

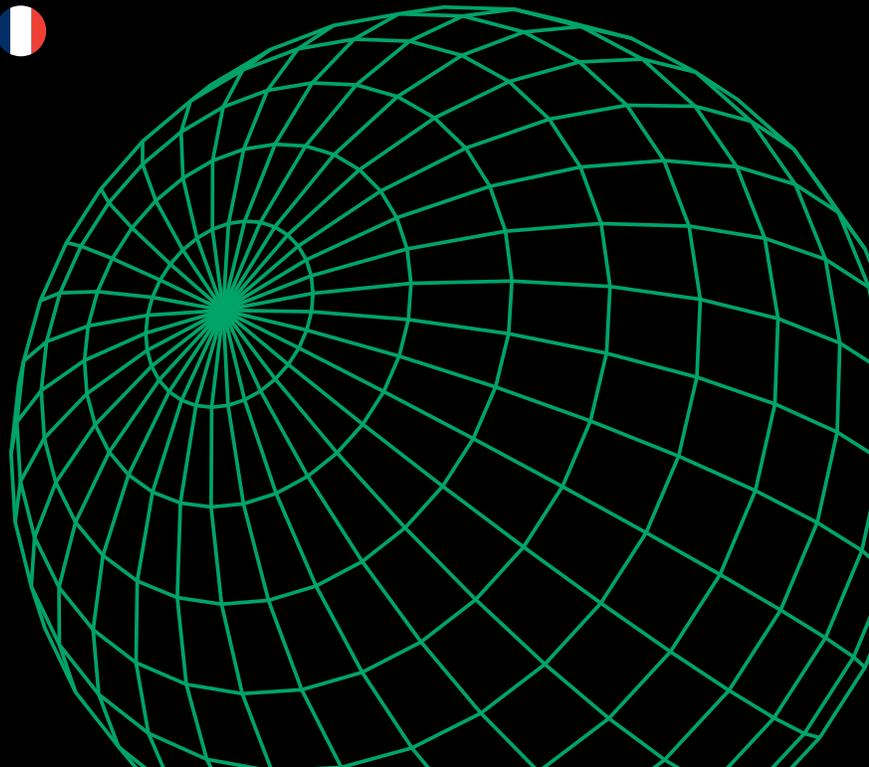
2025

HOW THE WORLD DOES DIGITAL

PYMNTS
INTELLIGENCE

Pocket Revolution:

How Mobile Wallets Are
Changing Payments Worldwide



2025

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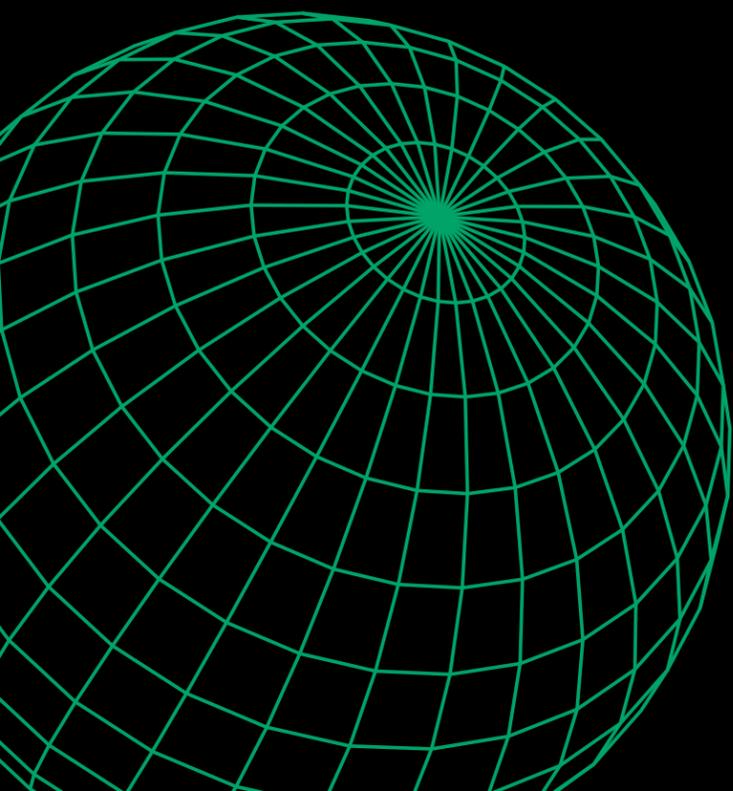
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INTELLIGENCE**

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TABLE OF CONTENTS

Introduction	04
What's at Stake	06
Key Findings	14
The Full Story	18
Persona analysis	43
Actionable Insights	58
About	60

INTRODUCTION



HOW THE WORLD DOES DIGITAL

How the World Does Digital is PYMNTS Intelligence’s ongoing analysis of global digital engagement. Building on our Q4 2024 study across 11 countries, this edition examines how mobile wallets and mobile-first payments are reshaping the way consumers transact, both online and in-store.

Mobile wallets now power more than one-third of online and 21% of in-store transactions across these countries, reflecting a shift in form factor—meaning the device or method used to make a payment—from plastic cards to mobile interfaces, without a change in the underlying funding sources. While Gen Z leads in adoption, mobile-first payments are gaining traction across all generations.

Adoption patterns remain highly local. In markets like Japan and Singapore, real-time rails and QR code integration are accelerating wallet use. In others, such as France and the U.S., entrenched card habits are proving harder to break.

