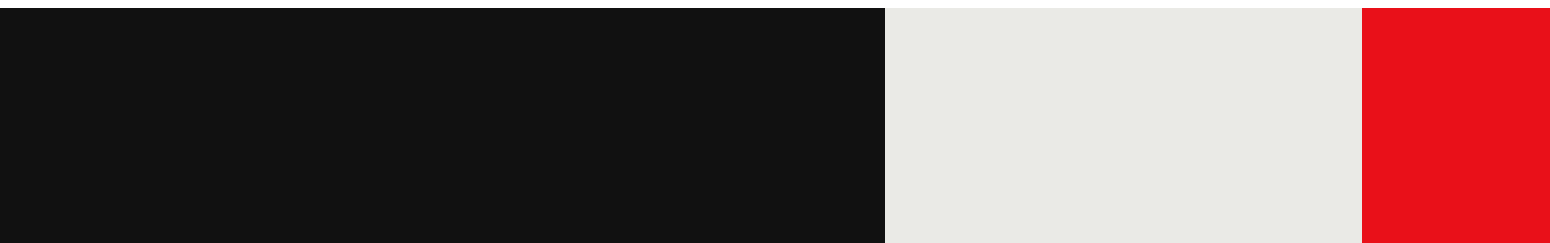# US mobile wallet users prefer PayPal, especially for online purchases
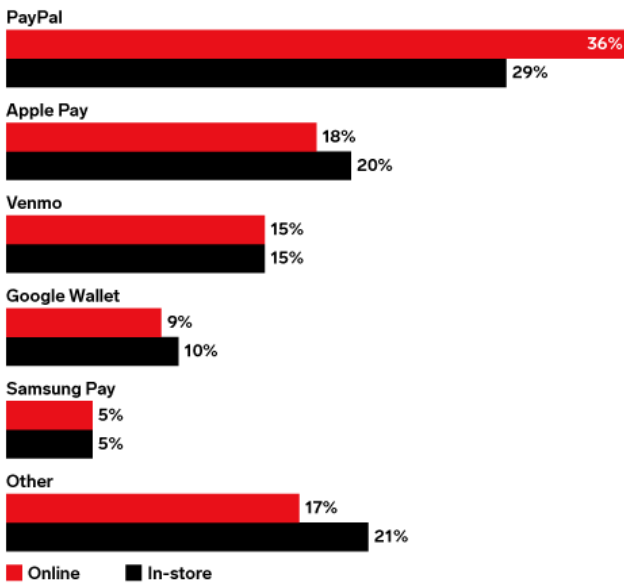
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

Mobile Payment App/Wallet that US Adults Use Most Often for Online vs. In-Store Purchases, July 2023
% of responses

PayPal
- Online: 36%
- In-store: 29%

Apple Pay
- Online: 18%
- In-store: 20%

Venmo
- Online: 15%
- In-store: 15%

Google Wallet
- Online: 9%
- In-store: 10%

Samsung Pay
- Online: 5%
- In-store: 5%

Other
- Online: 17%
- In-store: 21%

■ Online   ■ In-store

Note: ages 18+; rebased to exclude those who do not use mobile payment apps/wallets for purchases
Source: CivicScience as cited in company blog, July 19, 2023

282742   Insider Intelligence | eMarketer

Key stat: US adults are fairly evenly split on using mobile payment apps online versus in-store —except with PayPal, where 36% of users use the platform online most often, compared with 29% of users who use the app in-store, according to CivicScience.

Beyond the chart:

- In Q2 2023, PayPal said its total payment volume rose by 11% to reach $276.5 billion, slightly lower than its 13% growth in Q2 2022.

- Smartphones are driving the expansion of online sales, with purchases from smartphones making up nearly 90% of mcommerce sales, according to our forecast. Smartphones will account for close to half of US ecommerce sales by 2027.

- Mobile-savvy Gen Z buyers also contribute to the growth of mcommerce sales. We forecast there will be 45.5 million Gen Z digital buyers in the US in 2023, which will increase to 61.1 million by 2027.

Use this chart:

- Understand online versus in-store payment behaviors.

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- Identify what payment options retailers should accept.

More like this:

- What marketers need to know about mcommerce in 5 charts
- Gen Z will push US mcommerce toward the tipping point for online sales
- Connected devices become more shoppable while Apple muscles in on ad revenues
- How retailers like Sephora, Nike, and Amazon bridge the digital-physical gap

More Chart of the Day:

- 8/9 - Retail ecommerce sales near milestone
- 8/8 - Saved by the bell
- 8/7 - Generation AI
- 8/4 - Programmatic video keeps growing
- 8/3 - SVOD success

Methodology: Data is from a July 2023 CivicScience study as cited in company blog. The analysis draws from multiple data sets. 477,164 responses from US adults ages 18+ were obtained from online surveys conducted during July 1, 2018-July 18, 2023. Data is weighted according to the US Census.