Global Online Payment Methods: Full Year 2015

Description: In 2015, credit card continued to lead as the major non-cash payment method used by more than half of global online shoppers to pay for purchases made via the Internet. However, alternative payment methods, such as digital wallets and bank transfers follow closely and even beat credit cards in terms of usage by online shoppers in multiple advanced and emerging markets. Furthermore, cash on delivery was still widely used by online shoppers in many countries of Eastern Europe, the Middle East and Asia last year.

When it comes to the adoption of new online and mobile payment methods, the top two considerations of global consumers are data privacy and security, with value-added services such as ability to monitor spending following in third rank. More than half of consumers surveyed across all global regions revealed that they were worried about their personal information when using mobile payment apps and only a quarter of them were sure that mobile payments were absolutely secure. Even in the most advanced markets, such as the USA, the majority of online shoppers preferred to pay with credit card online, but only one third of them believed that it was the safest way to pay, according to the report.

Another finding highlighted in the report is that competition in global online and mobile payments remains intense. American Express and Visa each launched an express online checkout service to rival PayPal. At the same time, Apple, Google and Samsung are advancing their mobile payment offerings, while Facebook released a peer-to-peer mobile payment service. As global B2C E-Commerce and mobile shopping markets continue to grow, payment providers, banks and merchants are expected to rival each other and enter partnerships to further provide global shoppers with the most secure and convenient payment methods.

Key Questions Answered:
- How do online shoppers worldwide differ with respect to their preferences over online payment methods?
- What are the major trends in the adoption of alternative and mobile payment methods globally?
- What are some regulatory changes occurring in the area of online payments in some of the major B2C E-Commerce markets worldwide?
- Which are the leading payment methods used in B2C E-Commerce various countries worldwide?

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