PYMNTS.com

PYMNTS.com is where the best minds and the best content meet on the web to learn about "What's Next" in payments and commerce. Our interactive platform is re-inventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

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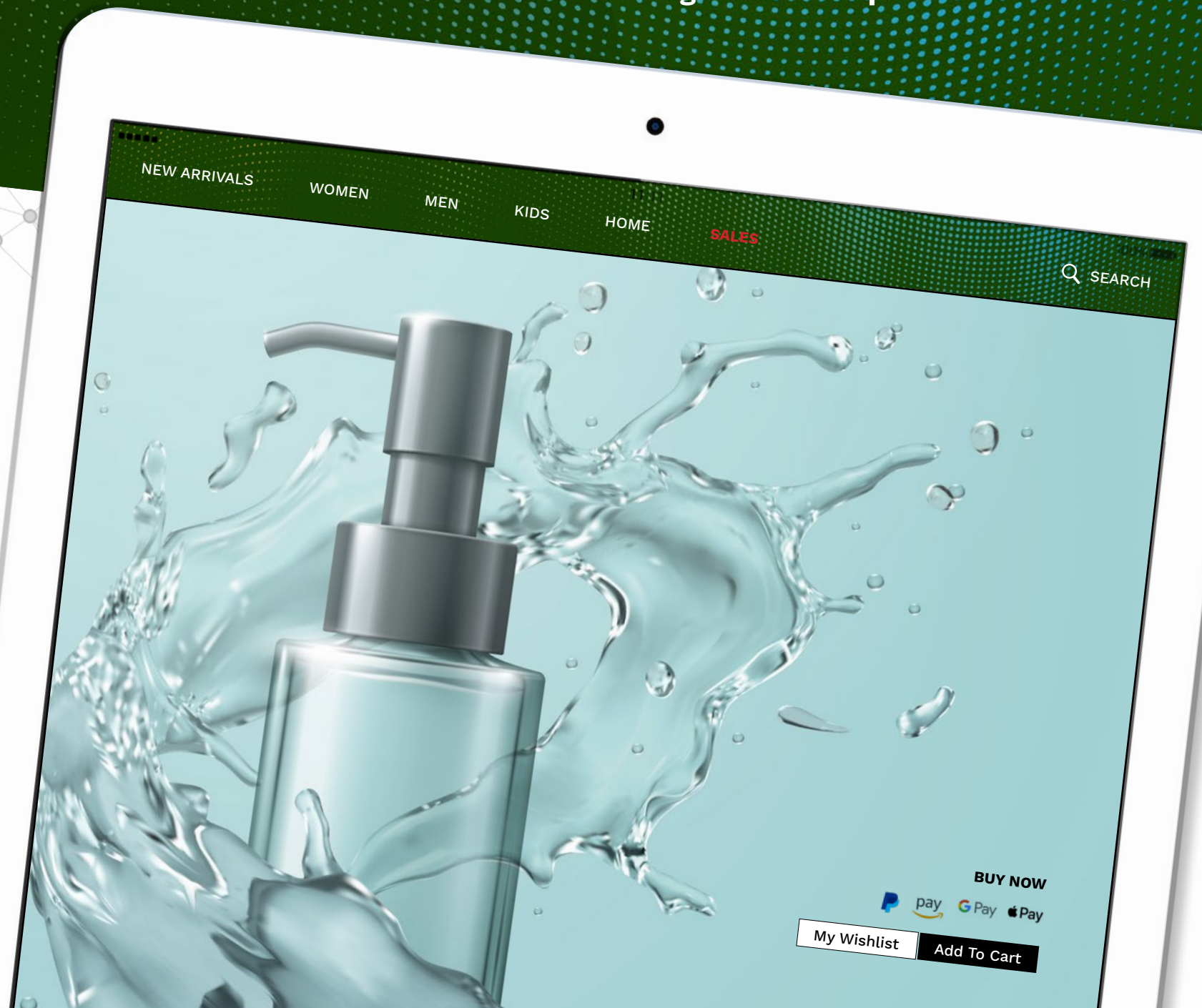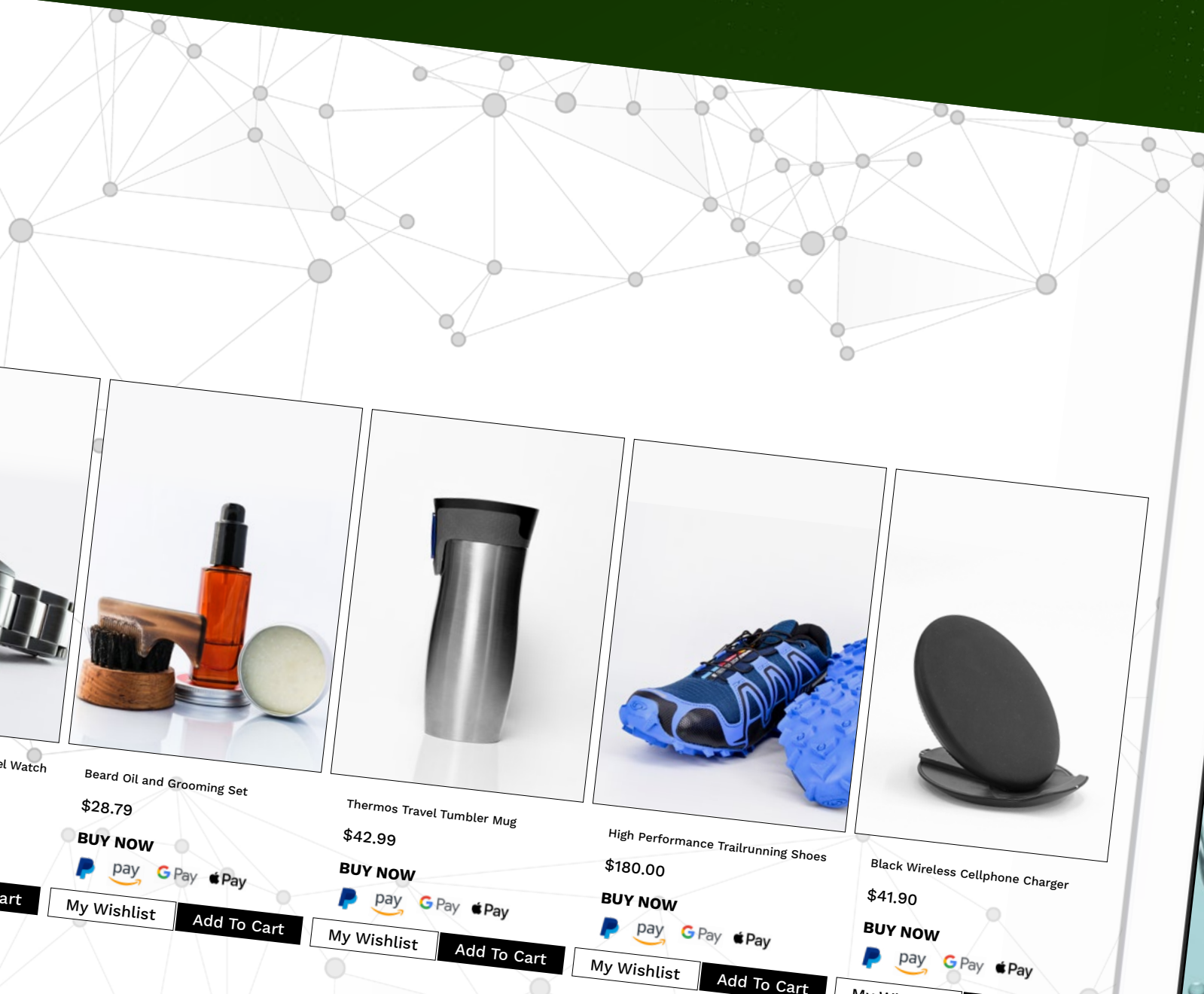# 2022
BUY
BUTTON

Accelerating Checkout Optimization

NEW ARRIVALS   WOMEN   MEN   KIDS   HOME   SALES

SEARCH

Beard Oil and Grooming Set
$28.79

BUY NOW

My Wishlist   Add To Cart

Thermos Travel Tumbler Mug
$42.99

BUY NOW

My Wishlist   Add To Cart

High Performance Trailrunning Shoes
$180.00

BUY NOW

My Wishlist   Add To Cart

Black Wireless Cellphone Charger
$41.90

BUY NOW

BUY NOW

My Wishlist   Add To Cart

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2022 BUY BUTTON

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INTRODUCTION

Buy buttons — shortcuts to checking out via a payment platform that skip the typical "add-to-cart" and payment steps — provide a simple yet highly effective way for online merchants to streamline purchases, minimizing the final and most critical obstacle to converting a window shopper into a paying customer. PYMNTS' latest research found that checkouts via buy button take 46% less time than regular checkouts, saving U.S. consumers an aggregate of 148 million hours per year.

Merchants are adding buy buttons more quickly than they have since 2018, with nearly eight in 10 now featuring at least one such offering. However, our data also shows that more eTailers are introducing unnecessary friction into buy button checkouts. Thirty percent of merchants force customers to provide personal information to complete buy button checkouts — nearly triple the 11% share observed in 2020. This causes average checkout times to spike by 13% and introduces privacy concerns.

These are some of the key findings from the 2022 Buy Button Report: Accelerating Checkout Optimization. For this report, PYMNTS conducted a new study of 808 leading online retailers in the U.S. across 17 industry segments, adding to the rich body of research and data we have compiled since launching the first Buy Button report in 2016. For the first time in this series, we also investigated 210 merchants to examine buy now, pay later (BNPL) options and how they relate to buy buttons and impact conversion. This seventh year of the Buy Button Report provides a data-driven examination of the state of play for buy button adoption, including related BNPL options, and the key implications of current trends on consumers' online purchase journeys.

This is what we learned.

01 **Buy buttons save consumers 148 million hours each year when checking out online.** Checkouts via buy button are not new, but the technology is becoming more effective at saving customers time.

Buy buttons are still squeezing efficiency gains from checkout journeys. In Q2 2022, online shoppers who used a buy button at checkout completed their purchase journeys in roughly half the time it took those who checked out via regular methods. Checkouts via buy button took just 68 seconds, on average, in Q2 2022 — 17% faster than they were in Q4 2020.

02 **More merchants are integrating multiple buy buttons, even though PayPal remains the most ubiquitous buy button online.** The share of eTailers that skip buy buttons is shrinking, and more businesses are integrating multiple buy button options.

eTailers' buy button adoption has gained the most ground since the 2018 Buy Button Index. Seventy-nine percent of all online merchants now offer buy button checkouts. PayPal retains a commanding lead over all competitors, but Apple Pay, Google Pay and Amazon Pay significantly expanded their buy button availability since our Q4 2020 report.

03 **Smaller merchants have more buy buttons overall than enterprise merchants, and there is a wide variety seen across industry sectors.** Small firms lead their large counterparts by a substantial margin, while we observe wide variations at the industry level.

Buy buttons enjoy significantly higher popularity among small eTailers than large ones. Eighty-seven percent of small online merchants support at least one buy button, while only 73% of large merchants do the same. Similarly, some industry segments exhibit ubiquitous adoption, including ticketing, at 100%, and automotive parts dealers, at 97%, while other segments demonstrate limited acceptance, with quick-service restaurants (QSRs) exhibiting the lowest rate, at 28%.

04 **Online merchants have introduced friction into the checkout flow that makes the buy button experience less streamlined for consumers.** Both buy button and standard guest checkouts more frequently require customers to enter personal information.

Thirty percent of the online merchants we surveyed in Q2 2022 required customers who check out using buy buttons to provide personal information — nearly three times as many as did so in Q4 2020. We also observed a jump in the portion of eTailers that require accounts or profiles to use buy buttons, though this remains relatively low at 11%. Conversely, the share of eTailers allowing online customers to check out using a buy button without providing any personal information dropped sharply.

05 **Nearly all merchants offer at least one BNPL option.** PayPal's BNPL offerings are the most ubiquitous across all online merchants.

BNPL as an alternative payment method at online checkouts has surpassed the share of merchants providing buy buttons, although these categories heavily overlap due to PayPal buy buttons serving as the primary gateway for BNPL. Overall, 88% of eTailers now offer at least one BNPL option, with 82% providing one of PayPal's BNPL options. Small to mid-sized merchants are more likely to offer BNPL than large ones.

Conversion is just a button press away

PYMNTS' latest research found that buy buttons significantly reduce check-out friction. Our data finds that eCommerce checkouts completed via a buy button are 46% faster than those that do not use this feature, shaving nearly a full minute from the checkout process on average. Buy buttons drop the average checkout time from 127 seconds to 68 seconds.

eCOMMERCE CHECKOUTS COMPLETED VIA A BUY BUTTON ARE 46% FASTER

Figure 1:
Average checkout time
Average checkout time, by method used
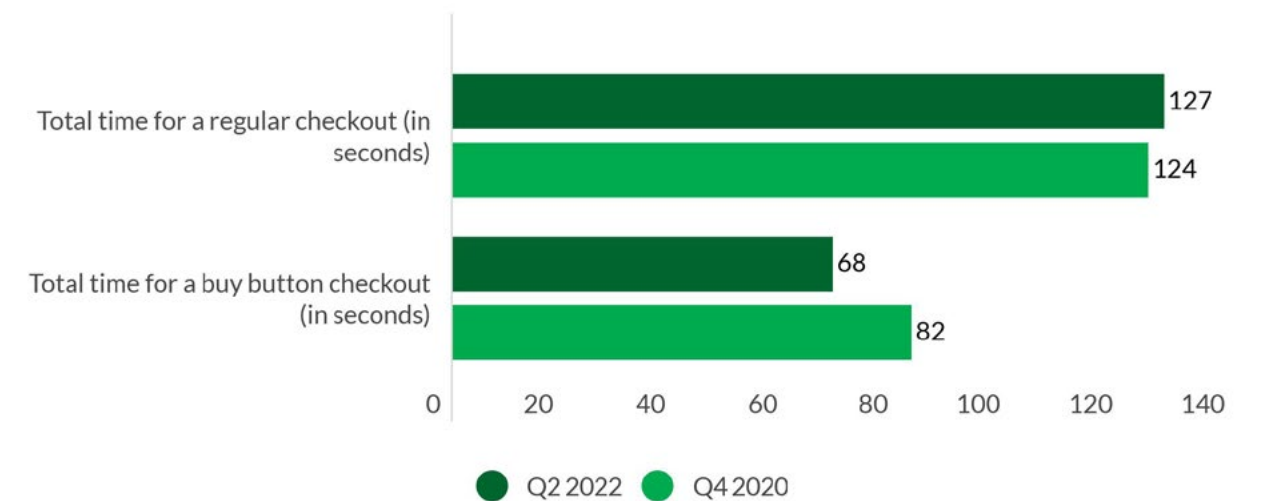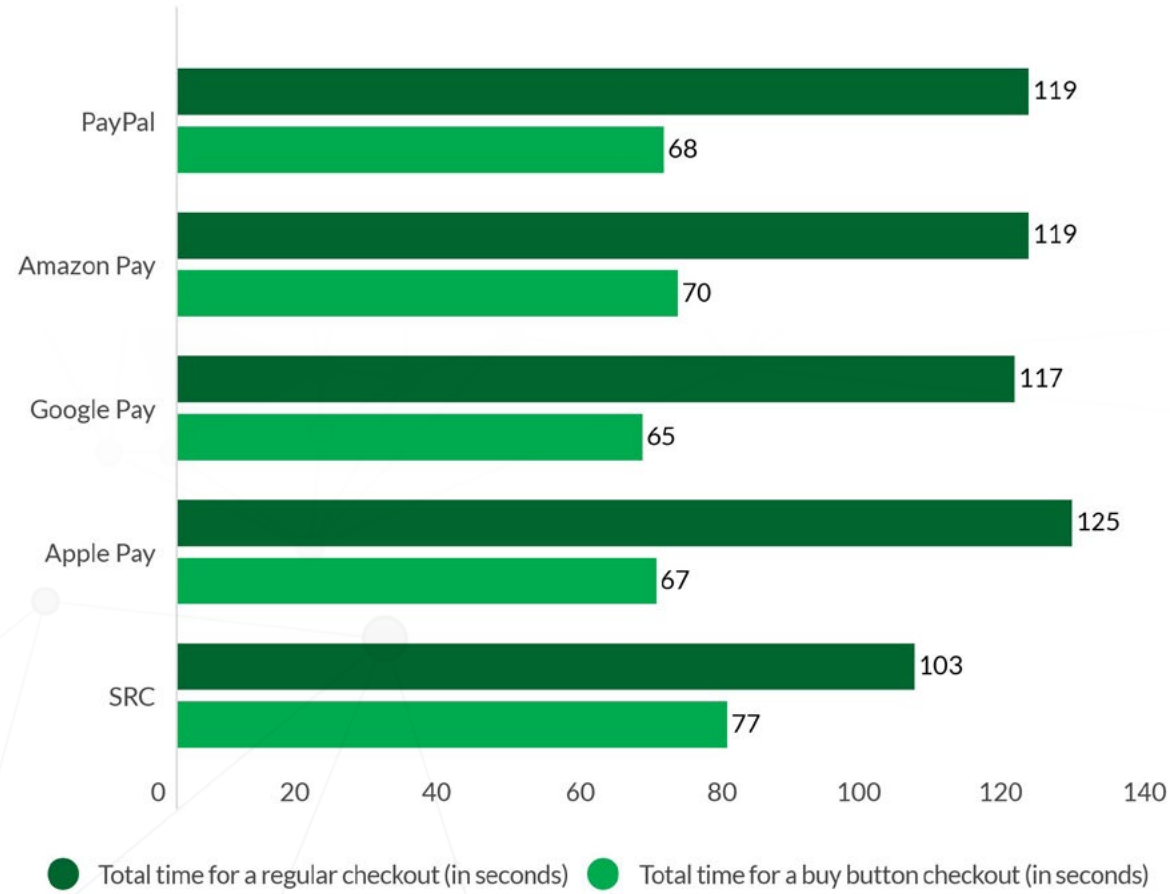

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 636: Merchants that accepted at least one buy button in Q2 2022, fielded May 23, 2022 – June 5, 2022

The concept of a buy button is nothing new, but buy button implementation is becoming more efficient at saving customers time. Since our Q4 2020 buy button research, buy button checkouts have become 17% — 14 seconds — faster. Traditional checkouts have become slightly slower since 2020, on average, making buy buttons an even more attractive alternative.

Among the buy button checkout flows we analyzed, Apple Pay led the pack, facilitating an average 46% faster checkout compared to regular methods. Google Pay, PayPal and Amazon Pay follow closely behind in significantly reducing the average time to check out, at 45%, 43% and 41%, respectively. Secure Remote Commerce (SRC), the buy button technology led by the four major card issuers, trails measurably behind the other buy buttons, though it still achieved a 26% decrease in time to check out.

Figure 2A:

Average checkout speed and time saved

Average checkout speed in Q2 2022, by select buy buttons

● Total time for a regular checkout (in seconds)   ● Total time for a buy button checkout (in seconds)
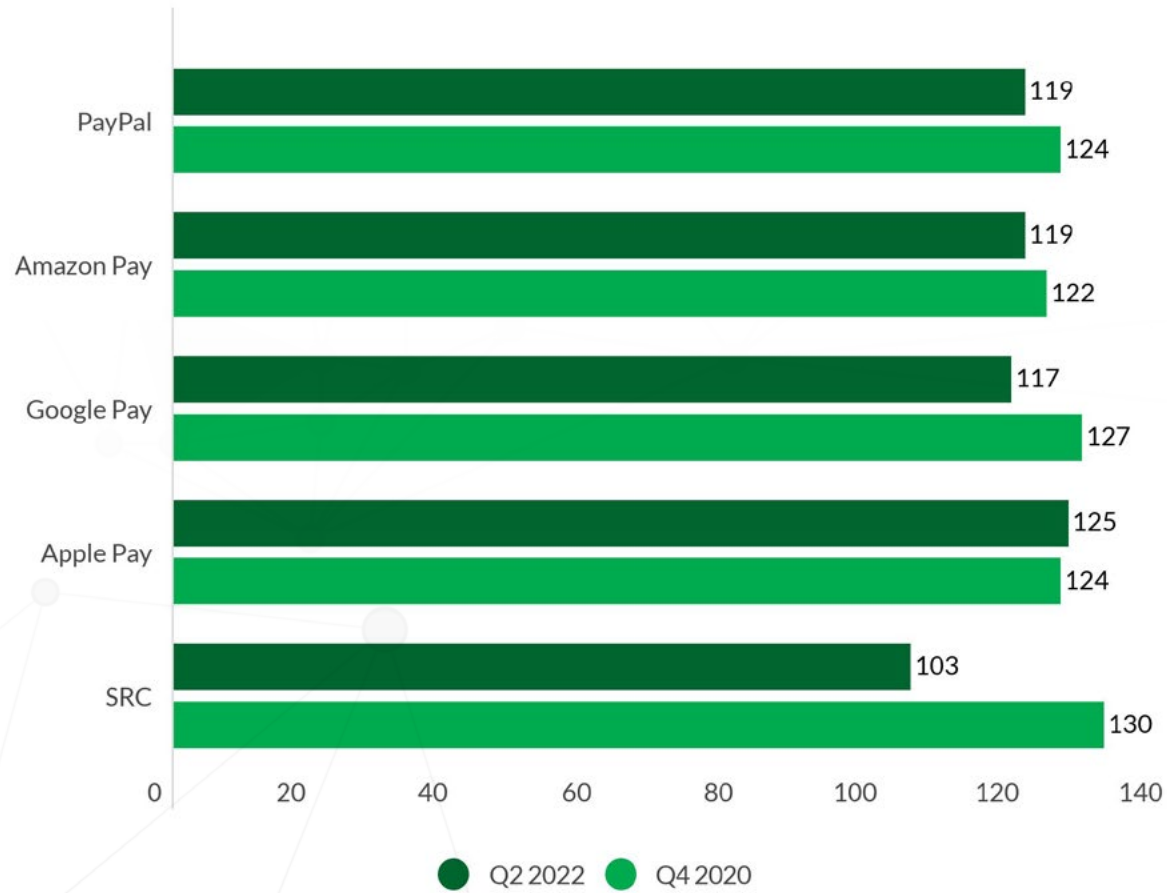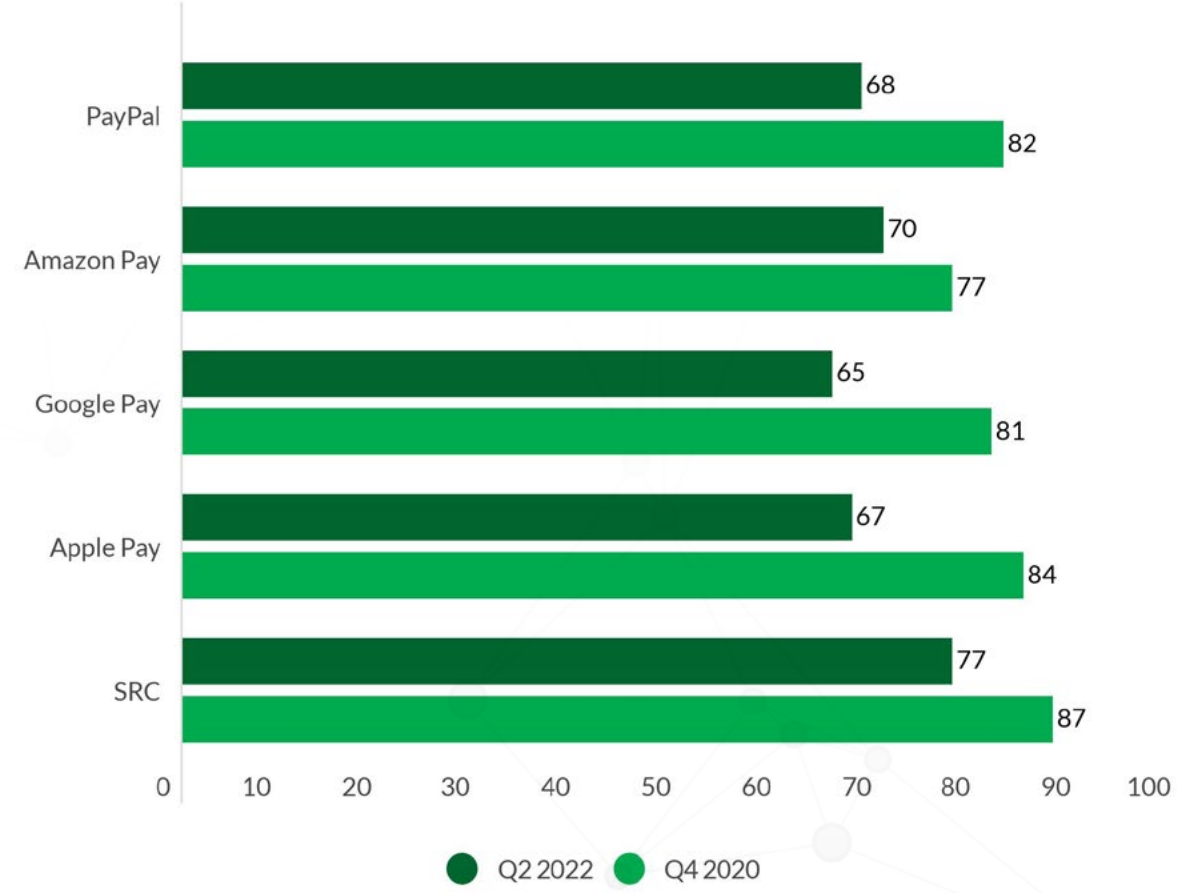
Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 636: Merchants that accepted at least one buy button in Q2 2022, fielded May 23, 2022 – June 5, 2022

Figure 2B:

Average checkout speed and time saved

Percentage of time reduced compared to a regular checkout in Q2 2022, by select buy buttons
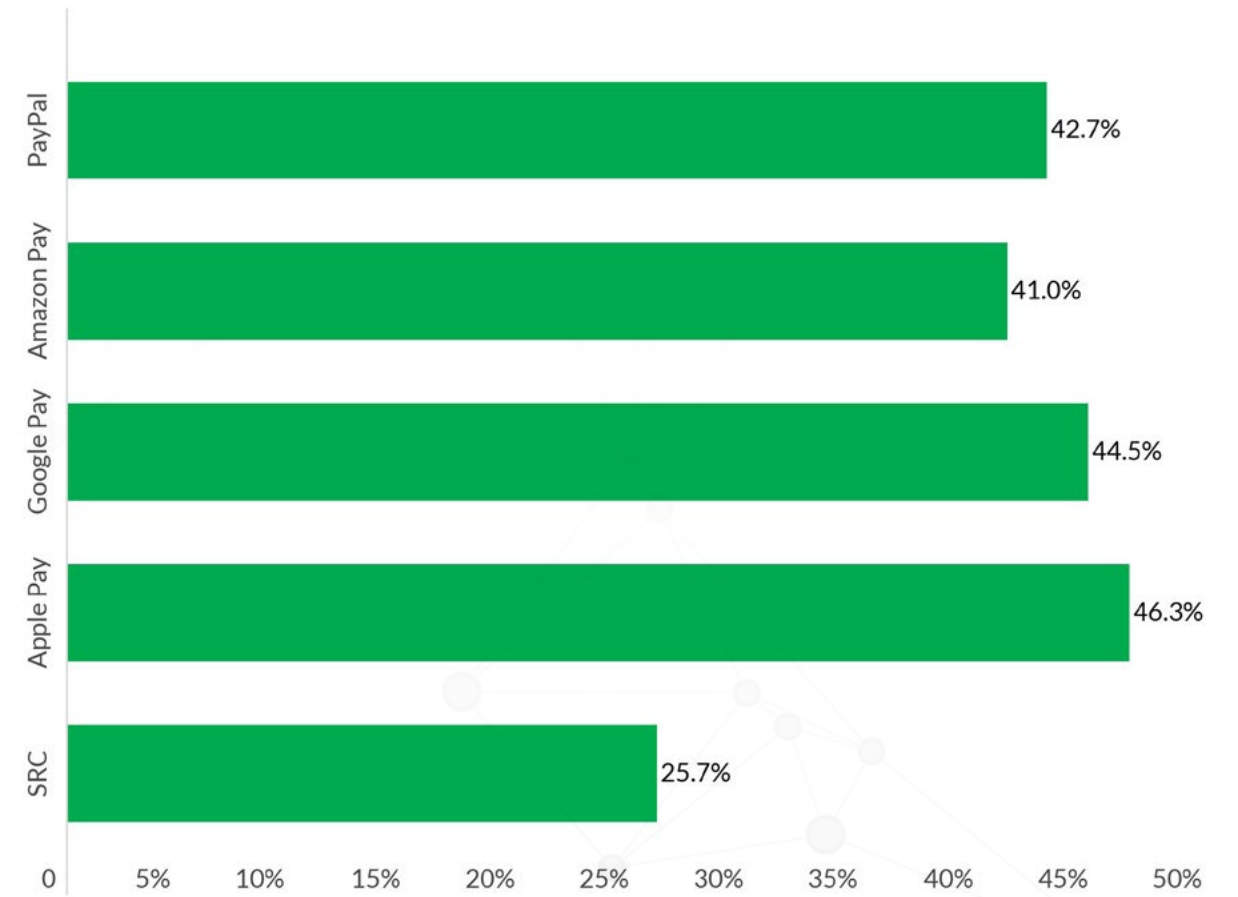
Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 636: Merchants that accepted at least one buy button in Q2 2022, fielded May 23, 2022 – June 5, 2022

Figure 2C:

Average checkout speed and time saved

Total time for a regular checkout (in seconds), by select buy buttons and period

	Q2 2022	Q4 2020
PayPal	119	124
Amazon Pay	119	122
Google Pay	117	127
Apple Pay	125	124
SRC	103	130

● Q2 2022   ● Q4 2020

Figure 2D:

Average checkout speed and time saved

Total time for a buy button checkout (in seconds), by select buy buttons and period

	Q2 2022	Q4 2020
PayPal	68	82
Amazon Pay	70	77
Google Pay	65	81
Apple Pay	67	84
SRC	77	87

● Q2 2022   ● Q4 2020

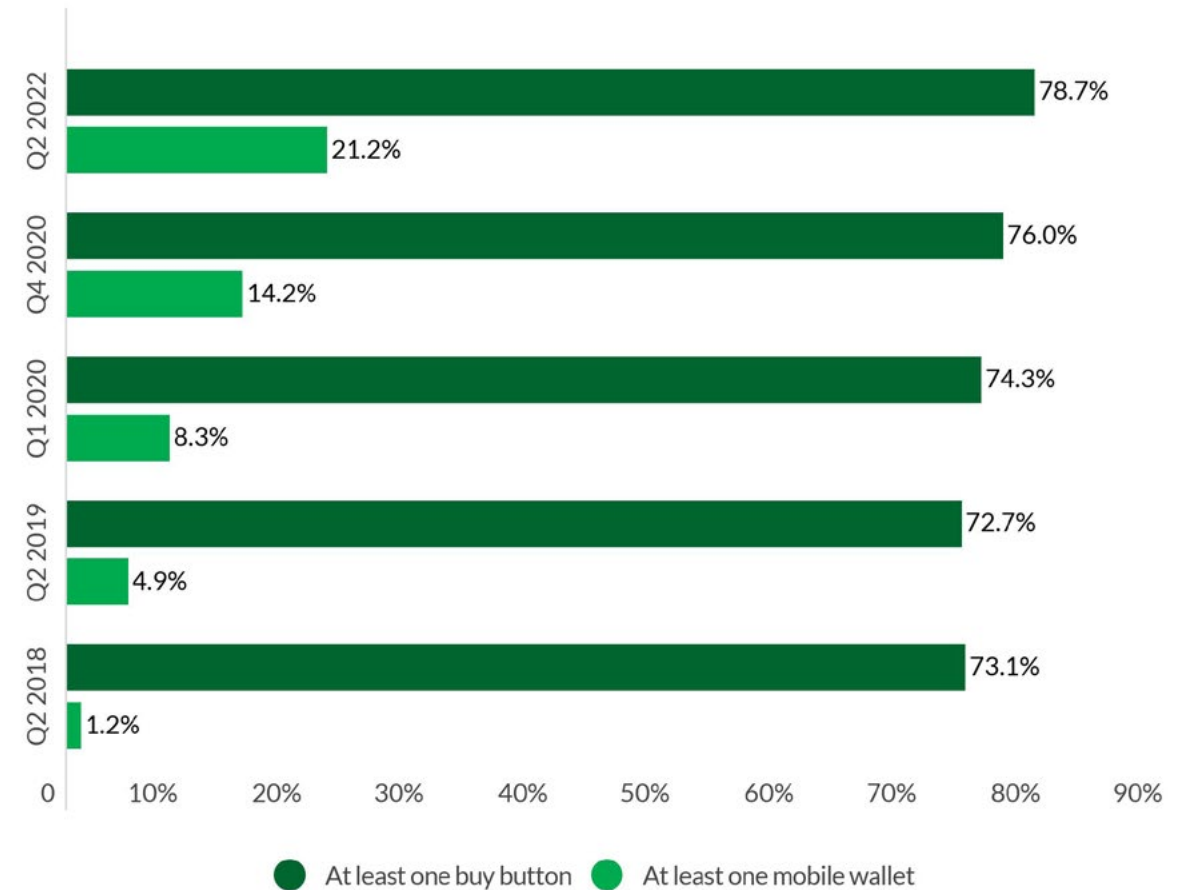# Multiple buy buttons become the norm

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PYMNTS' research found that 79% of online merchants offered at least one buy button in Q2 2022. While only a modest uptick from 76% in Q4 2020, this increase reflects the fastest growth we have observed since Q2 2018. Notably, mobile wallet buy button adoption collectively grew by 49% since 2020, with 21% of merchants now offering a button for at least Apple Pay or Google Pay.

PayPal continues to dominate the eCommerce buy button space, with a 76% adoption rate across online merchants. Amazon Pay grew its footprint by 14% and comes in a distant second at 20% adoption. Fewer merchants offer Google Pay and Apple Pay, at 14% and 10% adoption, respectively, but both have surged in popularity since 2020. SRC lags well behind the rest and has seen adoption shrink noticeably since Q1 2020.

Figure 3A:
Buy button acceptance
Share of merchants accepting any buy button or mobile wallet button

Period	At least one buy button	At least one mobile wallet
Q2 2022	78.7%	21.2%
Q4 2020	76.0%	14.2%
Q1 2020	74.3%	8.3%
Q2 2019	72.7%	4.9%
Q2 2018	73.1%	1.2%

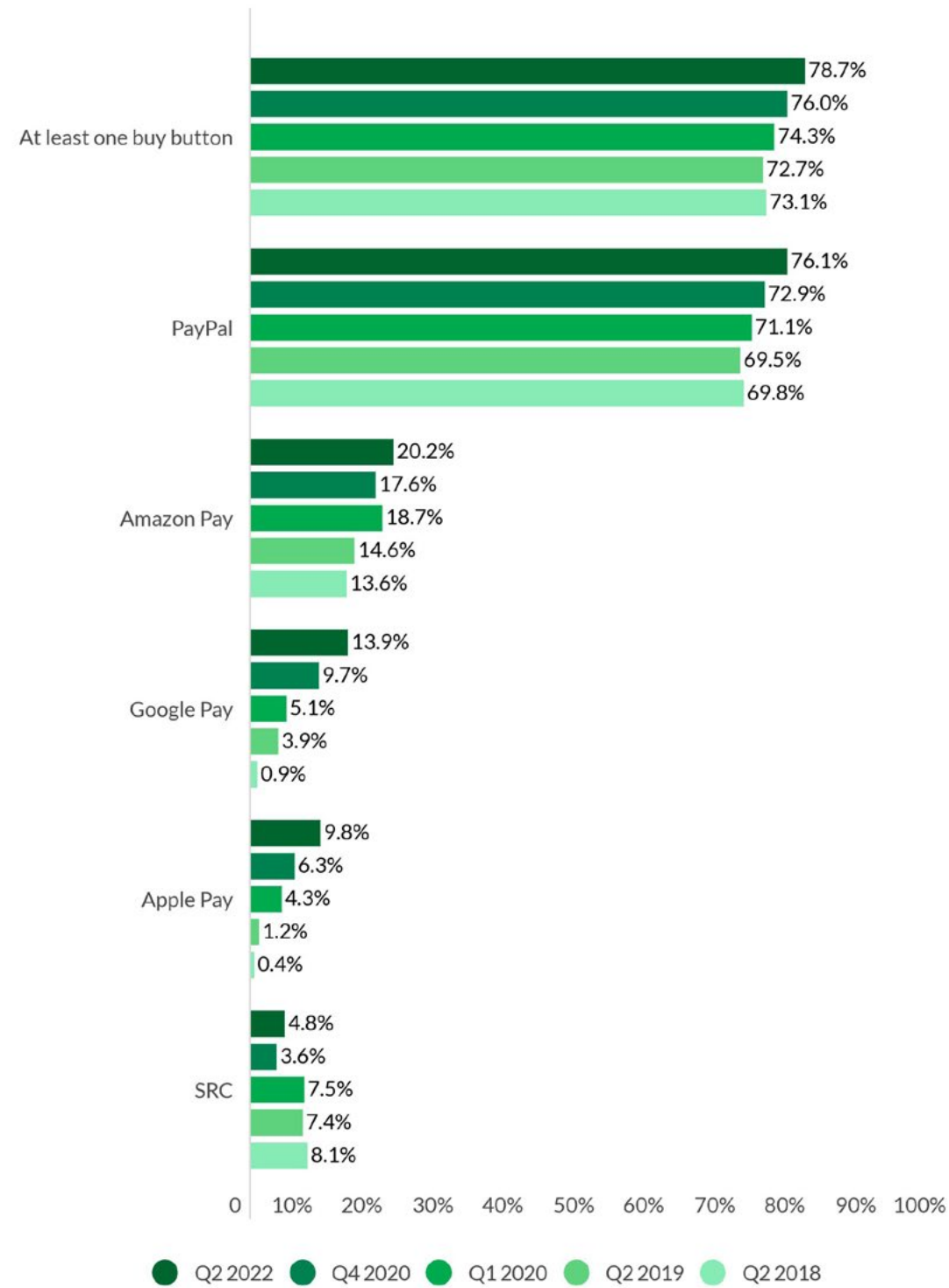● At least one buy button   ● At least one mobile wallet

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
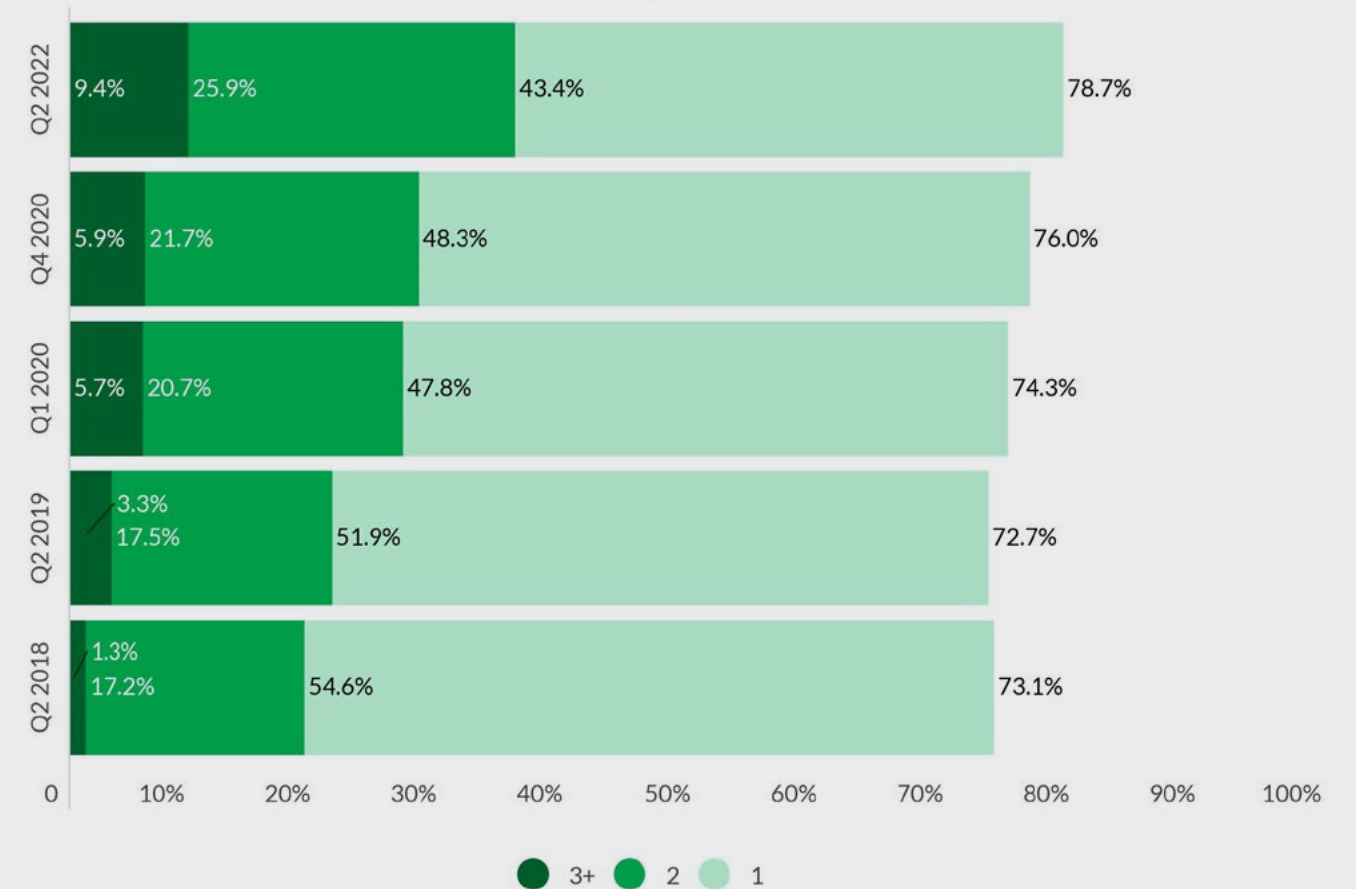N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022

The modest growth in the share of merchants that offer at least one buy button masks a more notable finding: eTailers now offer a greater number of buttons on average, and eTailers are more likely to offer multiple buttons. In Q2 2022, 35% of online businesses featured two or more buy buttons, a 28% increase over Q4 2020, and 9.4% of online retailers now offer three or more buy buttons, up from 5.9% in Q4 2020.

Figure 3B:

Buy button acceptance

Share of merchants accepting select buy buttons

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022

Figure 4:

Multiple buy button offerings becoming more common

Share of merchants that offer select numbers of buy buttons

● 3+   ● 2   ● 1

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022

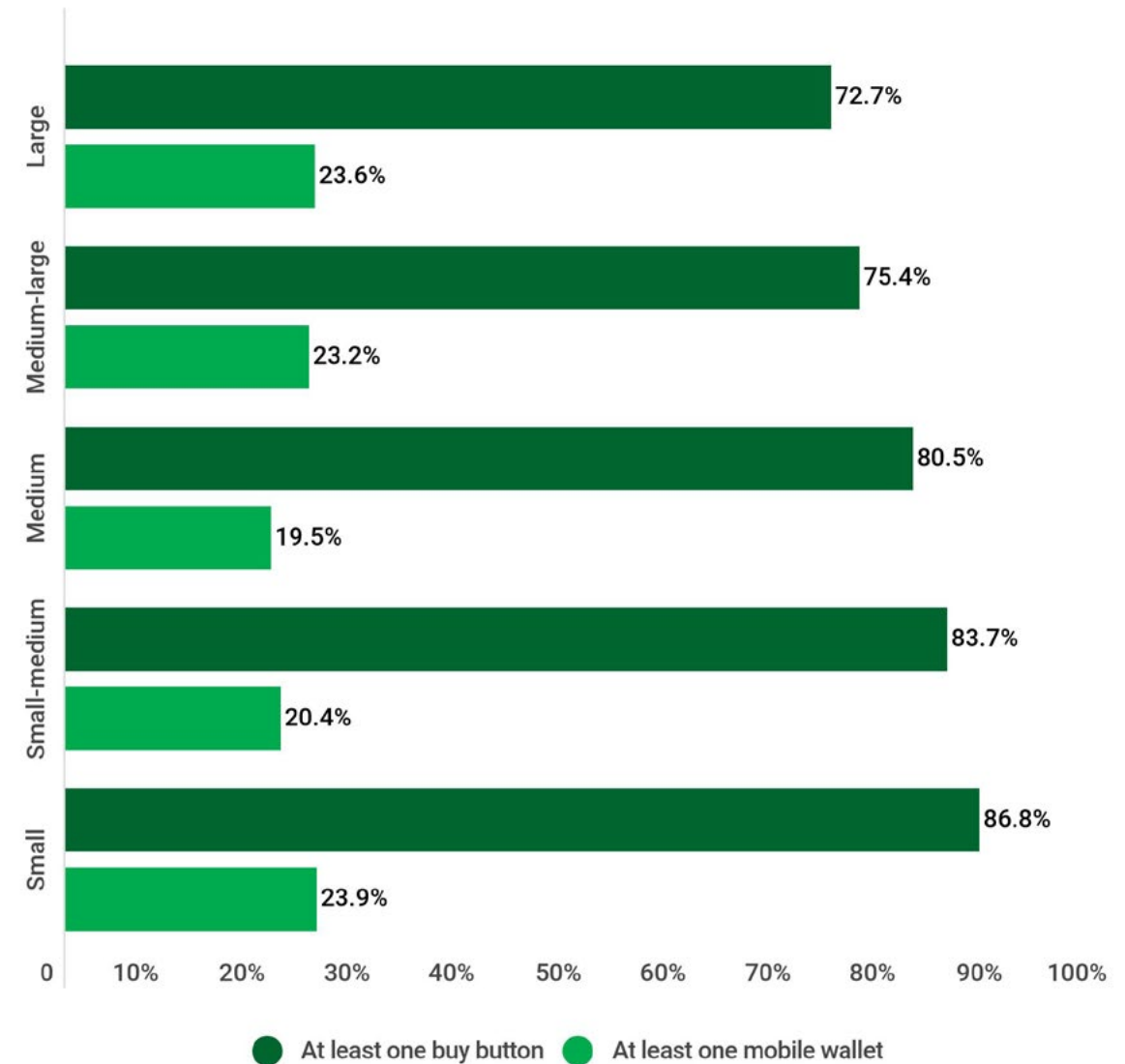# Small merchants lead in buy button adoption

Data reveals that small merchants in particular are embracing buy button technology. In Q2 2022, PYMNTS found that 87% of small eTailers — defined as those generating less than $100 million in annual sales — offer at least one buy button at checkout. By contrast, 73% of large merchants — those generating $1.5 billion or more per year — support buy buttons.

Small merchants are also more likely than large ones to offer PayPal, at 85% versus 71%, respectively. The contrast is starker for Amazon Pay and Google Pay, which were featured at 27% and 18% of small eTailers, respectively, but were only present at just 4% of large merchants. The only exception in which large merchants were more likely to offer a buy button in Q2 2022 involved Apple Pay, which was much more likely to be provided by large merchants, at 22%, than by small ones, at 8%.

Our research found that buy button adoption among merchants differs by industry but is heavily driven by PayPal in all cases. All ticketing merchants offered a PayPal buy button, with notable shares also providing Google Pay, at 17%, and Apple Pay, also at 17%. We found that 97% of automotive parts dealers, 94% of jewelers and 92% of florists integrate buy buttons, dominated again by PayPal. At the other end of the spectrum were two sectors with less than 30% of merchants offering any one buy button: QSRs, at 28%, and travel and hospitality merchants, at 29%.

Figure 5A:
Merchant size and buy button acceptance
Share of merchants accepting any buy button or mobile wallet button in Q2 2022, by merchant size[1]

Large	72.7% / 23.6%
Medium-large	75.4% / 23.2%
Medium	80.5% / 19.5%
Small-medium	83.7% / 20.4%
Small	86.8% / 23.9%

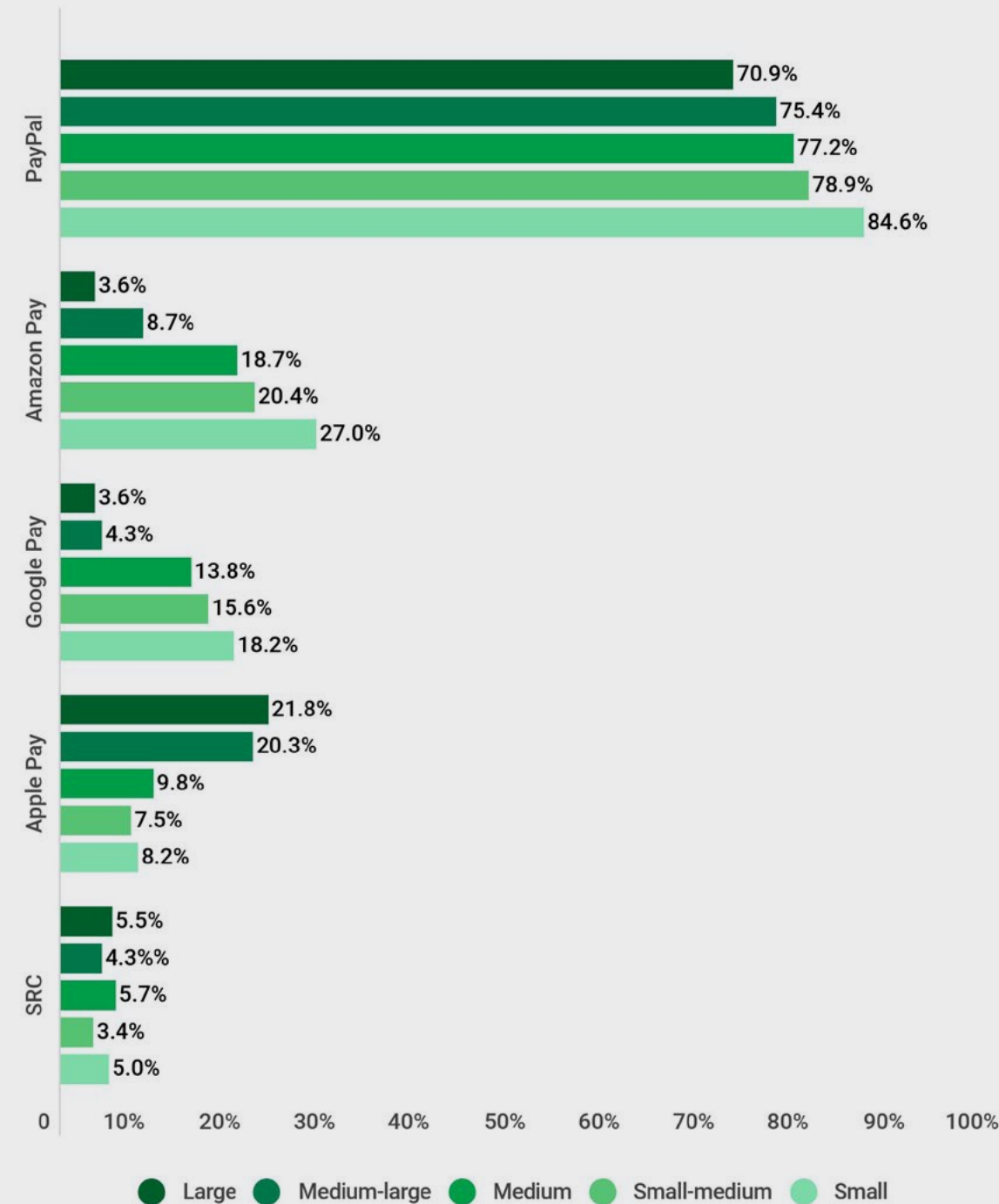● At least one buy button   ● At least one mobile wallet

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 808: Whole sample, fielded May 23, 2022 − June 5, 2022

[1] We divided merchants by the annual web sales in 2021.
- Small merchants: Less than $100 million (44.2% of the sample)
- Small-medium: $100 million to $200 million (21.4% of the sample)
- Medium: $200 million to $500 million (18% of the sample)
- Medium-large: $500 million to $1.5 billion (7.8% of the sample)
- Large: More than $1.5 billion (8.7% of the sample)

Figure 5B:

Merchant size and buy button acceptance
Share of merchants accepting select buy buttons in Q2 2022, by merchant size

● Large ● Medium-large ● Medium ● Small-medium ● Small

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
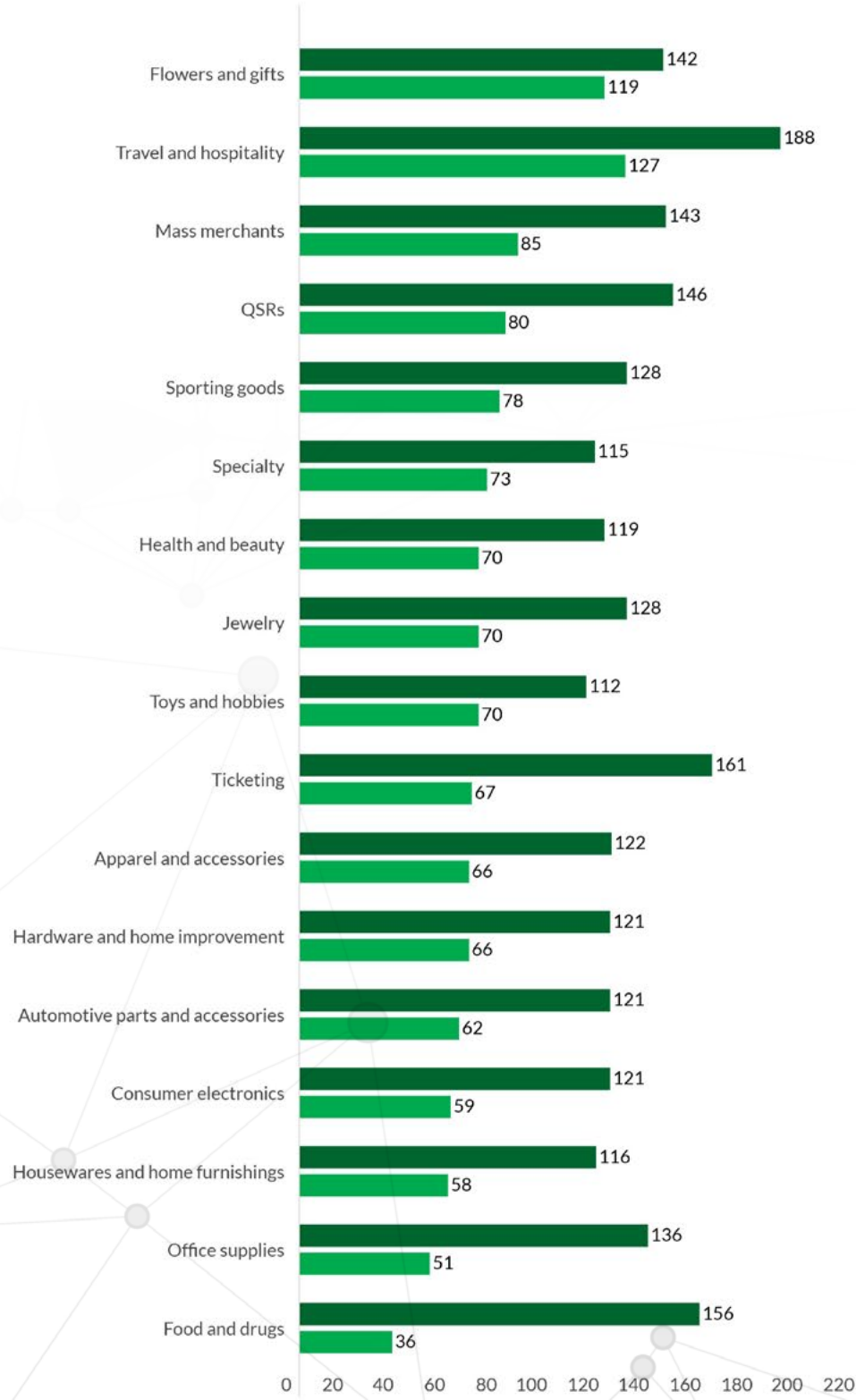N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022

Table 1:

Buy button implementation across industries
Buy button implementation, by buy button and industry

Segment	Any buy button	PayPal	Amazon Pay	Google Pay	Apple Pay	SRC
Ticketing	100.0%	100.0%	0.0%	16.7%	16.7%	0.0%
Automotive parts and accessories	96.7%	96.7%	13.3%	16.7%	6.7%	10.0%
Jewelry	94.4%	91.7%	33.3%	25.0%	8.3%	5.6%
Flowers and gifts	92.3%	84.6%	15.4%	15.4%	15.4%	0.0%
Apparel and accessories	87.4%	84.0%	21.4%	12.6%	16.0%	3.4%
Sporting goods	87.2%	83.0%	27.7%	6.4%	8.5%	6.4%
Office supplies	85.0%	85.0%	30.0%	20.0%	15.0%	0.0%
Hardware and home improvement	80.8%	78.8%	19.2%	13.5%	5.8%	7.7%
Consumer electronics	80.0%	78.5%	30.8%	20.0%	4.6%	7.7%
Health and beauty	79.5%	79.5%	18.2%	13.6%	15.9%	2.3%
Mass merchants	79.1%	74.4%	16.3%	11.6%	9.3%	4.7%
Toys and hobbies	78.1%	78.1%	18.8%	18.8%	6.3%	9.4%
Housewares and home furnishings	77.9%	77.9%	23.4%	19.5%	5.2%	5.2%
Specialty	74.0%	72.0%	12.0%	8.0%	12.0%	6.0%
Food and drugs	58.3%	50.0%	12.5%	12.5%	0.0%	4.2%
Travel and hospitality	29.4%	29.4%	11.8%	0.0%	0.0%	0.0%
QSRs	28.3%	21.7%	4.3%	6.5%	4.3%	2.2%

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
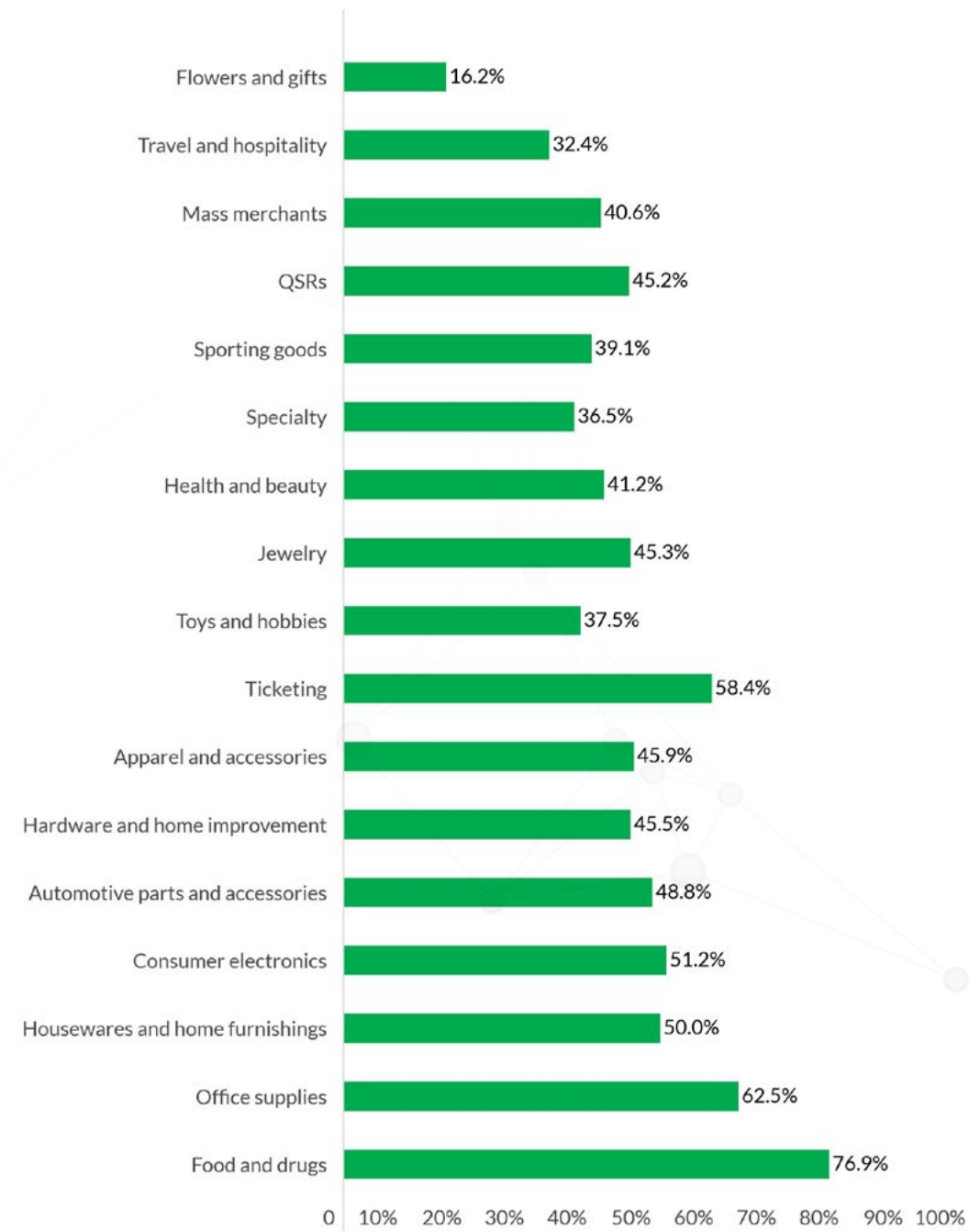N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022

Figure 6A:
Checkout time, by industry
Average checkout time, by method

Industry	Total time for a regular checkout (in seconds)	Total time for a buy button checkout (in seconds)
Flowers and gifts	142	119
Travel and hospitality	188	127
Mass merchants	143	85
QSRs	146	80
Sporting goods	128	78
Specialty	115	73
Health and beauty	119	70
Jewelry	128	70
Toys and hobbies	112	70
Ticketing	161	67
Apparel and accessories	122	66
Hardware and home improvement	121	66
Automotive parts and accessories	121	62
Consumer electronics	121	59
Housewares and home furnishings	116	58
Office supplies	136	51
Food and drugs	156	36

● Total time for a regular checkout (in seconds)   ● Total time for a buy button checkout (in seconds)

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 636: Merchants that accepted at least one buy button in Q2 2022, fielded May 23, 2022 – June 5, 2022

Figure 6B:
Checkout time, by industry
Average time reduction from traditional checkout after using a buy button

Industry	Average time reduction
Flowers and gifts	16.2%
Travel and hospitality	32.4%
Mass merchants	40.6%
QSRs	45.2%
Sporting goods	39.1%
Specialty	36.5%
Health and beauty	41.2%
Jewelry	45.3%
Toys and hobbies	37.5%
Ticketing	58.4%
Apparel and accessories	45.9%
Hardware and home improvement	45.5%
Automotive parts and accessories	48.8%
Consumer electronics	51.2%
Housewares and home furnishings	50.0%
Office supplies	62.5%
Food and drugs	76.9%

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
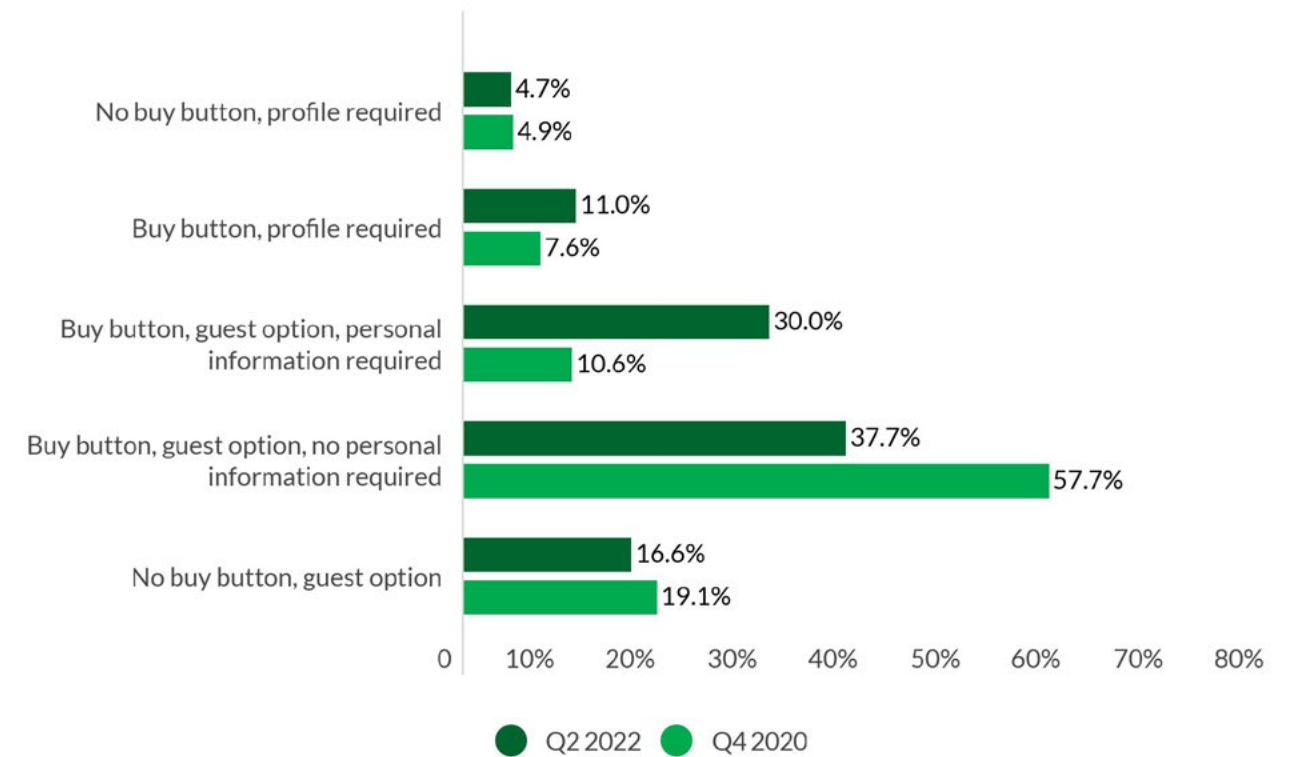N = 636: Merchants that accepted at least one buy button in Q2 2022, fielded May 23, 2022 – June 5, 2022

Friction in the checkout process

Although buy buttons have gained widespread adoption and popularity, we find that a small but growing segment of online merchants are adding friction back into buy button purchases. PYMNTS found that the share of eTailers that require at least some personal information from customers who check out via buy button has nearly tripled since Q4 2020. This undermines the time savings and convenience that buy buttons offer.

In Q2 2022, 30% of online merchants required online shoppers who check out via buy button to provide personal information to check out as a guest — a striking 182% increase from the 11% who asked for this in Q4 2020. The share that required profiles for buy button checkouts also climbed substantially. Conversely, the share of merchants that allowed customers to check out as a guest using a buy button without requiring any personal information dropped to 35% this year, down sharply from 58% in 2020.

Figure 7:
Distribution of checkout options
Share of merchants, by buy button availability and minimum information required to check out

No buy button, profile required	4.7% / 4.9%
Buy button, profile required	11.0% / 7.6%
Buy button, guest option, personal information required	30.0% / 10.6%
Buy button, guest option, no personal information required	37.7% / 57.7%
No buy button, guest option	16.6% / 19.1%

● Q2 2022   ● Q4 2020

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022

Merchants naturally want to gather information on shoppers but may underestimate how much extra friction requiring profiles and personal information adds to checkouts. In Q2 2022, online shoppers took an average of 82 seconds to complete online checkouts with merchants that require profiles and offer buy buttons, and 73 seconds for merchants allowing guest checkouts but requiring some personal information to use buy button options. These are 37% and 22% slower, respectively, than buy button checkouts that did not require profiles or additional personal information, which took just 60 seconds on average.

Figure 8:
Personal information's impact on checkout times
Average checkout time, by checkout requirement
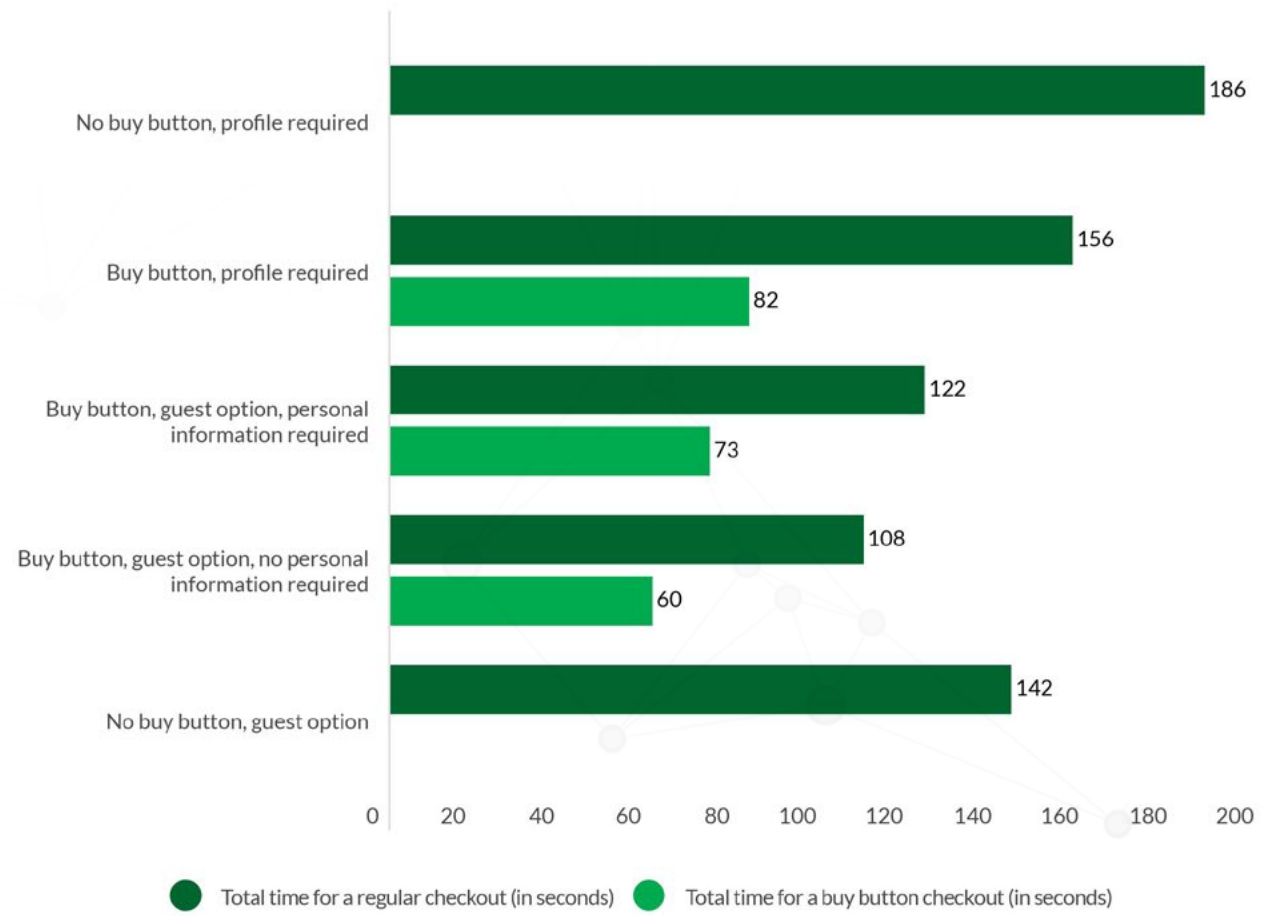
Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 808: Whole sample, fielded May 23, 2022 – June 5, 2022
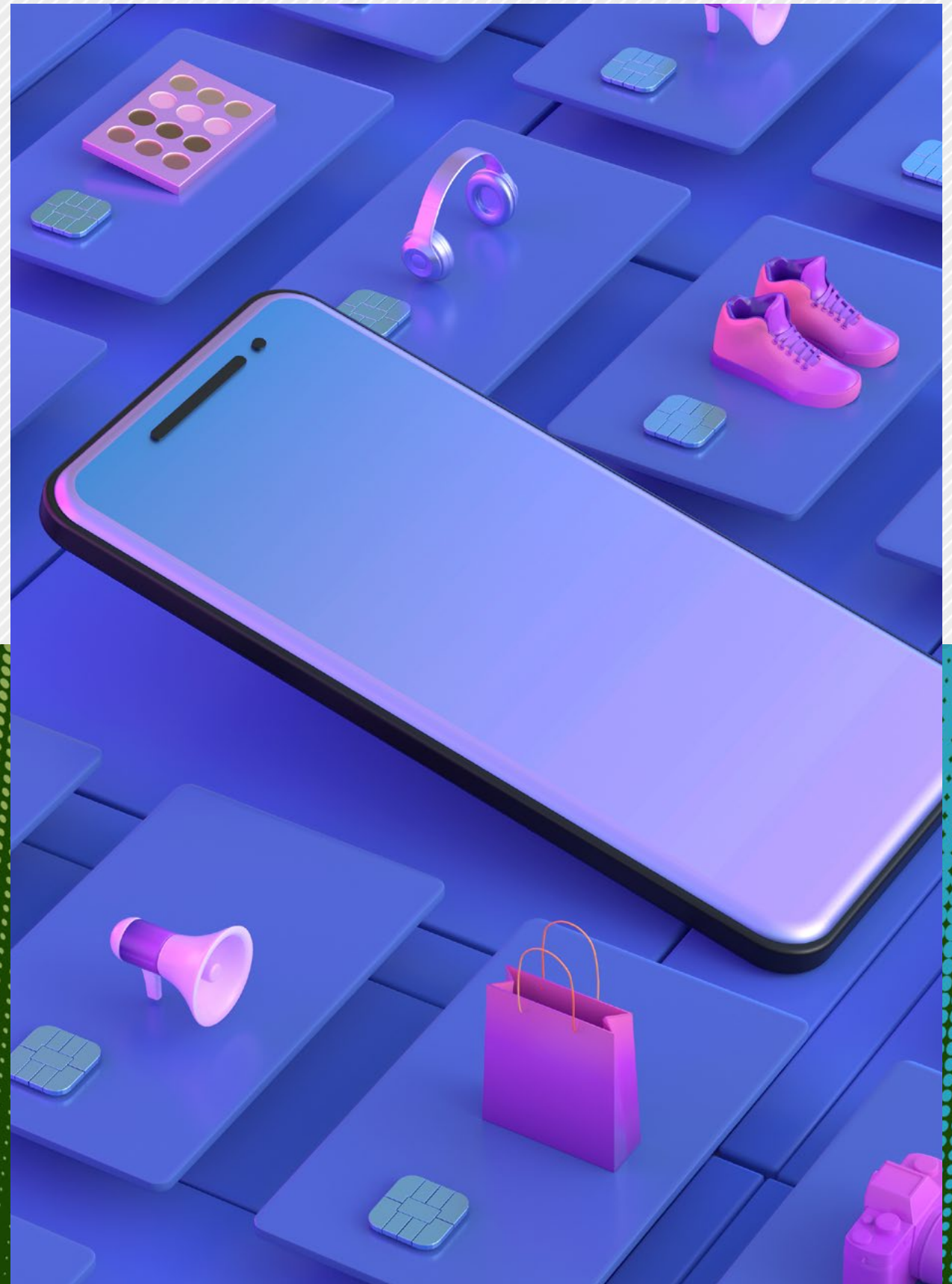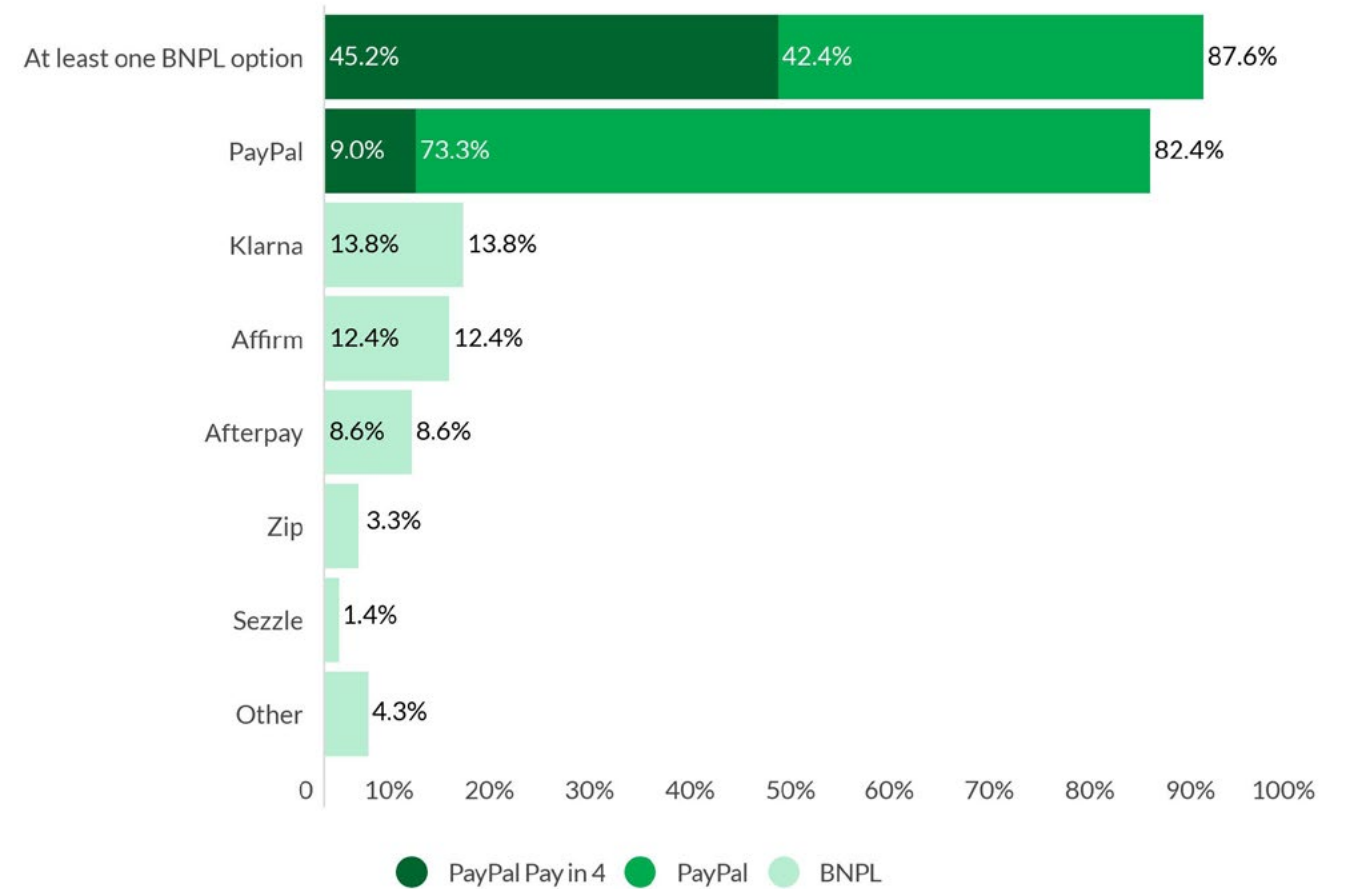
Buy button now,
pay later

Many eTailers offer BNPL as buttons or advertisements in the checkout funnel to increase conversions and further streamline the online shopping journey for customers. In Q2 2022, 88% of online merchants supported at least one BNPL method. Among the share of online merchants enabling these BNPL options, 61% offer one BNPL method and 34% offer two, while just 5% provide three or more.

As with buy buttons, PayPal towers above the alternatives in the BNPL button space. In Q2 2022, 82% of online merchants offered either PayPal's Pay Monthly or its PayPal Pay in 4 option, which splits payments into four bi-weekly installments. Seventy-three percent of merchants offer PayPal BNPL through the regular PayPal buy button without otherwise advertising this feature.

Among the other BNPL firms, Klarna and Affirm led, with 14% and 12% of online merchants in Q2 2022 offering these payment methods, respectively. Afterpay is the only other BNPL alternative with a notable presence in this space, offered by 8.6% of eTailers.

Figure 9A:
BNPL acceptance
Share of merchants accepting select BNPL options[2]

Source: PYMNTS.com
The 2022 Buy Button Report: Accelerating Checkout Optimization, August 2022
N = 210: Whole BNPL sample, fielded June 23, 2022 – June 30, 2022

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[2] Displayed buttons or advertisements. BNPL options embedded within retailers' platforms are not considered.
PayPal BNPL options may appear:
- As a buy button beside the PayPal buy button: **2.9%**
- As an option in the PayPal buy button via an advertisement: **6.2%**
- As an option in the PayPal Buy Button without an advertisement: **73.3%**
The PayPal legend includes the first and second options.

Figure 9B:
BNPL acceptance
Share of merchants that offer select numbers of BNPL options, by type of option offered

CONCLUSION

Buy buttons greatly streamline the checkout process for online shoppers, reducing friction in the critical final moments of a potential sale. This avoids the risk of cart abandonment and improves the overall shopping journey. Although buy buttons have been commonplace for years, adoption has accelerated since 2020 and a growing share of merchants are offering at least two — sometimes three or more — different buy buttons. For the sizable minority of eTailers that do not currently offer buy buttons, adopting the technology would be an easy way to boost sales and improve customer experiences. Businesses should also take stock of the counterproductive trend we identified of requiring personal information during checkout, especially from guests checking out via a buy button, as it presents an unnecessary hurdle that reintroduces some of the irritation that buy buttons solve.

METHODOLOGY

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PYMNTS first researched the checkout processes and buy button offerings of leading U.S. eCommerce sites for the original Buy Button Index in 2016. We compiled each subsequent report using information collected from this original sample, excluding eTailers that have since ceased operations. Our research identified trends emerging from data compiled over time in addition to new data acquired in July 2022 coming from shopping simulations on 808 leading retailers. For the first time in this series, we researched 210 merchants to examine BNPL options and how they relate to buy buttons and impact conversion.

2022 **BUY** BUTTON

DISCLAIMER

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