

Payment behaviour in Germany in 2020 – Survey during the year of the coronavirus pandemic

Press conference on 14 January 2021

Payment behaviour in Germany in 2020 – Survey during the year of the coronavirus pandemic

1. Study design
2. Payment behaviour in 2020
3. Status of digitalisation
4. New providers and “digital money”
5. Conclusion

1. Study design



5,022 respondents

representative of all people
over 18 years of age living
in Germany

Survey period: 18 August to
19 October 2020



Questionnaire

Half of the participants completed the
survey online,
the other half by telephone
(unlike in 2017, no in-person interviews due
to the coronavirus)



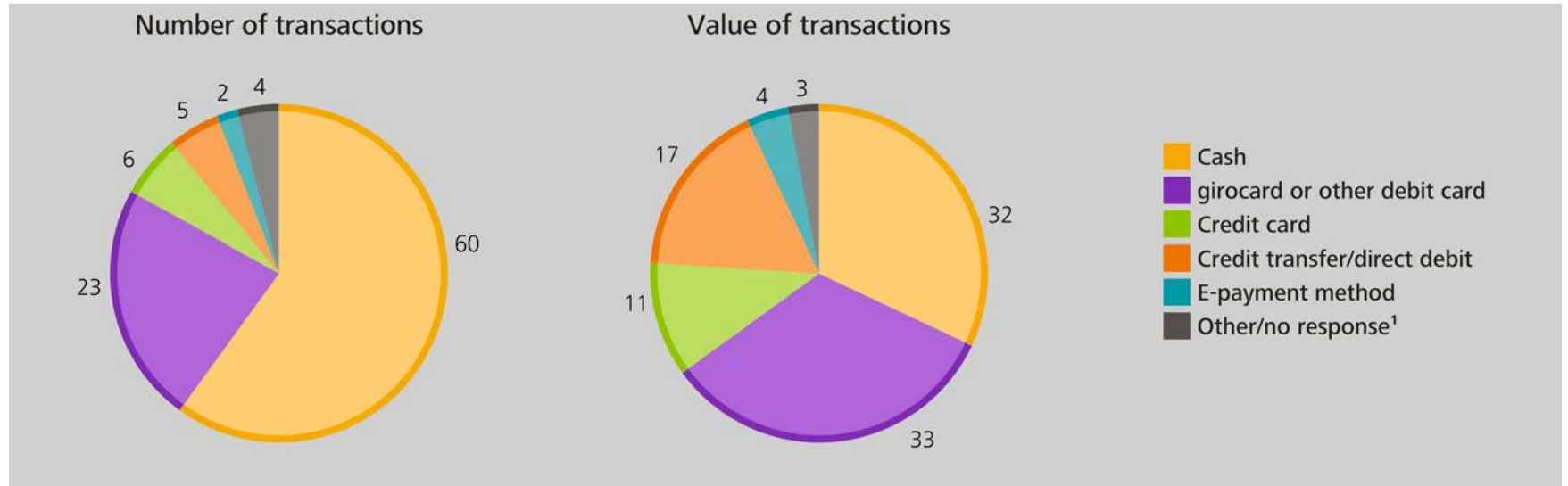
Payments diary

Half of the respondents completed the diary
for one day,
the other half for three days →
12,996 payments (€515,484) in total

2. Payment behaviour in 2020: Overview of all payments

Overall use of payment instruments *

%, according to payments diary



* Basis: All transactions (n=12,996). ¹ Including retailer/canteen/stadium cards, smartphone payments.