Winning in this mobile-first landscape will require delivering real consumer value, not just enabling digital access, and tailoring experiences to local behaviors and expectations.

WHAT'S AT STAKE

How the World Does Digital, based on a survey of 216,679 consumers across 11 countries that represent 50% of global GDP, was conducted over 12 different periods from January 2022 through December 2024.

It reveals a shift in how consumers access payments—not a change in the payment methods used to fund transactions, but rather a repositioning of how consumers interact with those methods.

What we find is that consumers are abandoning cash but not credit or debit cards. Instead, they are using mobile-first experiences, digital wallets, wearables and stored credentials to access those familiar funding methods more quickly and securely. Mobile wallets now power 35% of online and 21% of in-store transactions in the 11 countries, which include Australia, Brazil, France, Germany, Italy, Japan, the Netherlands, Singapore, Spain, the U.K. and the United States. That is an increase of 5.2% and 10.9%, respectively, since 2022, highlighting a transformation in form factor, not in the underlying payment methods used to pay for purchases.

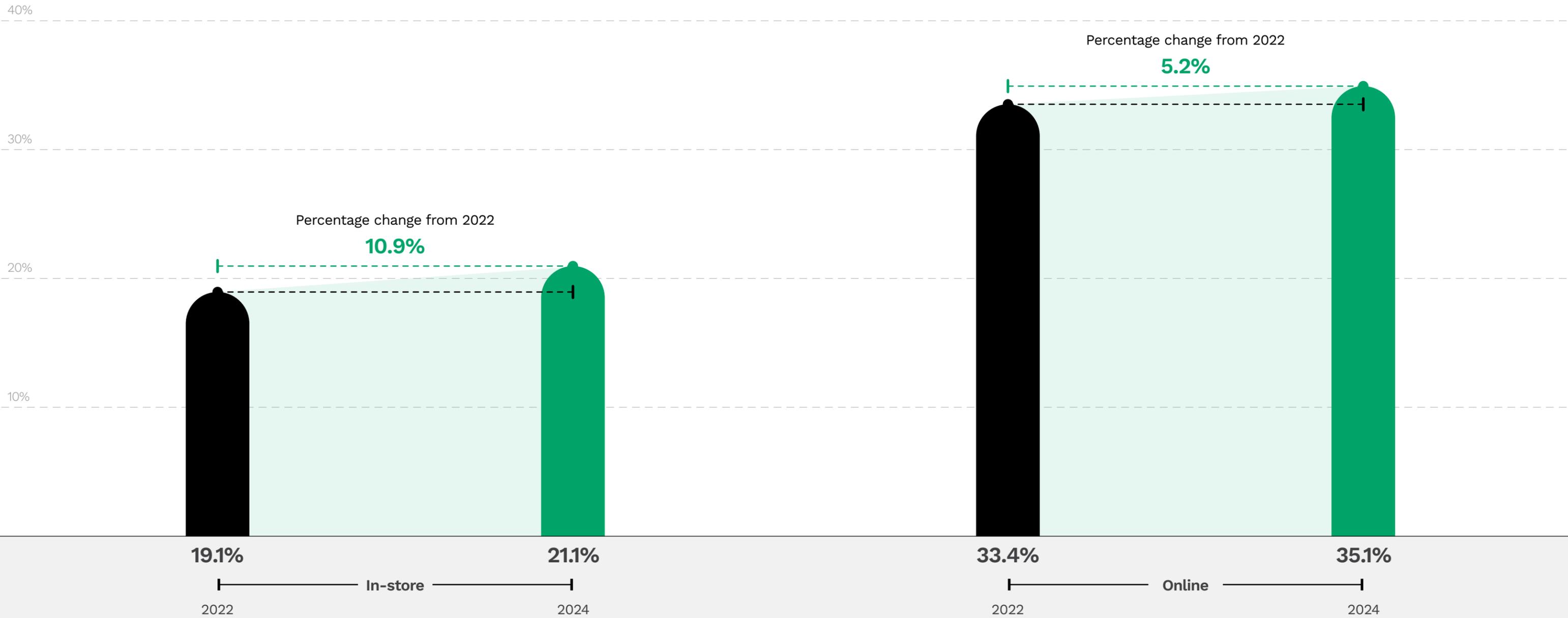
35%
OF ONLINE and **21%**
OF IN-STORE

purchases are now
completed with **a mobile wallet.**

The real shift is in the consumer experience. Mobile wallets offer faster checkout, biometric security and embedded rewards, in keeping with consumers' rising expectations for convenience and control. Certain markets like Japan, Singapore and the Netherlands are leading this trend, but wallet adoption is accelerating across all 11 countries studied.

Mobile wallets are not yet the dominant method of payment at the physical or digital point of sale, but their momentum signals that adapting to mobile-first behaviors is no longer optional. Mobile is a table stakes requirement to remain competitive.

