

ONLINE PAYMENT



ATM PAYMENT



TERMINAL PAYMENT

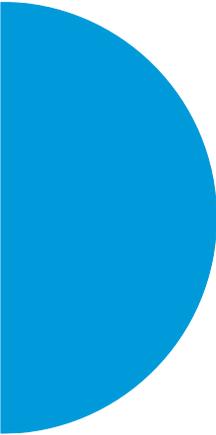


MOBILE PAYMENT



# The Payment Methods Greeks Prefer

National Survey Results  
May 2023



# We will see

- Alternative payment methods & tools today: knowledge & penetration
- Payment methods per case
- Which payment methods do Greeks prefer?

# Basic Research Specs

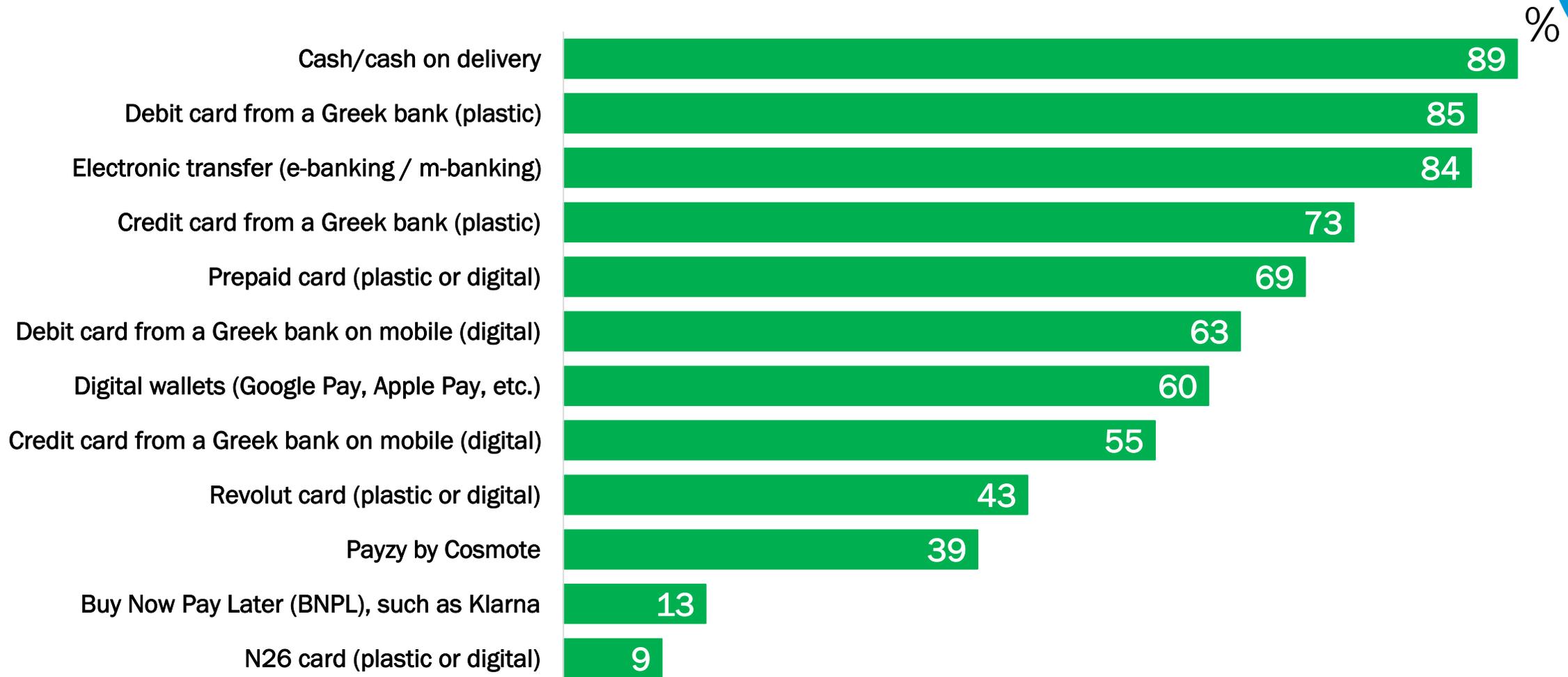


- ✓ **Quantitative Research Online (CAWI)**
- ✓ **Via YouGov panel (32.000+)**

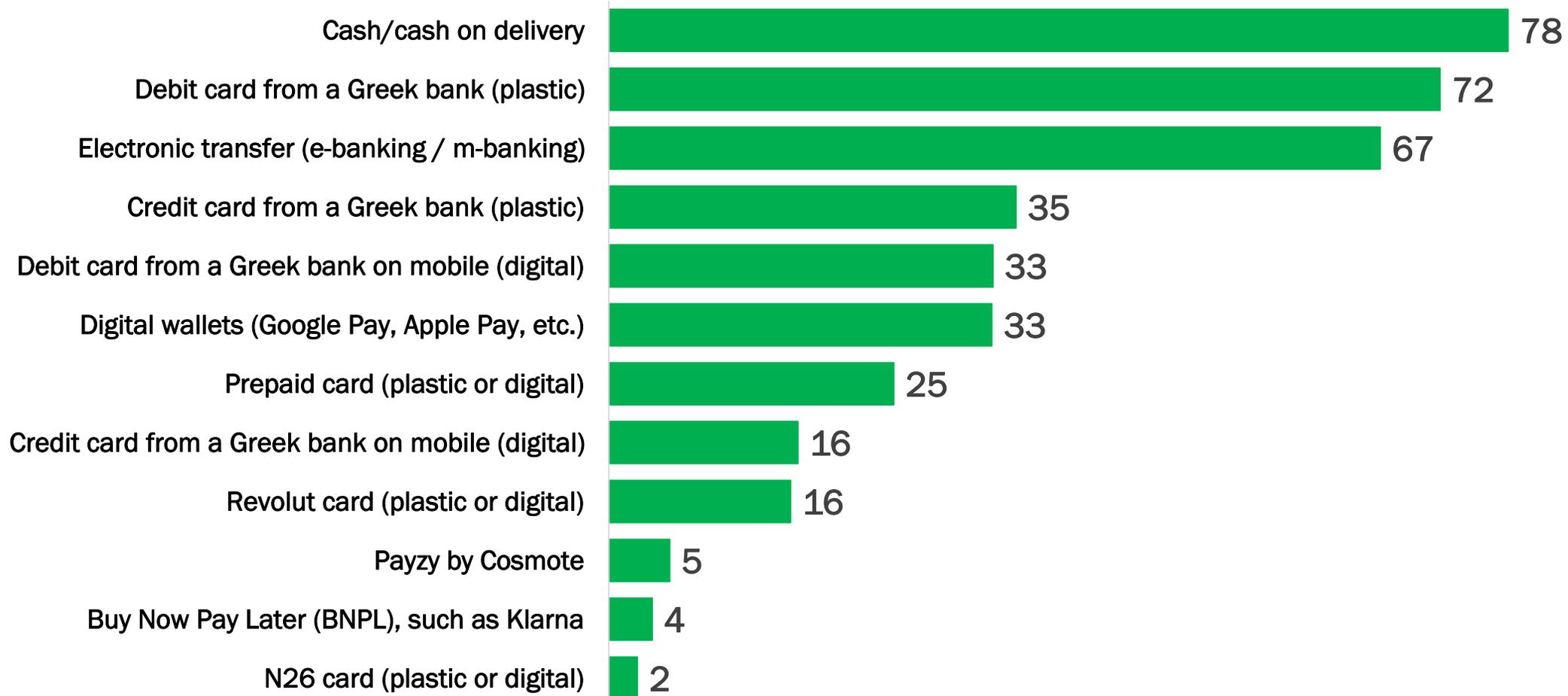


- ✓ **Population : 18-64, Nationally**
- ✓ **Sample : 1001 people**
- ✓ **Fieldwork : 12-21/4/2023**