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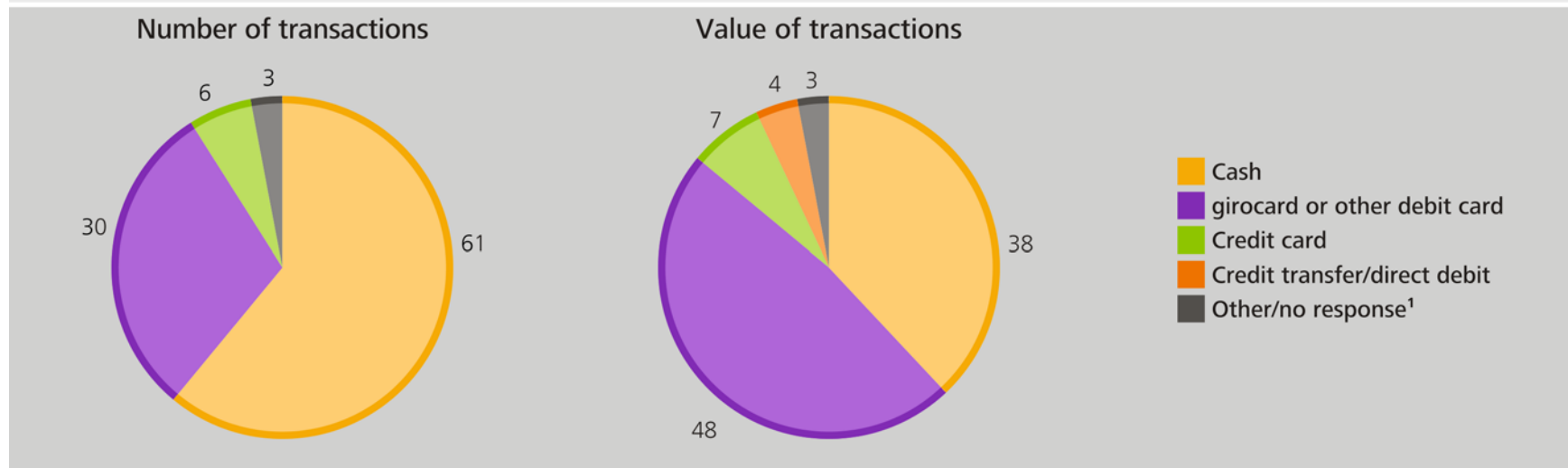
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2. Payment behaviour in 2020: Payments in retail outlets

Use of payment instruments at the point of sale*

%, according to payments diary



* Basis: All transactions at the point of sale = supermarkets/discounters, local shops, petrol stations and pharmacies (n=8,698). ¹ Including retailer/canteen/stadium cards, smartphone payments.

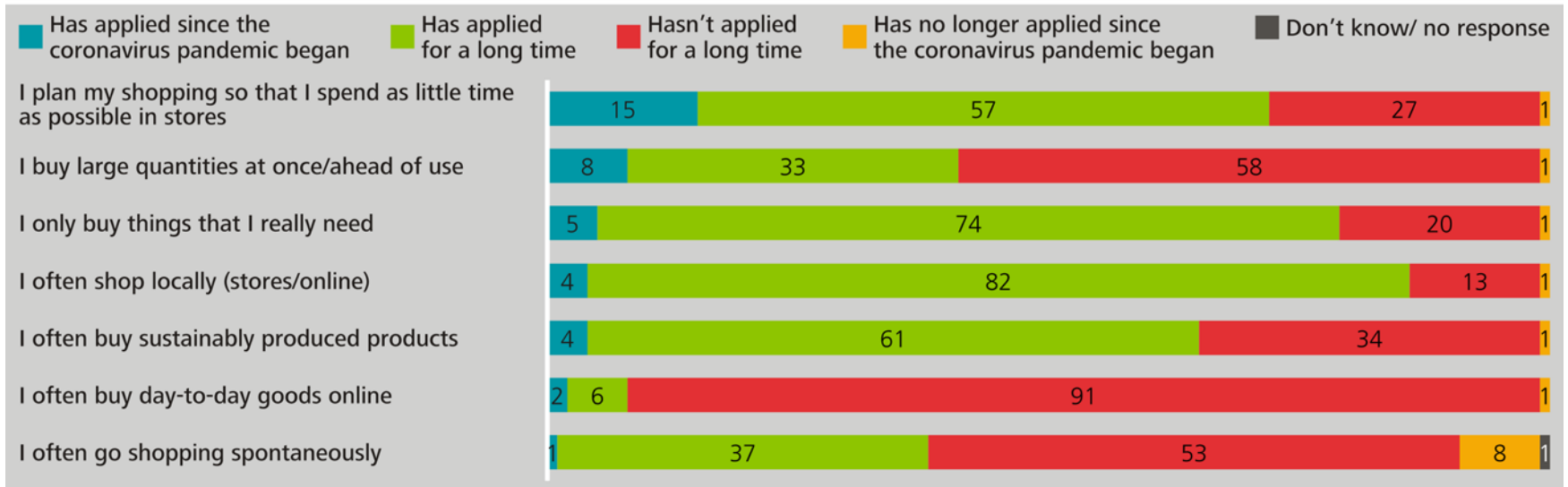
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2. Payment behaviour in 2020: Coronavirus fuelling trends in consumer behaviour

Change in consumer behaviour since the coronavirus pandemic

%, as reported by respondents



Basis: All respondents (n=5,022). Question: Which statement applies to you for day-to-day retail purchases?

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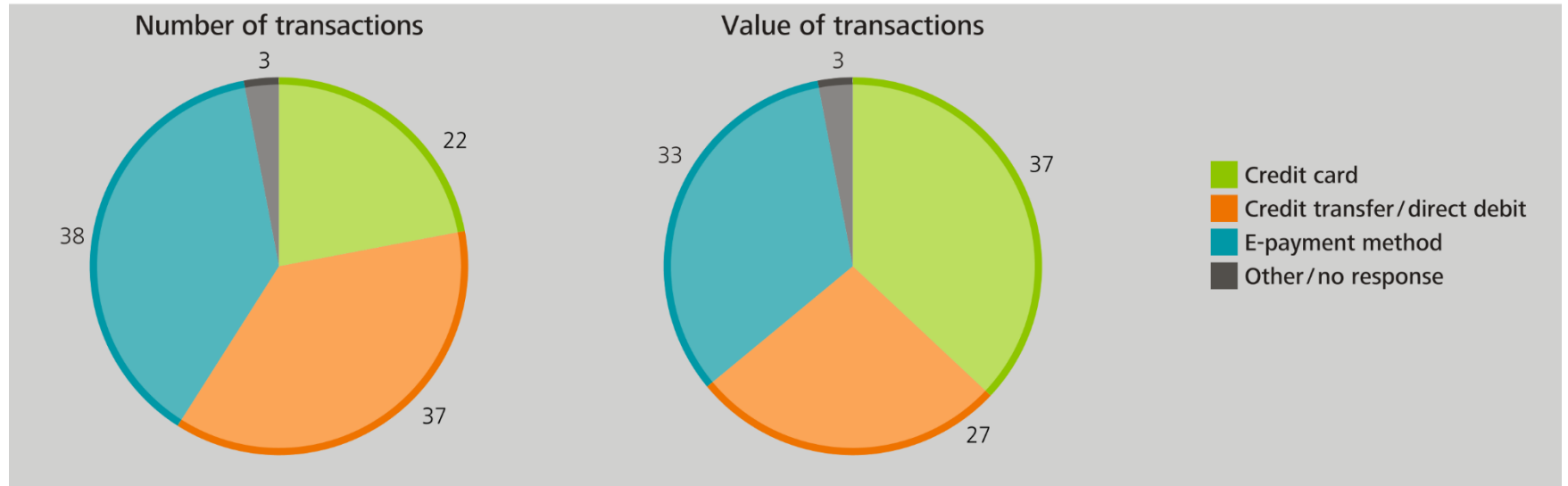
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2. Payment behaviour in 2020: Online payments

Use of payment instruments online

%, according to payments diary



Basis: All online transactions (n=700).

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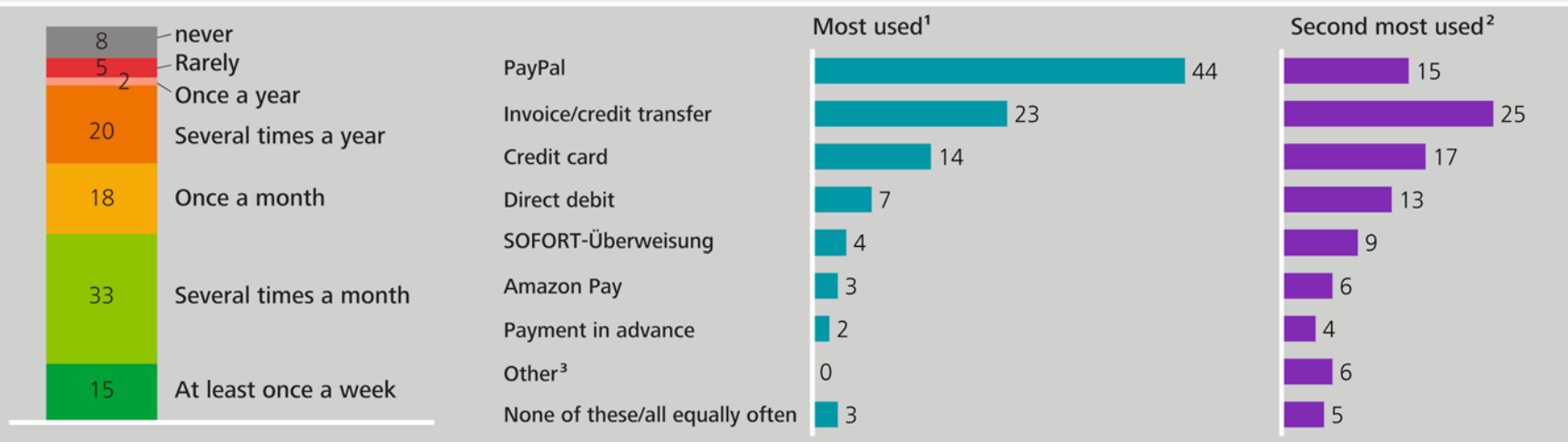
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2. Payment behaviour in 2020: PayPal most popular e-payment method