FIGURE 1:
Form-factor shift: Mobile wallets powering card transactions online and in-store
Global average share of consumers selecting digital/mobile wallets for their most recent transaction

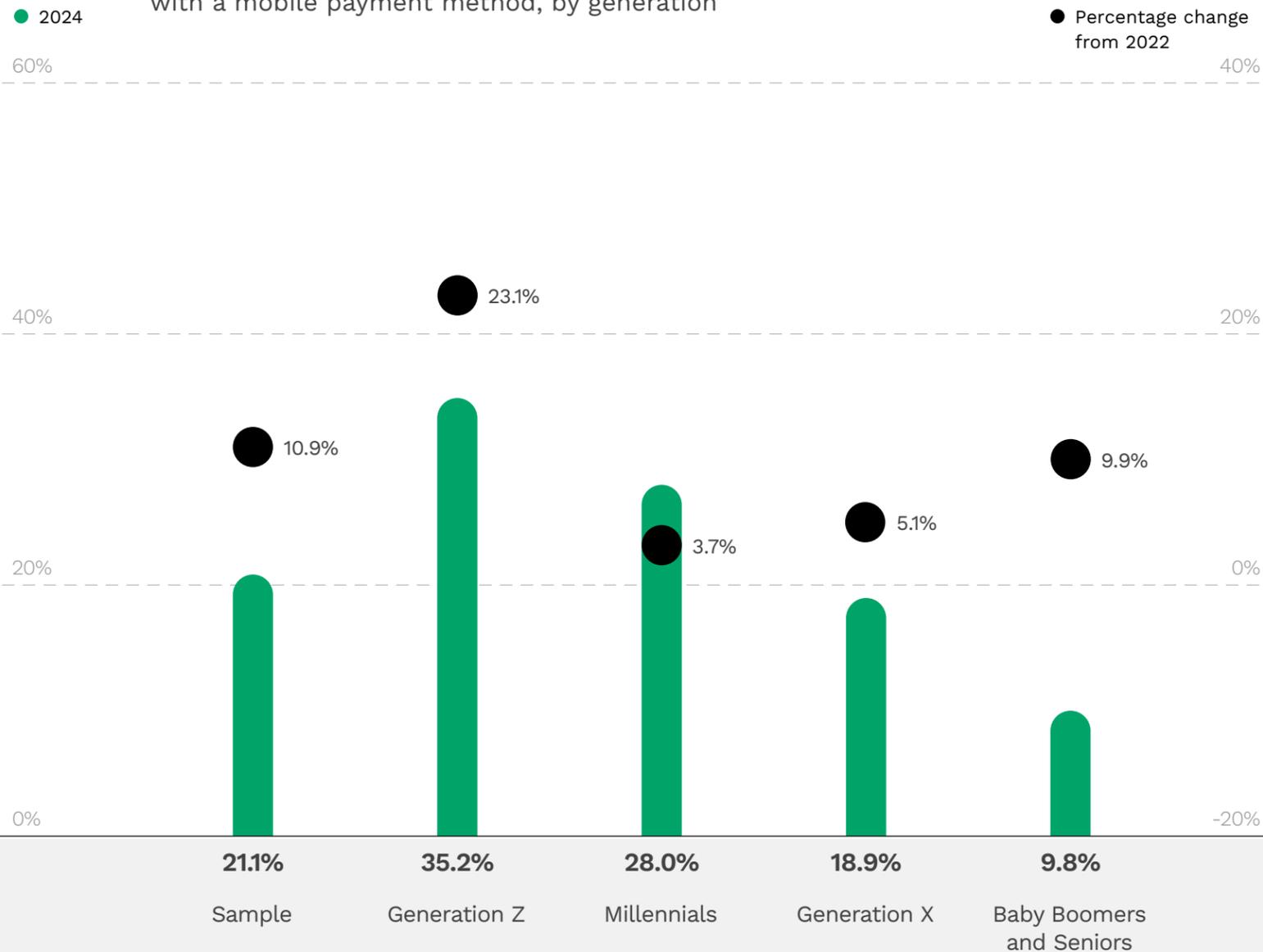


Source: PYMNTS Intelligence
How Mobile Wallets are Changing Payments Worldwide, May 2025
N 2024 = 56,006; N 2022 = 74,940: respondents who made an in-store transaction in the last 30 days; N 2024 = 52,560; N 2022 = 69,933: respondents who made an online transaction in the last 30 days.
Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

FIGURE 2A:

Mobile payments usage for in-store transactions

Share of consumers who made their last in-store transaction with a mobile payment method, by generation



Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 2024 = 56,006; N 2022 = 74,940: respondents who made an in-store transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

We observe variations in mobile wallet adoption across the 11 countries studied. Japan and Singapore lead with 35% in in-store usage, followed by the U.K., where acceptance of native digital wallets has accelerated adoption. In contrast, wallet usage remains lower in France (13%) and the U.S. (19%), reflecting entrenched card habits and the convenience of contactless cards. In the U.S., the two largest merchants—Amazon and Walmart—do not accept digital wallets other than their own.

Generational shifts contribute to this uneven growth. Gen Z in-store wallet usage has risen 23% since 2022, setting the pace for mobile-first payments across these 11 countries. However, adoption is also increasing across millennials, Gen X and baby boomers, making mobile wallet use increasingly age-agnostic.

The shift is regional, generational and interface-driven. Winning providers must tailor strategies to local behaviors and enhance payment experiences without disrupting trusted funding methods.

This is what we learned.

FIGURE 2B:

Mobile payments usage for in-store transactions

Share of consumers who made their last in-store transaction with a mobile payment method, by country



Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 2024 = 56,006; N 2022 = 74,940; respondents who made an in-store transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

KEY FINDINGS

01



MOBILE WALLETS ARE CHANGING HOW CONSUMERS PAY.