# Greek consumers **know** an average of 6.8 payment methods available on the market, ...

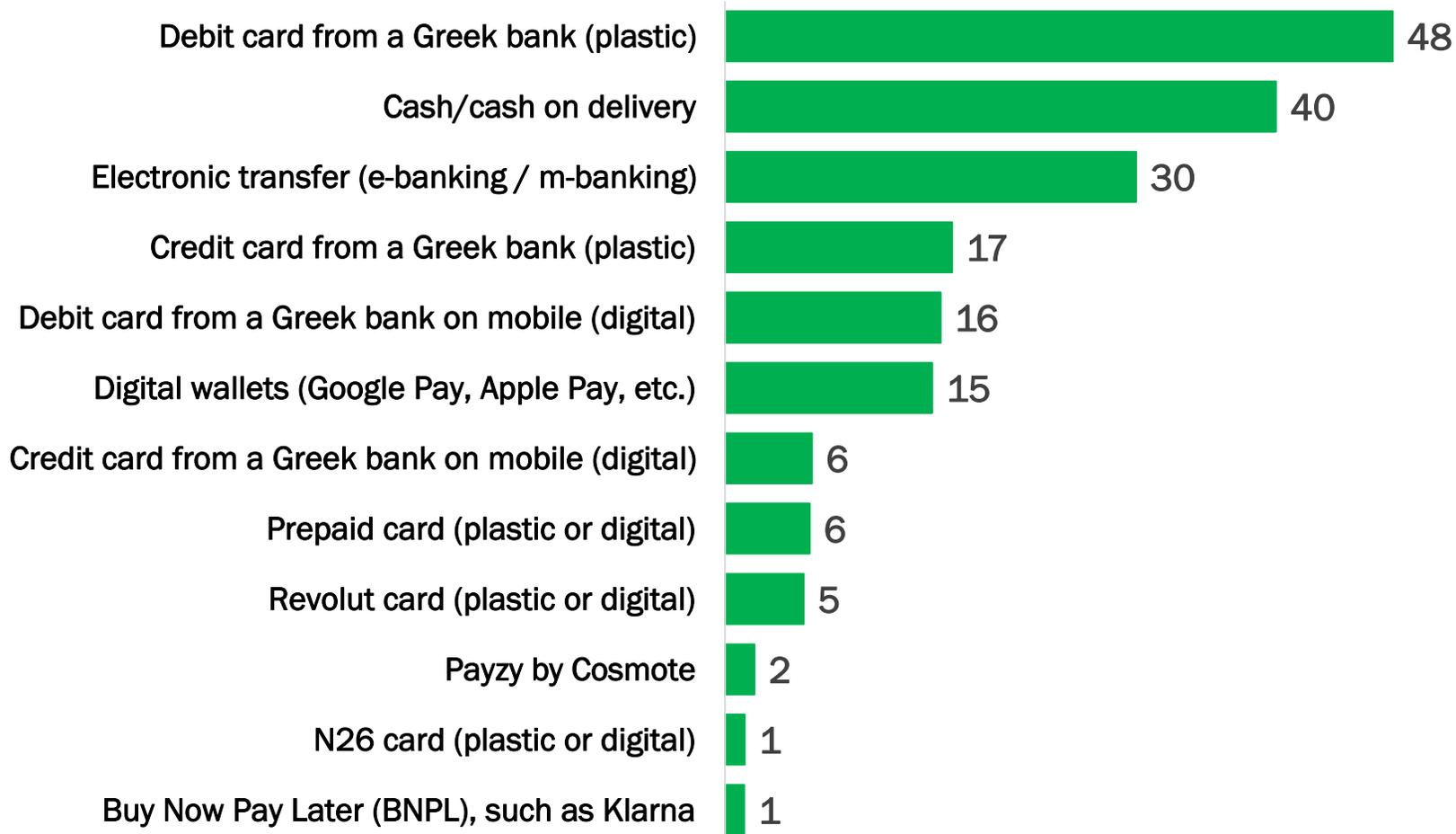


# They **use** an average of 3.9 different payment methods, with the "leader" being the debit card (plastic), and...



%

# They **systematically use** an average of **1.9** different ways to pay for their purchases



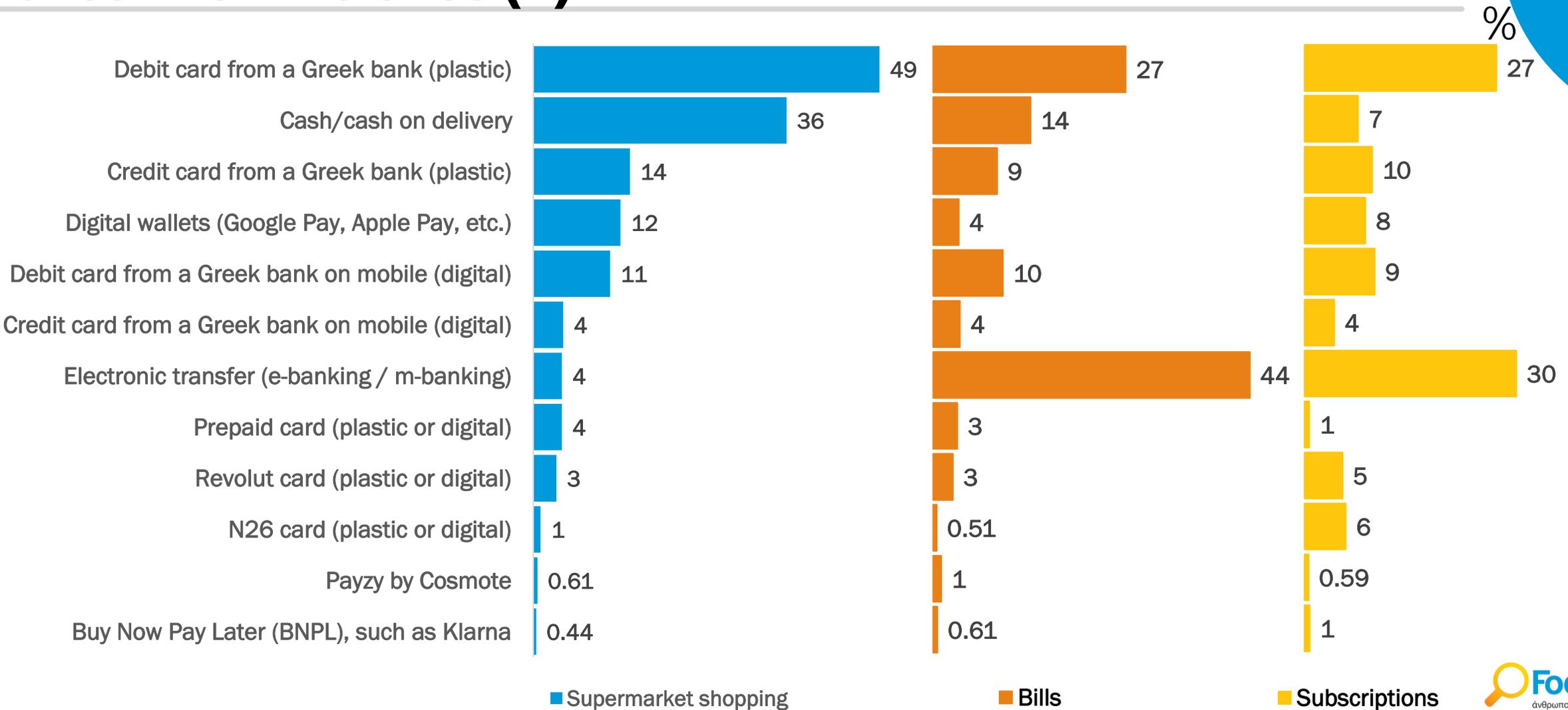
%

