Europe Online Payment Methods: Second Half 2015

Description: Online payment methods continue to evolve as B2C E-Commerce markets grow across Europe. One of the findings of the report is that alternative payment methods rank high in online shoppers' preferences in these regions. Though in countries such as the UK and France, around half of online shoppers chose to use credit card to pay for purchases online in 2015, both among advanced and emerging European markets there are countries where credit cards rank below alternative payment methods.

This trend is especially evident in Eastern Europe, as the report shows. In Russia, cash on delivery still holds strong positions, but non-cash payment methods have gained in share of online shoppers, while cash on delivery was losing percentage points over the past years. Also in the Czech Republic and Romania cash on delivery was the payment method most used by online shoppers last year. However, in Poland, bank transfer ranked higher, while in Turkey and Greece credit card accounted for the majority of online transactions.

Among the advanced markets of Western Europe, there are also exceptions to the dominance of credit cards in online payments, according to the report’s findings. In Germany, for example, invoice was preferred by more than three quarters of online shoppers, closely followed by PayPal, and in the Netherlands, local banking method iDEAL remains in the lead, accounting for more than half of online purchases made in the first half of 2015.

Online retailers, payment providers and banks strive to satisfy online shoppers’ preferences and offer the most convenient and secure methods. For example, Amazon launched the Amazon Pay Monthly scheme in the UK, while in Germany multiple banks and other financial institutions cooperated for the launch of the new Paydirect method. More launches are expected to come as competition intensifies in the growing online payment landscape in Europe.

Key Questions Answered

- What are the payment methods most used by online shoppers across Europe?
- How do online payment method preferences differ between the countries of Eastern and Western Europe?
- Which online and mobile payment trends are evident in this region and worldwide?
- How are mobile payments developing in various European markets?

* Please Note - the site license and global site license prices for this report are restricted to ten users each, in line with the suppliers pricing options.

Contents:

1. Management Summary

2. Global Developments
   - Online Payment Trends and News about Players, H2 2015
   - Mobile Payment Trends and News about Players, H2 2015
   - Breakdown of Payment Methods Used in Online Shopping, in % of Transaction Value, 2014 & 2019f
   - Breakdown of E-Commerce Sales by Cards and Alternative Payment Methods, by Region, in %, 2014 & 2019f
   - Non-Cash Payment Methods Used in Online Shopping, in % of Online Shoppers, 2015
   - Share of Online Shoppers Paying with Cash on Delivery, in %, by Selected Emerging Markets, 2015
   - Share of Online Shoppers Who Would Drop out of Purchase if the Preferred Method is Displayed on the Website but is not Available at the Checkout, in %, September 2015
   - Share of Consumers Who Are Satisfied with the Payment Methods Used, by POS, Browser and Mobile, in % of Consumers in Selected Developed Countries, June 2015
   - Main Criteria For Adopting Innovative Payment Methods, in % of Consumers in Selected Developed Countries, by Very Important and Rather Important, June 2015
3. Europe
3.1. Regional
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, by Belgium, Germany, France, Italy, the Netherlands, the Nordics, Poland, Spain and the UK, April 2015
- Contactless Transaction Penetration Level in the EU, by Country, in % of Face-to-Face Card Transactions, Q2 2015
- Contactless Issuance and Acceptance Penetration Levels in the EU, by Country, in % of Cards and in % of Points of Interaction, Q2 2015
- Breakdown of Usage of Mobile Payment Apps in Central Europe, by Germany, Austria and Switzerland, May 2015
3.2. Western Europe
3.2.1. UK
- Online and Mobile Payment Trends and News about Players, H2 2015
- Breakdown of Volume and Value of Online Card Payments, by Sectors, in %, April 2015
- Number of Contactless Credit and Debit Cards, in millions, and Number of Contactless Terminals, in thousands, January 2015 - November 2015
- Number and Value of Contactless Transactions, in millions and in GBP million, by Debit and Credit Cards, January 2015 - November 2015
3.2.2. Germany
- Online and Mobile Payment Trends and News about Players, H2 2015
- Breakdown of Payment Methods Preferred in Online Shopping, in % of Online Shoppers, by Gender, September 2015
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, by Gender, September 2015
- Breakdown of Acceptance of Installments as Payment Methods, in % of Online Shops, July 2015
- Breakdown of Frequency of Usage of Payment Methods in Mobile Shopping, in % of Mobile Shoppers, September 2015
- Breakdown of Awareness of Mobile Payments, by Type, in % of Smartphone Users, September 2015
3.2.3. France
- Value of Online Bank Card Payment Transactions, in EUR billion, and in % Year-on-Year Change, Q1 2015 - Q3 2015
- 3D-Secure Transactions' Share of Online Payment Transactions, in %, April & October 2011 - 2015
- Number of Cards with Contactless Payment Functionality, in millions, September 2014 & September 2015
- Number of Retail Stores with Contactless Payment Terminals, in thousands, September 2014 & September 2015
- Number of Payment Transactions with Contactless Payment Cards, in millions, September 2014 & September 2015
3.2.4. Spain
- Payment Methods Most Preferred in Online Shopping, in % of Online Shoppers, May 2015
- Reasons for Online Shoppers Not to Return To a Shopping Website, in %, May 2015
3.2.5. Italy
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, July 2015
3.2.6. Netherlands
- Breakdown of Online Purchases by Payment Methods, in %, H1 2014 & H1 2015
3.2.7. Sweden
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, 2013 - 2015
- Payment Methods Used in Mobile Shopping, in % of Mobile Shoppers, 2013 - 2015
- Knowledge and Usage of E-Wallets, in % of Internet Users, Q2 2015
3.2.8. Belgium
- Breakdown of Online Purchases by Payment Methods, in %, Q2 2015
3.3. Eastern Europe
3.3.1. Russia
- Online and Mobile Payment Trends and News about Players, H2 2015
- Share of Online Shoppers Paying with Cash on Delivery and with Non-Cash Payment Methods, in %, 2014 & 2015
- Online Payments Value, in RUB billion, 2013-2015
- Share of Online Shoppers Paying at the Moment of Purchase and Upon Delivery, in %, October 2015
- Breakdown of Awareness of PayPass and PayWave Cards, in % of Young Consumers in the Two Largest Cities, Summer 2015
- Reasons for Not Using NFC Payments, in % of Young Consumers in the Two Largest Cities, Summer 2015
3.3.2. Poland
- Payment Methods Used in Online Shopping, in % of Individuals, 2014 & 2015
- Share of Internet Users Who Are Aware of Digital Payment Systems and Who Use Them, in %, September
2015
- Share of Internet Users Who Are Aware of Mobile NFC Payments and Who Use Them, in %, September 2015