Mobile wallets now account for 35% of online purchases across the 11 countries in this study. While some of these transactions replace cash, they are largely changing the form factor consumers use to pay for purchases. But rather than make credit and debit cards obsolete, mobile wallets securely store and tokenize them, giving consumers a faster and safer way to pay with familiar methods.

02



LOCAL WALLETS DRIVE MOBILE PAYMENT ADOPTION AS GLOBAL WALLETS EXPAND.

While PayPal remains a major digital wallet player, global wallets like Apple Pay and Google Wallet, along with local solutions like Pix and iDEAL, are steadily gaining ground. In Japan, 44% of online transactions now occur through native wallets, and in Brazil, 14%—showing how tailored, local mobile-first experiences can reshaping the competitive landscape.

03



MOBILE WALLET ADOPTION IS DRIVEN BY LOCAL BEHAVIORS AND AVAILABILITY OF ACCEPTABLE SUBSTITUTES.

Mobile wallet adoption is shaped by local behaviors and trusted substitutes, not just infrastructure. In Japan, super apps like Line Pay and widespread QR code use have made wallets a natural replacement for cash and cards, driving 35% of in-store usage. In Singapore, strong digital trust and early mobile banking adoption have accelerated wallet use. In the Netherlands, the shift from traditional bank transfers to mobile versions like iDEAL signals how familiar substitutes can unlock new growth beyond early adopter markets.

04

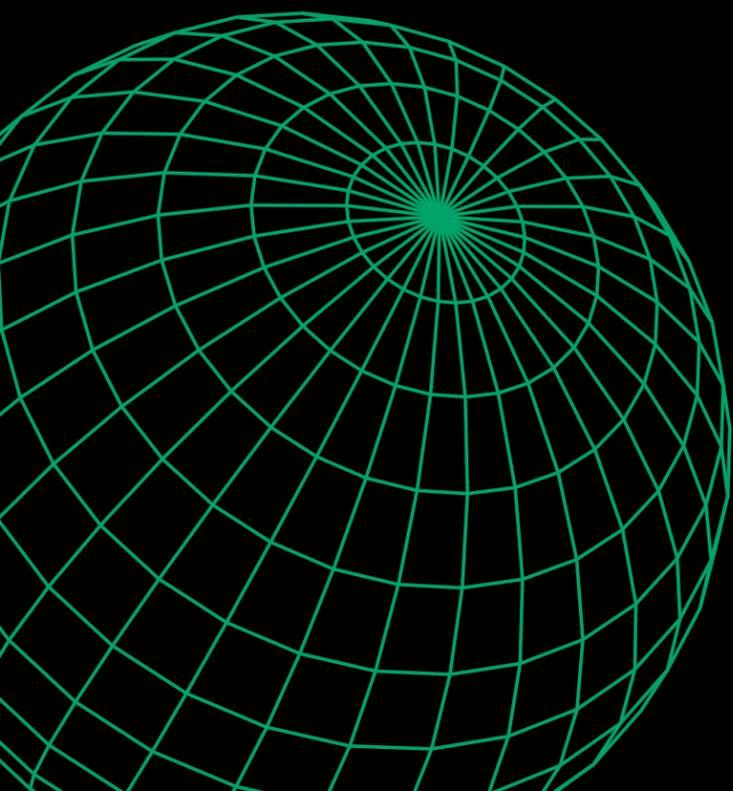


DEMOGRAPHIC TRENDS IN THE SHIFT TO MOBILE WALLETS

Gen Z¹ shows the strongest momentum, with a 23% increase in mobile wallet usage for in-store transactions since 2022. However, growth is also evident among millennials, Gen X and even baby boomers, confirming that mobile-first payments are transitioning from a youth trend to a cross-generational behavior shift.

¹ PYMNTS Intelligence uses the following birth dates and approximate age ranges in 2025 for generational cohorts: baby boomers: born in 1964 or earlier and now aged 61 or older; Generation X: born between 1965 and 1980 and now aged 45–60; millennials: born between 1981 and 1996 and now aged 28–44; bridge millennials: born between 1978 and 1988 and now aged 37–47; zillennials: born between 1991 and 1999 and now aged 25–34; and Generation Z: born in 1997 or later and now aged 28 or younger.