# Men & younger ages use more modern and/or electronic payment methods compared to women & older ages

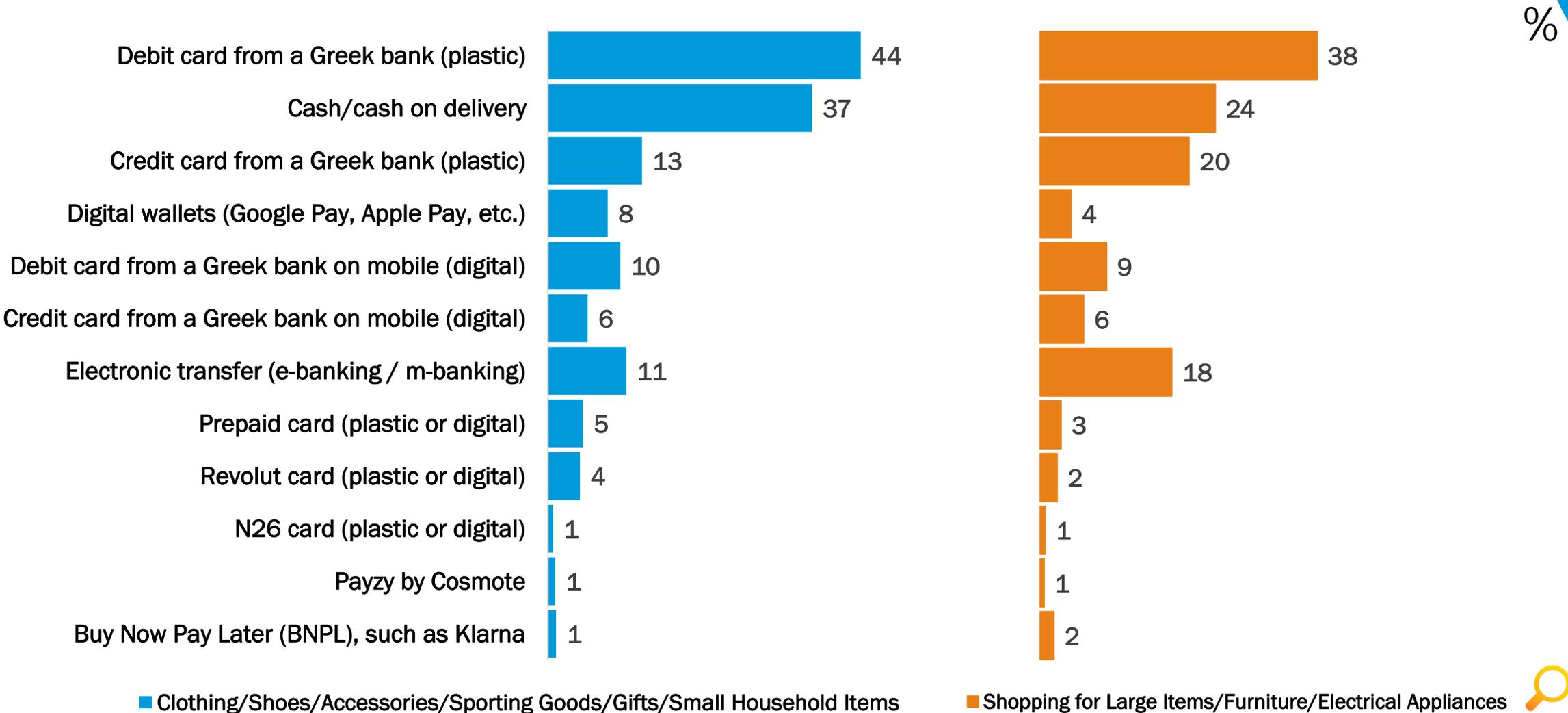
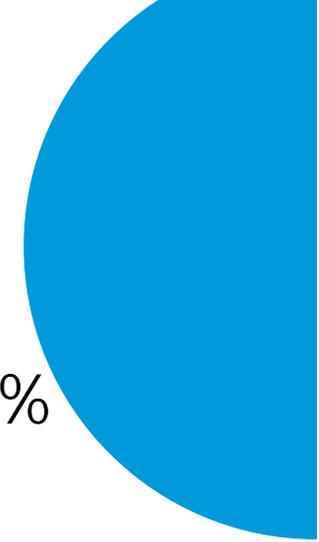
	Men	Women	18-24	25-34	35-44	45-54	55-64	65+
Debit card from a Greek bank (plastic)	72	72	56	58	68	74	76	89
Cash/cash on delivery	74	81	71	75	76	87	77	78
Electronic transfer (e-banking / m-banking)	67	66	50	55	64	73	70	79
Credit card from a Greek bank (plastic)	38	33	23	23	31	39	39	53
Debit card from a Greek bank on mobile (digital)	31	36	44	37	37	35	29	20
Digital wallets (Google Pay, Apple Pay, etc.)	36	30	45	39	32	36	30	23
Credit card from a Greek bank on mobile (digital)	20	13	20	16	17	17	15	18
Prepaid card (plastic or digital)	26	24	15	19	22	24	31	23
Revolut card (plastic or digital)	19	13	38	26	19	9	10	5
Payzy by Cosmote	8	3	12	9	6	5	2	7
N26 card (plastic or digital)	3	1	5	2	2	2	3	0
Buy Now Pay Later (BNPL), such as Klarna	5	2	8	5	4	1	4	2

