

Consumers' password fatigue adds to retailers' cart abandonment problems

Article



By the numbers: More than 4 in 10 consumers (42%) abandoned a purchase at least once in the past month because they couldn't remember their password, per a [survey from FIDO](#)

[Alliance](#) conducted in August.

The share is higher among younger consumers: 50% of people aged 25-34 abandoned a purchase, compared with just 17% of those 65 and older.

How payment providers are responding: Digital wallets are removing usernames and passwords from the checkout process entirely.

- **PayPal** [launched Fastlane](#) this year, a one-click checkout that requires no logins or personal information. So far, returning Fastlane users have a nearly 80% conversion rate, compared with the industry average of 50% for guest checkout.
- **Paze** also recently [became available at major US banks](#). The wallet identifies consumers by the email address they use with their bank and their bank-enrolled phone number.
- And **Mastercard** plans to eliminate manual card entry and passwords at checkout by 2030 by investing in tokenization and biometric authentication.

Our take: Passwordless checkout will soon become expected by consumers. Merchants therefore need to ensure they offer it. It will help them stay competitive and avoid growing [cart abandonment](#) issues.

This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong, and start 2025 off on the right foot, articles like this one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day, and get access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team](#).