THE FULL STORY



HOW
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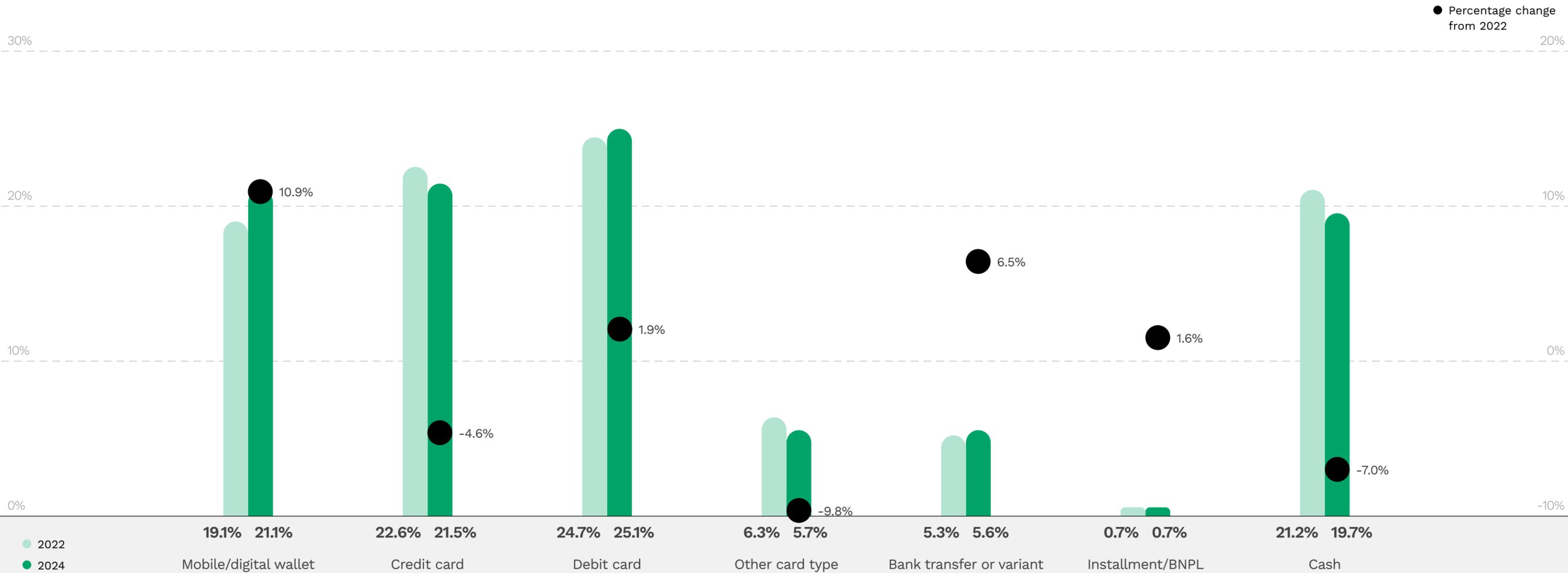
Mobile wallets are changing how consumers pay.

Consumers across the 11 countries in our study are increasingly adopting mobile wallets to access the same credit and debit cards they have long trusted, now through faster and more secure interfaces.

Mobile wallets, a type of digital wallet that is held on a smartphone or other connected device, have become the fastest-growing form factor—meaning the device or method used to make a payment—across online and in-store transactions because they are valued for their tap-to-pay convenience, biometric security and real-time credential access. The funding sources, primarily credit, debit and bank accounts, remain unchanged. What has evolved is the way consumers interact with those sources: by tapping phones, scanning QR codes or authenticating payments through tokenized credentials instead of by swiping plastic.

In-store, mobile wallets now account for 21% of all transactions, up 11%, from 2022, marking the largest growth of any payment method at the point of sale.

FIGURE 3:
Mobile wallet use grows in-store, complementing traditional payment methods
 Selected payment methods reported in latest in-store transaction



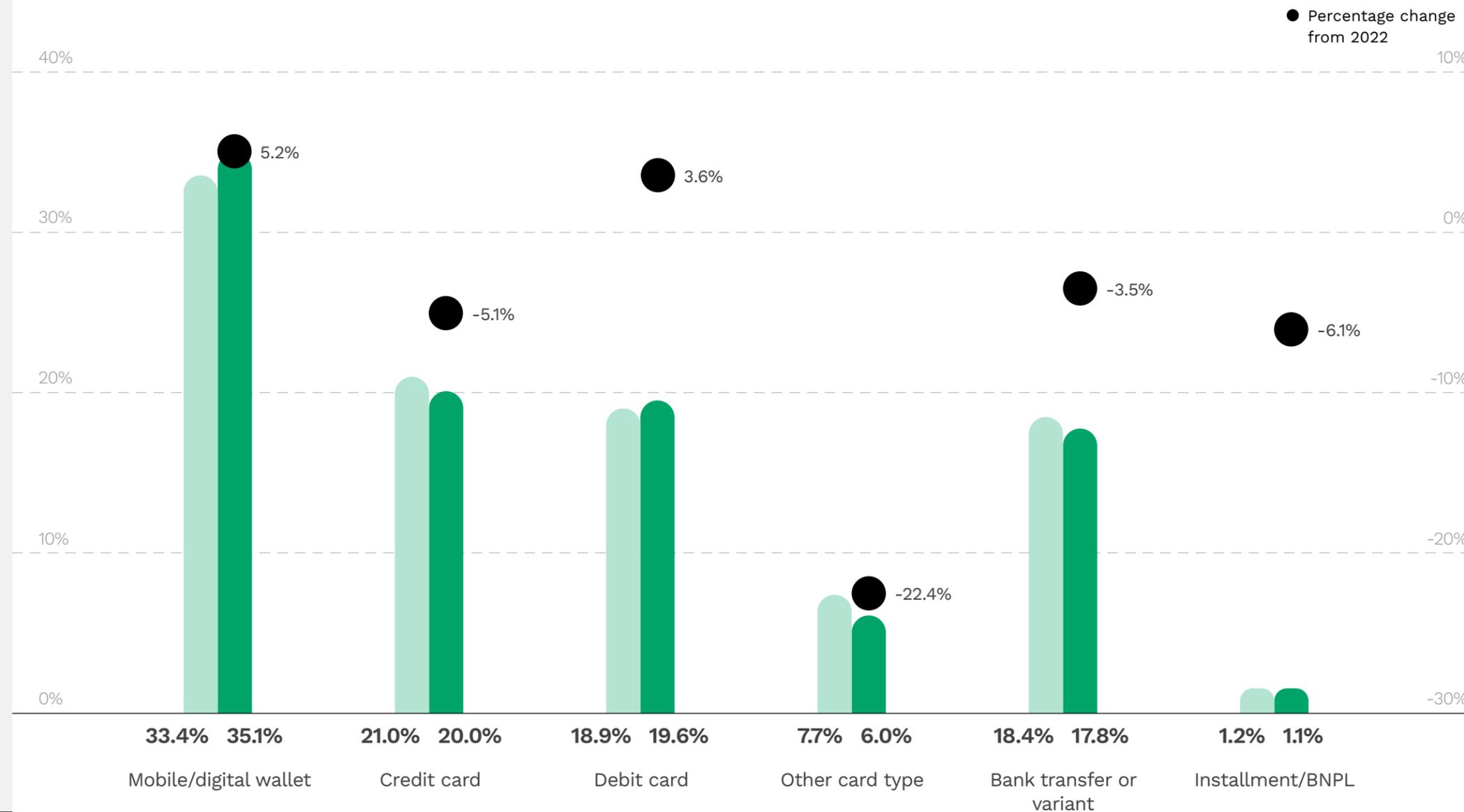
Source: PYMNTS Intelligence
How Mobile Wallets are Changing Payments Worldwide, May 2025
 N 2024 = 56,006; N 2022 = 74,940: respondents who made an in-store transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

Online mobile wallets power 35% of transactions, an increase of 5.2% from 33.4% in 2022. Direct usage of credit and other cards has declined, as consumers register their cards in their wallets and use the mobile form factor instead.

Rather than signaling a replacement of traditional payment methods, these trends highlight a shift toward faster, more secure access to familiar financial tools. For issuers, merchants and wallet providers, adapting to a mobile-first consumer experience is increasingly strategic—a way to meet rising expectations without abandoning core funding preferences.

FIGURE 4:

Mobile wallet use rises for online purchases, while cards remain core
 Select payment methods used in latest online transaction



● 2022
 ● 2024

Source: PYMNTS Intelligence
How Mobile Wallets are Changing Payments Worldwide, May 2025
 N 2024 = 52,560; N 2022 = 69,933: respondents who made an online transaction in the last 30 days.
 Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

Local wallets are accelerating mobile payment adoption as global wallets expand.

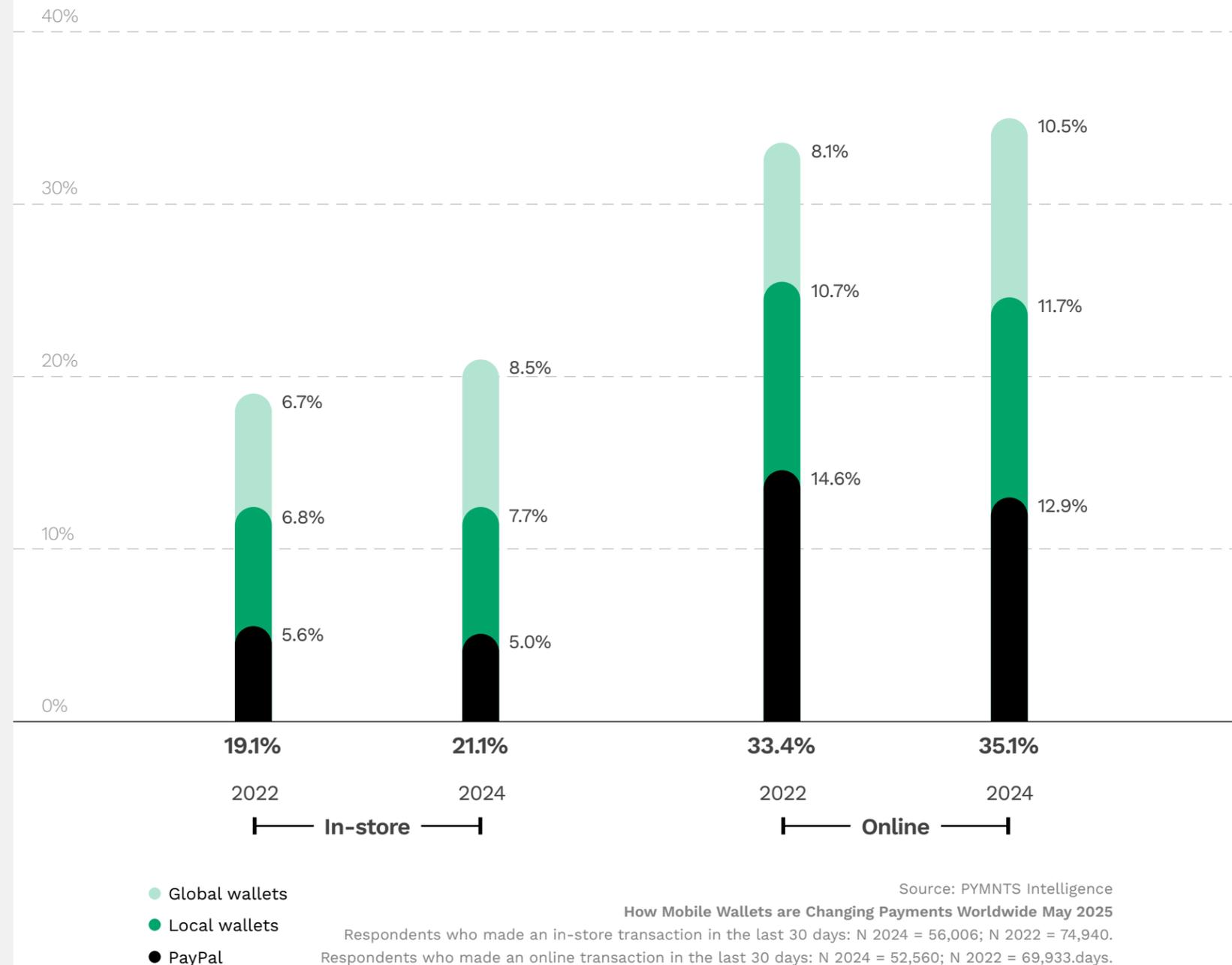
The digital wallet landscape is evolving across the 11 countries in our study, with local wallets capturing the largest share gains, while global wallets continue to build momentum from smaller bases.