%

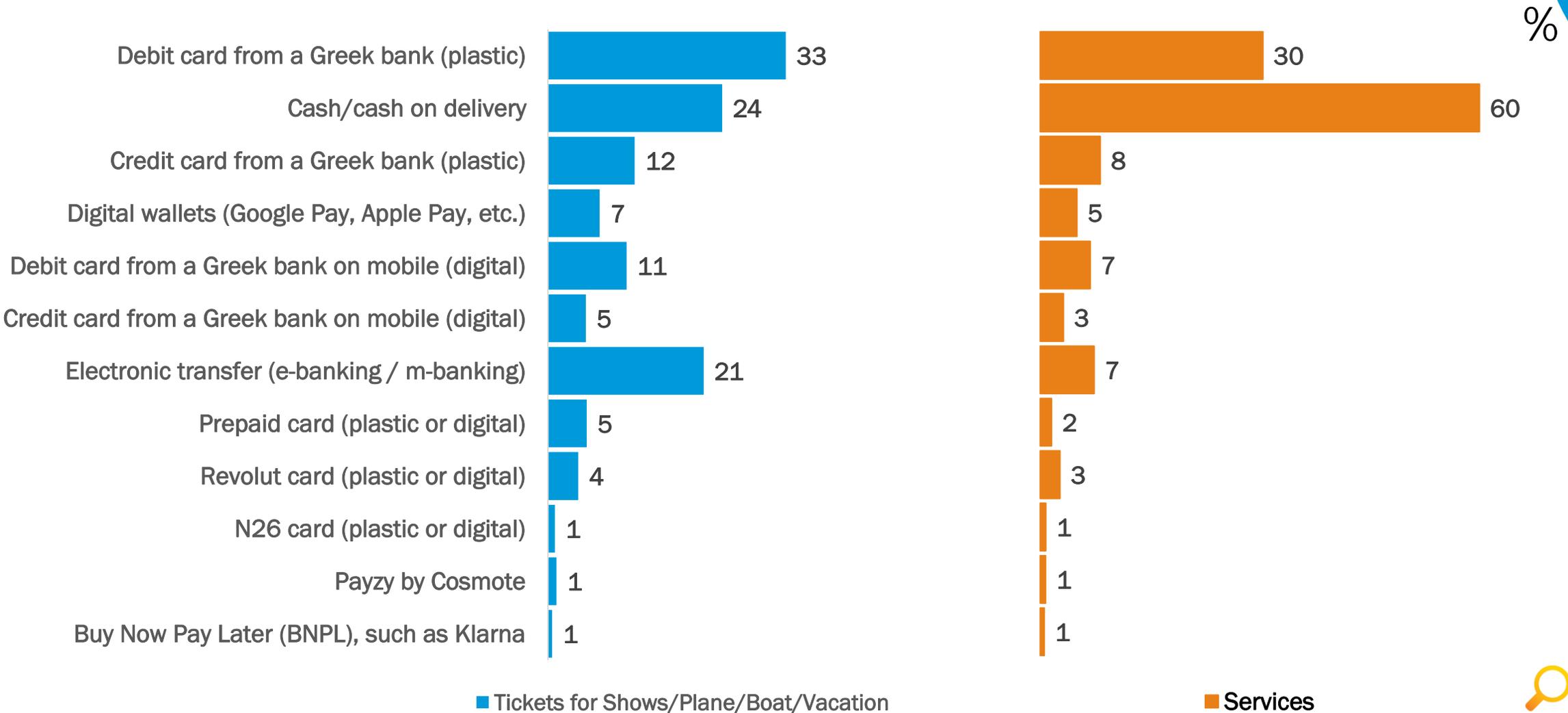
# The different payment methods become more popular depending on the occasion, with more traditional ones being used in regular offline purchases, and more modern ones in online ones (1)



# The different payment methods become more popular depending on the occasion, with more traditional ones being used in regular offline purchases, and more modern ones in online ones (2)