Frequency of online purchases and payment method

%, as reported by respondents



Basis: Internet users (n=4,394). Question: How often do you shop online (by app, if applicable)?

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1 Basis: Respondents who used at least one method (n=4,032). **2** Basis: Respondents who used at least two methods (n=3,362). **3** Vouchers (gift cards), cash on delivery, Apple Pay, Google Pay, paydirekt, giroipay. Question: Which payment method do you use the most/second most often for online purchases?

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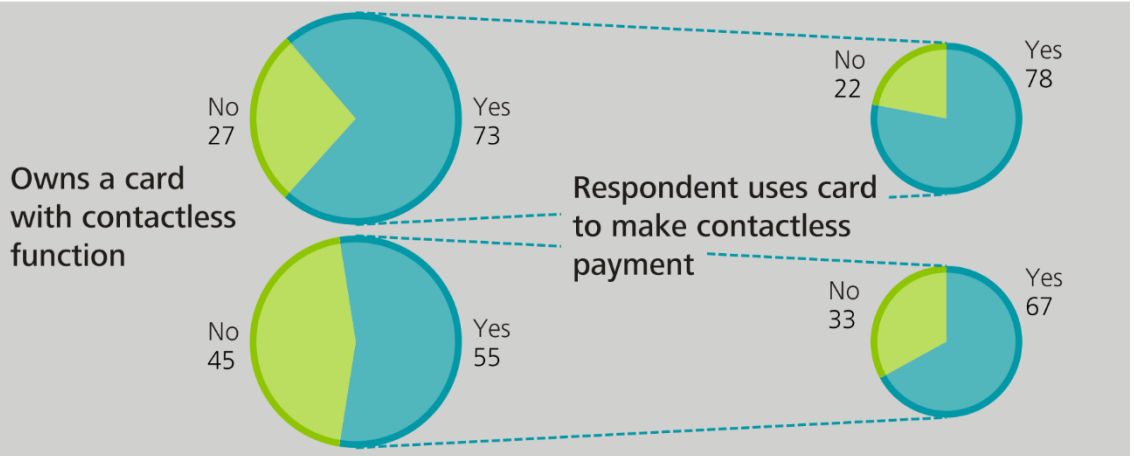
3. Digitalisation: Majority use contactless payment cards

98% of respondents own at least one girocard or other debit card

58% own at least one credit card

Ownership and use of contactless payment cards

%, as reported by respondents



Basis: Owner of at least one debit card (n=4,917)/credit card (n=2,910). Question: Does your card have a contactless payment function?

Basis: Owner of at least one contactless debit card (n=3,569)/credit card (n=1,606). Question: Do you use your card(s) to make contactless payments?

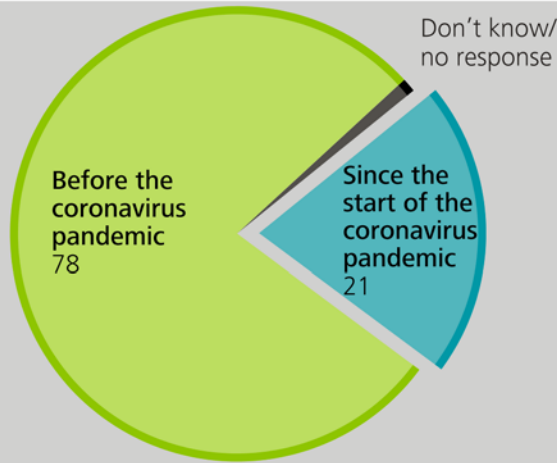
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3. Digitalisation: Coronavirus boosting contactless payments

First contactless payment

%, as reported by respondents



Basis: Respondents who use contactless payment (n=3,132). Question: When did you make your first contactless payment?

