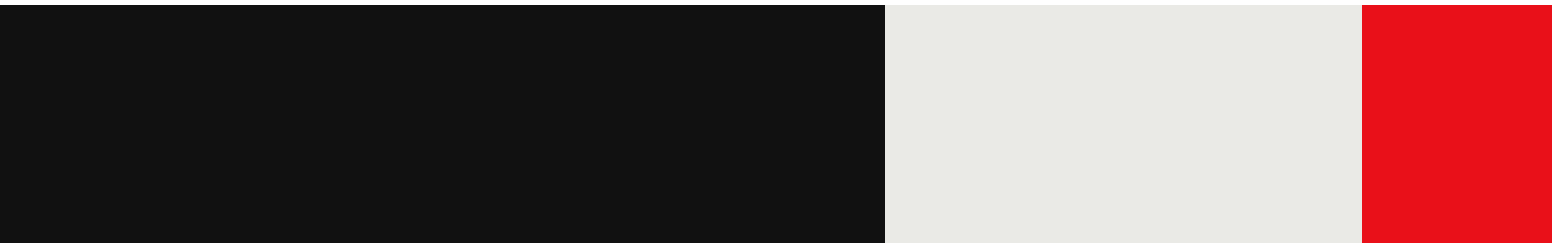


Mobile wallets are used most at in-person events

Article



Top 3 Items Purchased by Adults Worldwide, by Digital Payment Method, Jan 2024

% of respondents

Buy now, pay later		Peer-to-peer*		Mobile wallet	
Large household items (furniture, large appliances)	14%	Pay a person or a service (sitter, house cleaner, etc.)	35%	At an in-person event (food, merchandise)	29%
Online, apparel	13%	Online, apparel	16%	Online, household items	28%
Online, household items	12%	Online, household items	15%	Drinks or food at coffee shop or fast food	23%

Note: among respondents who used each payment method; *excludes China
Source: Kantar, "Connecting with the Digital Payments Community," March 6, 2024

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Key stat: Food or merchandise at in-person events was the most popular purchase category for mobile wallet users worldwide in January 2024, purchased by 29% of users, according to Kantar. Online purchases of household items followed close behind, at 28%.

Beyond the chart:

- Mobile wallets are the fastest-growing payment method for ecommerce and point-of-sale transactions worldwide, per March 2024 data from Worldpay.
- **Mobile wallets** make it easy for consumers to purchase items at events, where carrying physical cards may be inconvenient. They also **reduce friction** by removing the need to enter pins or sign a receipt.
- More than two-thirds (64.9%) of smartphone users will be mobile wallet users this year, accounting for 161.1 million people in the US, per our March 2024 forecast.

Use this chart:

- Advocate for flexible payment options.

More like this:

- **Consumers spend more with digital wallets**
- **Loyalty programs' top friction points include delays, difficulties earning rewards**
- **4 technologies to help curb cart abandonment**
- **How seamless payments, social commerce, and loyalty apps are driving mcommerce growth**

Methodology: Data is from the March 2024 Kantar report titled "Connecting with the Digital Payments Community." 10,000 adults ages 18+ in 10 countries were surveyed online during December 23, 2023-January 12, 2024. Approximately 1,000 respondents were surveyed in each country: Australia, Brazil, China, France, Germany, Singapore, South Africa, Spain, the UK and the US.