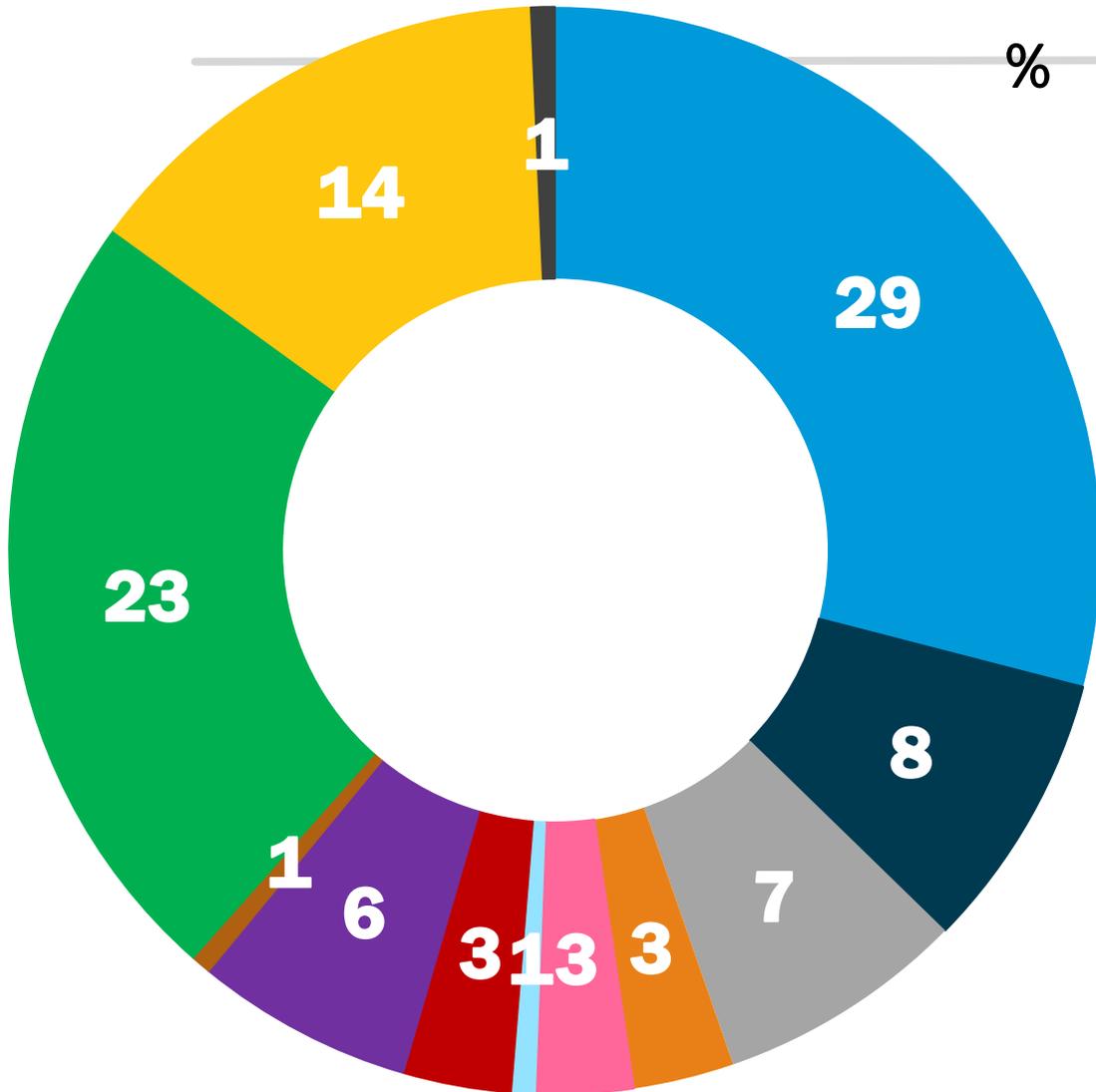


# The different payment methods become more popular depending on the occasion, with more traditional ones being used in regular offline purchases, and more modern ones in online ones (3)



# Payment Method Shares

"Of the 100 payments you make, how many do you make each way?"



Traditional ways:

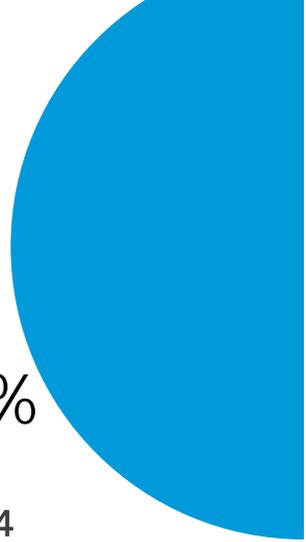
- Debit card from a Greek bank (plastic)
- Credit card from a Greek bank (plastic)
- Cash/cash on delivery
- Prepaid card (plastic or digital)

Modern ways:

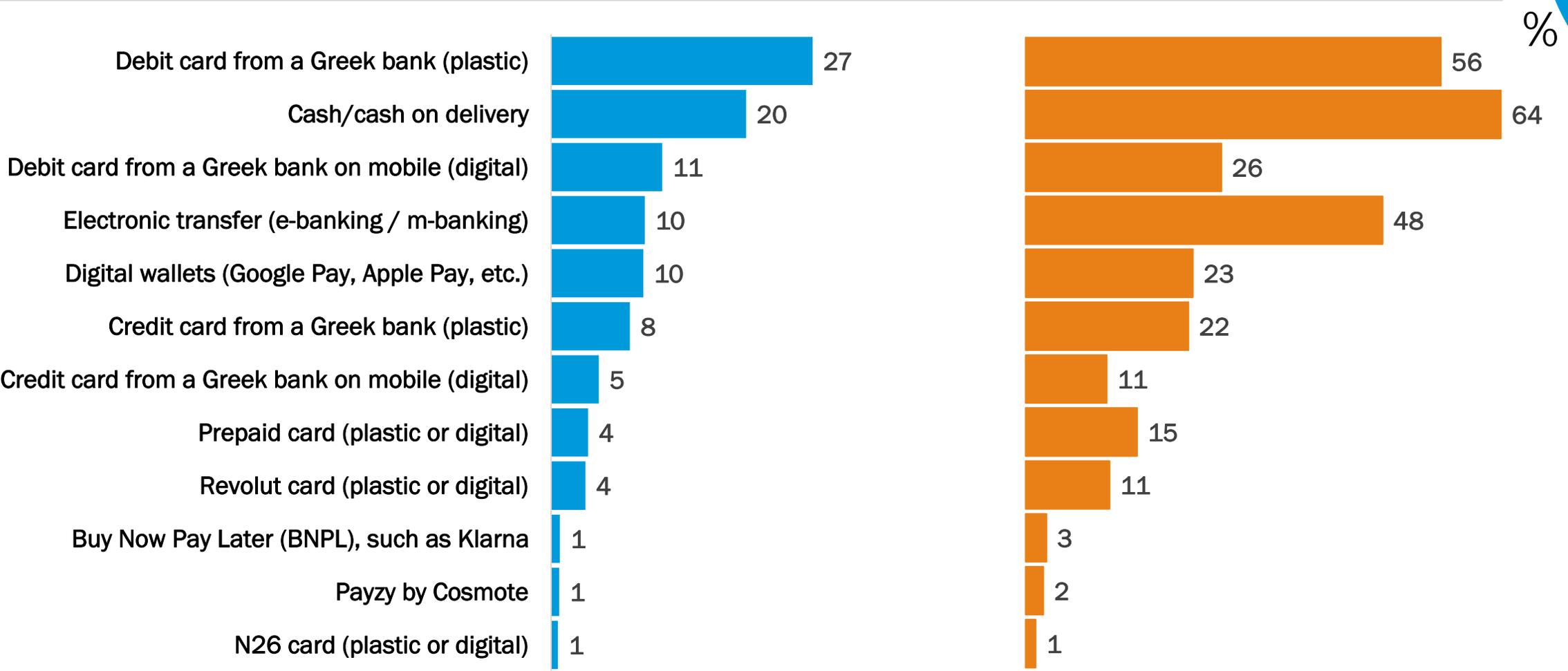
- Debit card from a Greek bank on mobile (digital)
- Credit card from a Greek bank on mobile (digital)
- Electronic transfer (e-banking / m-banking)

Modern ways:

- Digital wallets (Google Pay, Apple Pay, etc.)
- Payzy by Cosmote
- Buy Now Pay Later (BNPL), such as Klarna
- Revolut card (plastic or digital)
- N26 card (plastic or digital)



# Debit (plastic/digital) and cash/cash on delivery are the payment methods preferred by the public today, while the TOP 3 also include the most modern methods



■ 1st Preferred Payment Method      ■ Preferred Payment Method

# In their first preferred payment method, young people again show a preference for more modern and/or electronic ways to pay for their purchases

	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	%
Debit card from a Greek bank (plastic)	26	28	11	20	24	28	32	38	
Cash/cash on delivery	19	21	21	18	23	28	16	13	
Debit card from a Greek bank on mobile (digital)	10	12	16	14	14	13	8	8	
Electronic transfer (e-banking / m-banking)	9	10	6	8	7	9	11	18	
Digital wallets (Google Pay, Apple Pay, etc.)	11	8	14	15	14	8	7	0	
Credit card from a Greek bank (plastic)	8	8	7	4	6	6	11	13	
Credit card from a Greek bank on mobile (digital)	6	4	6	6	3	2	5	10	
Prepaid card (plastic or digital)	3.57	4	3	3	5	2	6	0	
Revolut card (plastic or digital)	3	4	10	8	4	3	1	0	
Buy Now Pay Later (BNPL), such as Klarna	1	1	2	2	0.32	0	1	0	
Payzy by Cosmote	1	1	2	2	1	1	0	0	
N26 card (plastic or digital)	1	0.49	2	1	1	1	1	0	

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Thank you!

more info? Ask [antigoni@focus.gr](mailto:antigoni@focus.gr)