3.3.3. Turkey
- Breakdown of Payment Methods Used in Online Shopping, in %, 2014
- Number and Value of Domestic E-Commerce Transactions with Bank Cards, in millions and in TRY million, Q1 2013 - Q3 2015
- Number and Value of Cross-Border E-Commerce Transactions with Bank Cards, in millions and in TRY million, Q1 2013 - Q1 2015
- Problems Encountered in Online Shopping, incl. Payment-Related, in % of Online Shoppers, by Gender and Total, 12 Months to March 2015
- Contactless Card and Contactless Terminal Penetration, in % of Credit Cards and in % of Payment Terminals, 2010 - 2015

3.3.4. Greece
- Breakdown of Payment Methods Used in Online Shopping, in %, July 2015

3.3.5. Czech Republic
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014 & 2015

3.3.6. Ukraine
- Share of Online Shoppers Paying by Card, in %, 2015
- Mobile Share of Online Payments, by Mobile Phone and Tablet, in %, September 2015

3.3.7. Romania
- Share of Cash on Delivery Payment for Online Purchases, in % of Online Purchases, 2014

3.3.8. Kazakhstan
- Breakdown of Payment Methods Used in Online Shopping, in % of Online Shoppers, 2013 & 2014
- Number and Value of Online Payment Transactions with Bank Cards, in thousands and in KZT million, and Share of Total Bank Card Payments Number and Value, in %, September 2014 - July 2015
- Overview of Top 10 Online Payment Processing Systems, Ranked by Revenue, September 2015

3.3.9. Estonia
- Number of E-Commerce Transactions with Debit and Credit Cards, by Domestic and Cross-Border Transactions, in thousands, 2012 - 2015
- Value of E-Commerce Transactions with Debit and Credit Cards, by Domestic and Cross-Border Transactions, in EUR million, 2012 - 2015


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Europe Online Payment Methods: Second Half 2015
Web Address: http://www.researchandmarkets.com/reports/3614915/
Office Code: SCBRWYIF

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 869</td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 985 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>CD-ROM</td>
<td>USD 985 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>USD 1304</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 1738</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________________________________________________
Organisation: ___________________________________________________________________
Address: _____________________________________________________________________
City: _______________________________________________________________________
Postal / Zip Code: ___________________________________________________________________
Country: _____________________________________________________________________
Phone Number: ___________________________________________________________________
Fax Number: ___________________________________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp