying a friend**. They believe that instant payments are **widely available** for online purchases, with **38%** agreeing they are also widely accepted for in-store payments.



**44%** of German merchants **accept instant payments**, around the average of the largest European countries (**43%**) but still far below some countries, like Poland (**72%**). The European average is expected to grow to **81%** in the year to come.



**71%** of German merchants are **satisfied with the current features of instant payments**.



**16%** currently **accept Buy-Now-Pay-Later (BNPL)**, which is below the average of the largest European countries (**23%**). Countries like Poland and Sweden are close to **40%**. The European average is expected to triple in the near future.

### Digital transition in payments continues

- **71%** of German consumers and **74%** of German merchants welcome initiatives to **encourage electronic payments over cash**. **82%** of German merchants would also appreciate the ability to refuse cash payments.
- German consumers are comfortable paying up to €180 using contactless, high above the current €50 per transaction limit set by the PSD2.

**60%** of German consumers use **contactless card payments more often since the pandemic**

and prefer to pay by contactless over cash, valuing the aspects of **hygiene** and **convenience**.



### About Payments Europe

Payments Europe is the voice of the card-based payments industry. We represent card issuers, card acquirers and card schemes, and our members are active in all European countries. Our mission is to promote the value that card-based payments bring to the European economy and society. We strive for a vibrant, competitive and consumer-centric European payments market.

[www.paymentseurope.eu](http://www.paymentseurope.eu)