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Reasons for making contactless payments since the start of the coronavirus pandemic

Signs in stores/at the point of sale

I found it more hygienic

Other people were making contactless payments and I wanted to try it out

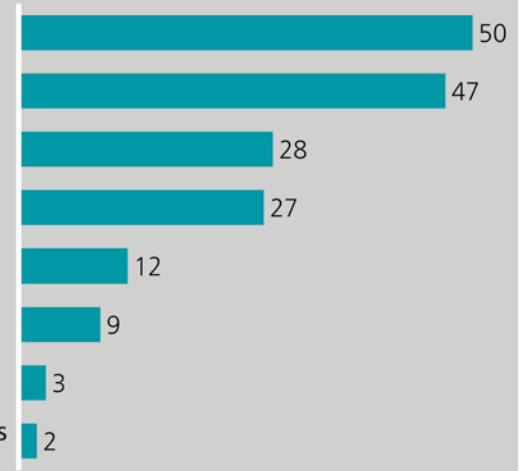
On request of the cashier

Became aware of contactless payments through relatives/friends

Spontaneous response: received a new card with contactless function during the pandemic

Spontaneous response: I find it more practical/faster/easier

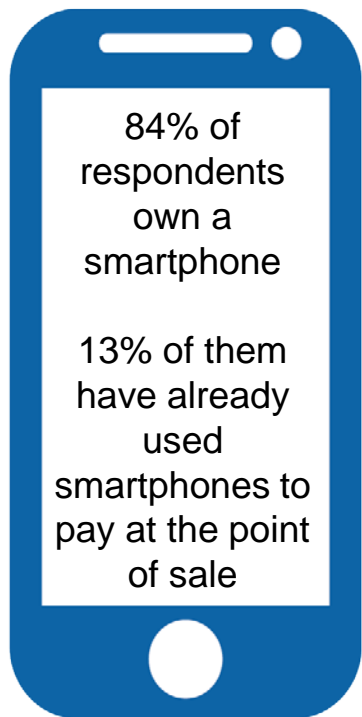
Spontaneous response: became aware of contactless payments via other channels (bank, media/internet)



Basis: Respondents who have made contactless payments since the start of the coronavirus pandemic (n=656). Question: Why have you made contactless payments since the start of the coronavirus pandemic?

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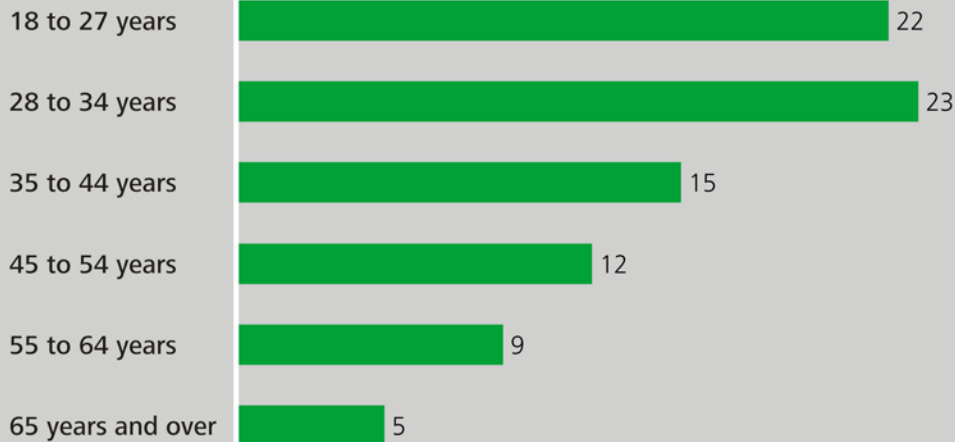
3. Digitalisation: Younger people and men more open to mobile payments