PayPal remains an important player, accounting for 13% of online wallet transactions across all 11 countries. But it faces growing competition from national solutions like Pix in Brazil and iDEAL in the Netherlands, which offer real-time settlement and mobile-native experiences. This shift highlights that wallets closely tied to local infrastructures and consumer payment habits are increasingly winning market share, signaling that brand alone is no longer enough to dominate digital commerce. Mobile wallet infrastructure that creates domestic wallet acceptance across borders will only add more utility to those wallets and expand mobile wallet usage for a variety of payments, including retail purchases and bill payments.

FIGURE 5:

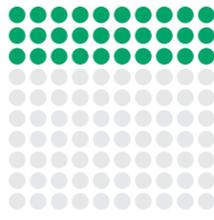
Local wallets are growing both online and in-store

Share of online and in-store transactions made with a mobile payments app, by type of digital wallet



- Global wallets
- Local wallets
- PayPal

Source: PYMNTS Intelligence
How Mobile Wallets are Changing Payments Worldwide May 2025
 Respondents who made an in-store transaction in the last 30 days: N 2024 = 56,006; N 2022 = 74,940.
 Respondents who made an online transaction in the last 30 days: N 2024 = 52,560; N 2022 = 69,933.days.
 Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.



30%

Increase of use of global wallets in-store since 2022

Local wallets have reached 8% of reported in-store transactions since 2022, reflecting consumers' emerging preference for solutions that deliver faster, integrated account-to-account experiences. Global wallets in-store share rose from 6.7% to 8.5%, a nearly 30% increase.

Across both online and in-store settings, the trend toward localized digital wallets signals that merchants and issuers must support a broader range of payment options beyond global brands. Meeting rising expectations for speed, convenience and local interoperability will be key to driving digital engagement and retaining customer loyalty in an increasingly fragmented mobile payments landscape.

Mobile wallet adoption is driven by local behaviors and the availability of acceptable substitutes.

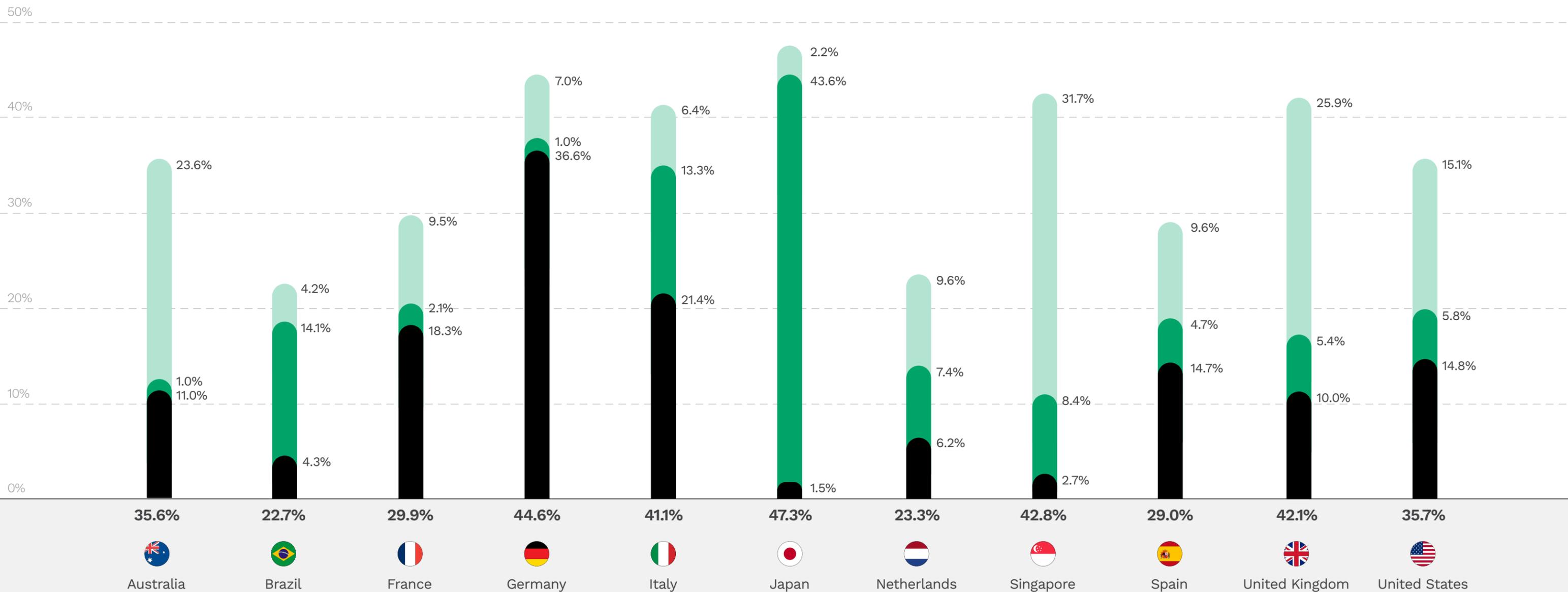
Mobile wallet adoption varies widely across the 11 countries in our study, shaped more by local behaviors and incentives than by infrastructure gaps. Japan leads with 35% in-store usage, up 20 percentage points since 2022, showing how QR codes, super apps and government policies focused on becoming a cashless society can accelerate adoption and offer a playbook for similar markets. Singapore follows, where real-time rails and mobile-first habits support rapid integration and broad merchant acceptance.

