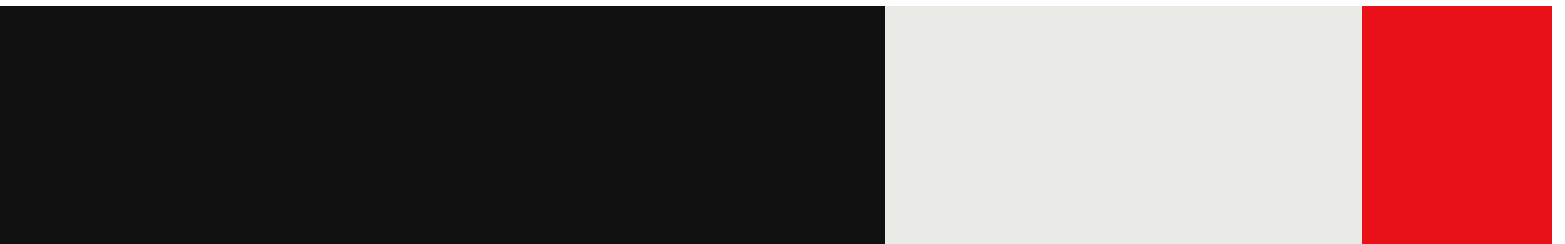


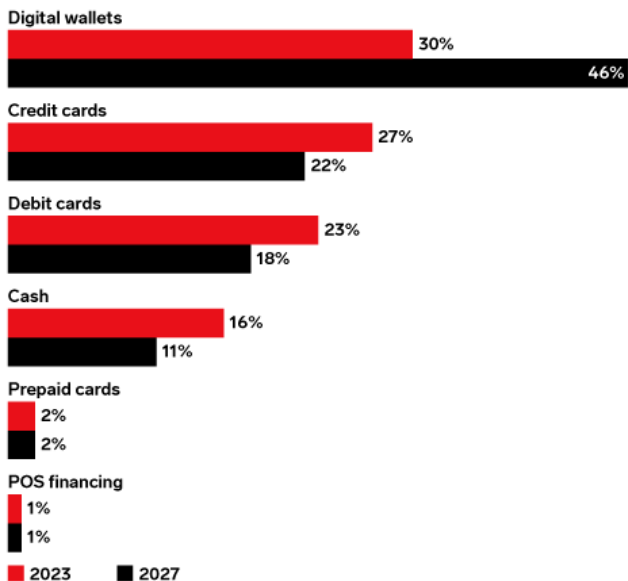
Digital wallets will approach half of POS transaction value share by 2027

Article



Point-of-Sale Transaction Value Share Worldwide, by Payment Method, 2023 & 2027

% of total



Note: numbers may not add up to 100% due to rounding

Source: Worldpay, "The Global Payments Report 2024," Mar 21, 2024

285188

EM | EMARKETER

Key stat: Digital wallets will be the only payment type to increase its share of worldwide point-of-sale transaction value between 2023 and 2027, making up 46% of total value by the end of that time period, according to a March 2024 report from Worldpay.

Beyond the chart:

- Over half (56.9%) of the US population will use digital wallets this year, totaling 161.6 million users, per our forecast.
- Apple Wallet is the most popular digital wallet, used by nearly half (49.0%) of all mobile wallet users in the US, followed by Google Wallet (30.1%) and Samsung Wallet (12.9%).
- Consumers who use digital wallets spend 31% more than non-users, per a November 2023 survey from PYMNTS and AWS.

Use this chart:

- Assess point-of-sale capabilities.
- Illustrate consumer trends in payment methods.

More like this:

INSIDER
INTELLIGENCE

eMarketer

Copyright © 2024, EMARKETER Inc. All rights reserved.

Page 2

- Consumers spend more with digital wallets
- Online retailers need to respond to Gen Z's love of Apple Pay
- Mobile wallets are used most at in-person events
- Smart carts, mobile checkout, and biometric data could solve retail's in-store point-of-sale challenges