Use of mobile payment at the point of sale

%, as reported by respondents

By age



By gender

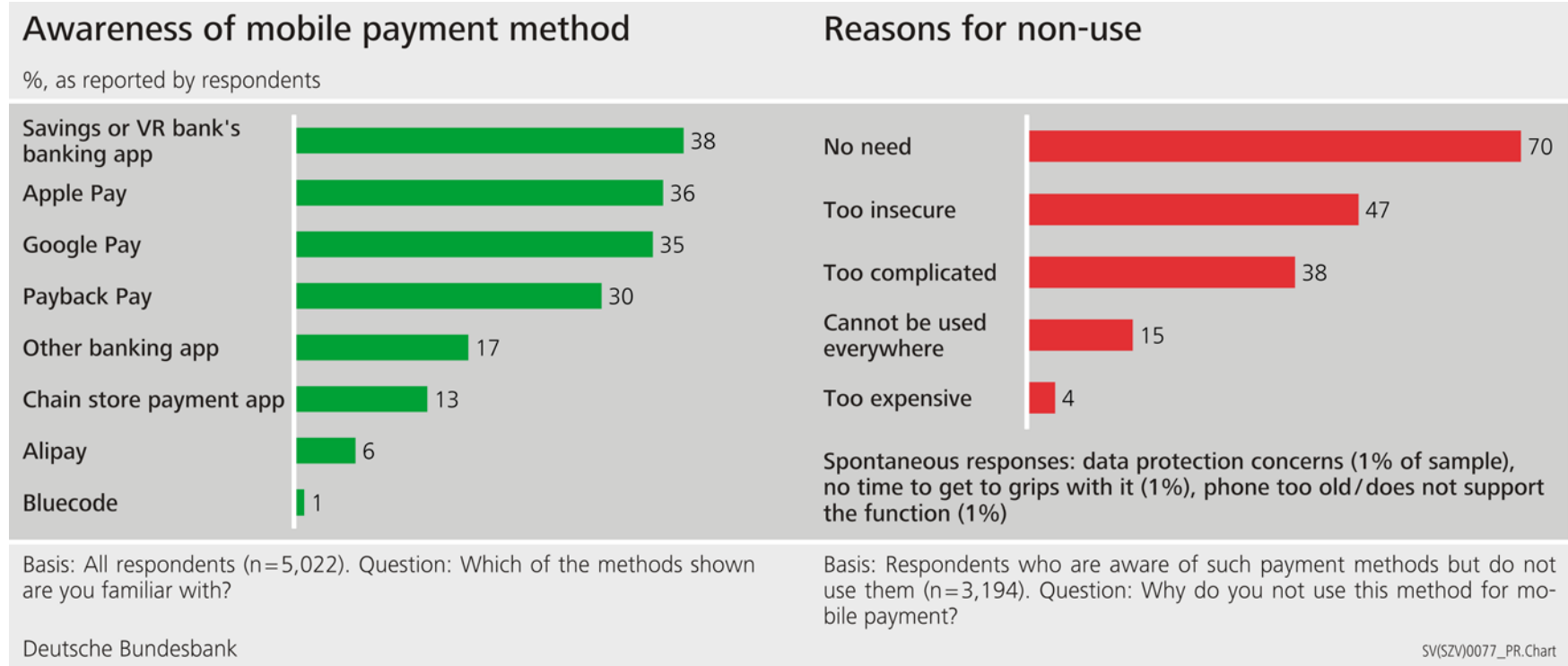


Basis: Smartphone owners (n=4,243). Question: Have you ever used your smartphone to pay at the point of sale?

