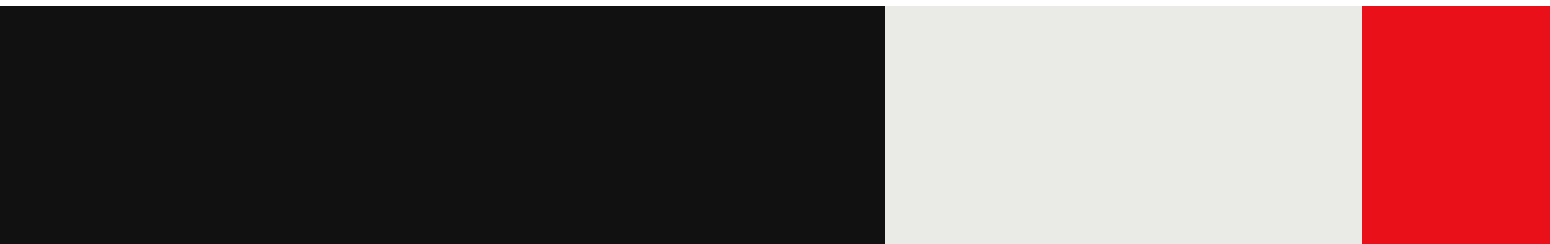


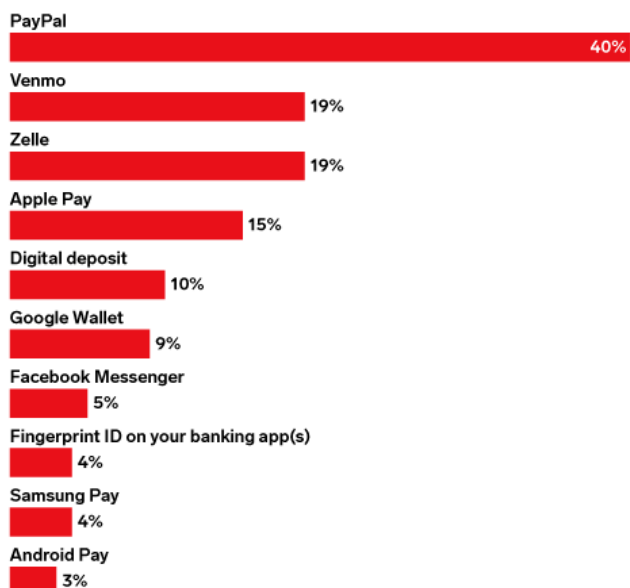
# PayPal dominates mobile payments in the US

Article



## Top 10 Mobile Payment Apps/Systems US Adults Typically Use, Nov 2024

% of respondents



Note: ages 18+; respondents were shown a list of 27 options  
Source: YouGov as cited in company blog, Dec 5, 2024

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**Key stat:** PayPal is the most popular [mobile](#) payment app that US adults typically use, with over twice as many users as the next most popular choice, Venmo, according to November 2024 data from YouGov.

### Beyond the chart:

- We forecast PayPal transaction payment value to reach \$1.20 trillion in 2025, 61.5% of worldwide PayPal transaction payment value.
- There will be 91.5 million core PayPal users in the US this year, nearly a third (32.0%) of the population.

**Use this chart:** [Marketers](#) can use this chart to align ad placements with the most popular mobile payment apps and consider partnership opportunities to expand their reach.

### Related EMARKETER reports:

- [US Banking Consumer Habits by Generation 2024](#) (EMARKETER subscription required)
- [Payments Trends to Watch in 2025](#) (EMARKETER subscription required)

*Methodology: Data is from a December 2024 YouGov analysis as cited in company blog. US adults ages 18+ were surveyed online as part of YouGov Profiles. Results are based on continuously collected data from rolling surveys from November 2023-November 2024, rather than from a single questionnaire.*