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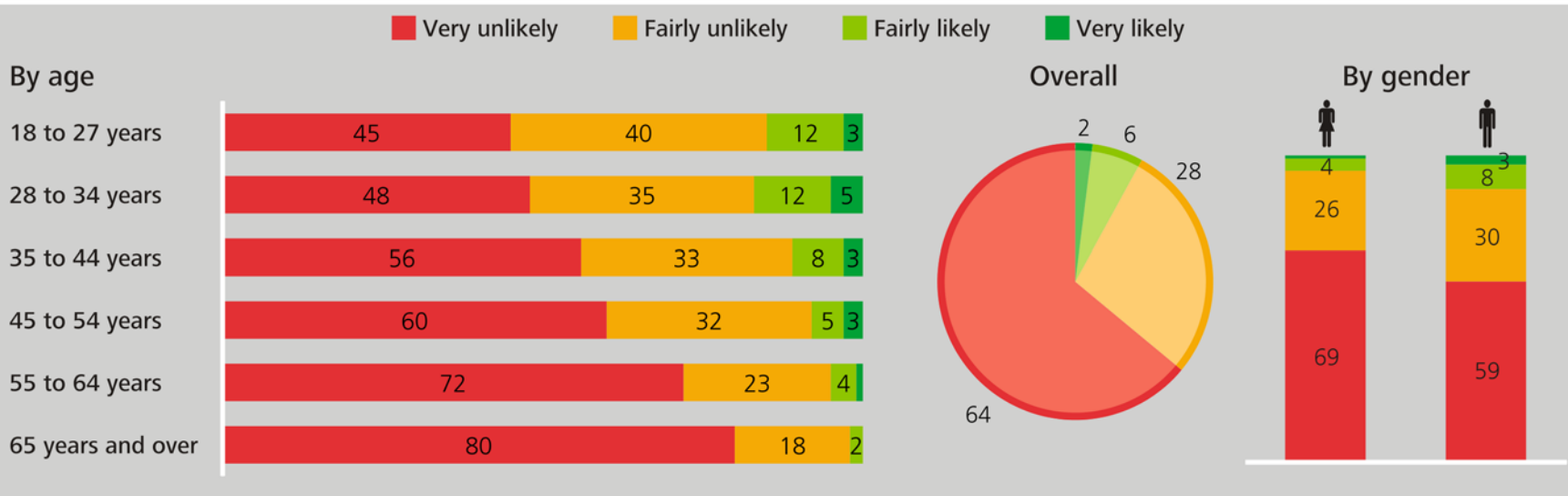
3. Digitalisation: But majority see no need to use mobile payments (yet)



4. New providers: Younger people and men more open to new banking

Openness to holding an account hosted by an online platform

%, as reported by respondents



Basis: All respondents (n=5,022). Question: Could you see yourself holding a current account with internet firms like Google, Apple or Facebook?

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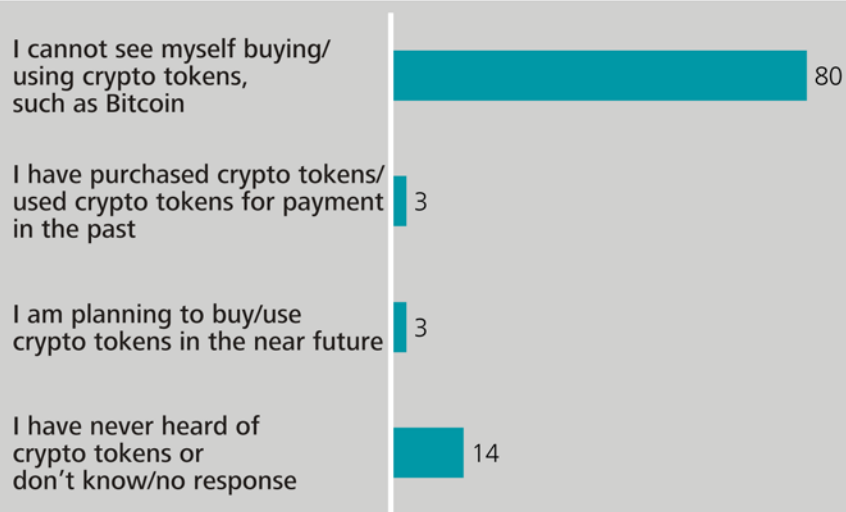
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4. “Digital money”: No great enthusiasm thus far

Attitudes towards crypto tokens

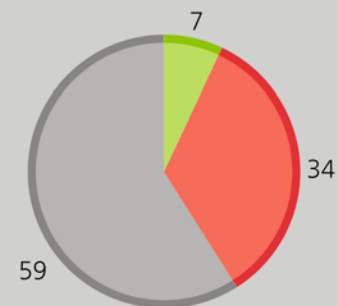
%, as reported by respondents



Attitudes towards Libra (renamed: Diem)

- Heard of Libra, might/would definitely use it
- Heard of Libra but would not use it
- Never heard of Libra or don't know/no response

Overall



by gender



Basis: All respondents (n=5,022). Question: Which statement applies to you?
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5. Conclusion and outlook

1. The Bundesbank's payment behaviour surveys are unique in terms of their scope and degree of detail; they use objective data that is representative of the population
2. Card payments (particularly girocard) increased significantly – primarily contactless payments, but coronavirus also a driving factor
3. Widespread reluctance to use mobile payments, but greater affinity for these payments seen in younger age groups
4. PayPal and credit transfers/direct debits are popular for online payments, banks still benefit from a high level of confidence in account management

<https://www.bundesbank.de/paymentbehaviour>