In contrast, France, Germany and Spain lag due not to technology gaps, but because cards and cash remain trusted defaults. Wallets gain little ground where they don't improve on what's familiar. In these markets, growth depends on delivering clear consumer value through rewards, convenience or simplicity, rather than on merely replicating plastic.

FIGURE 6A:

Mobile wallet adoption by type of wallet and geographic area
Online transaction

- Global wallets
- Local wallets
- PayPal



Source: PYMNTS Intelligence

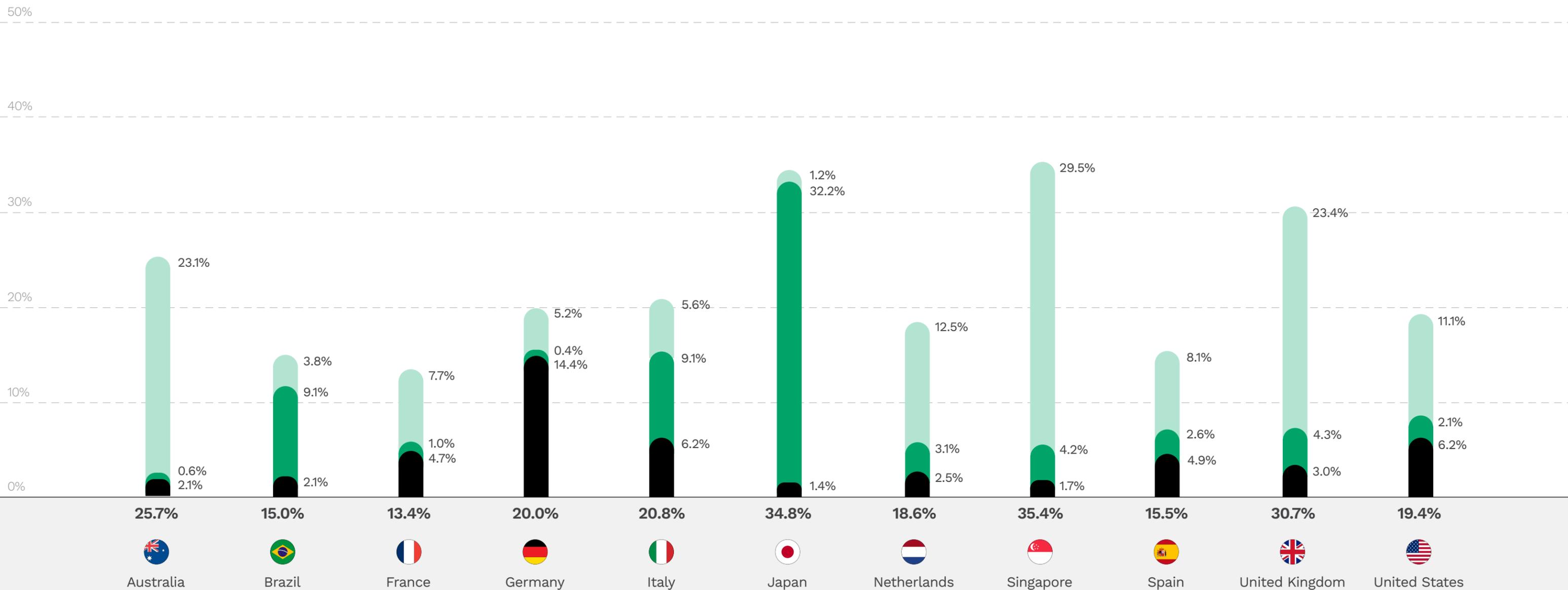
How Mobile Wallets are Changing Payments Worldwide, May 2025

N 2024 = 56,006; respondents who made an in-store transaction in the last 30 days, N 2024 = 52,560; respondents who made an online transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

FIGURE 6B:

Mobile Wallet Adoption by Type of Wallet and Geographic Area
In-store transaction

- Global wallets
- Local wallets
- PayPal



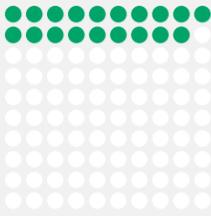
Source: PYMNTS Intelligence

How the World Does Digital: The Consumers' Shift from Card-First to Mobile-First Payments, May 2025

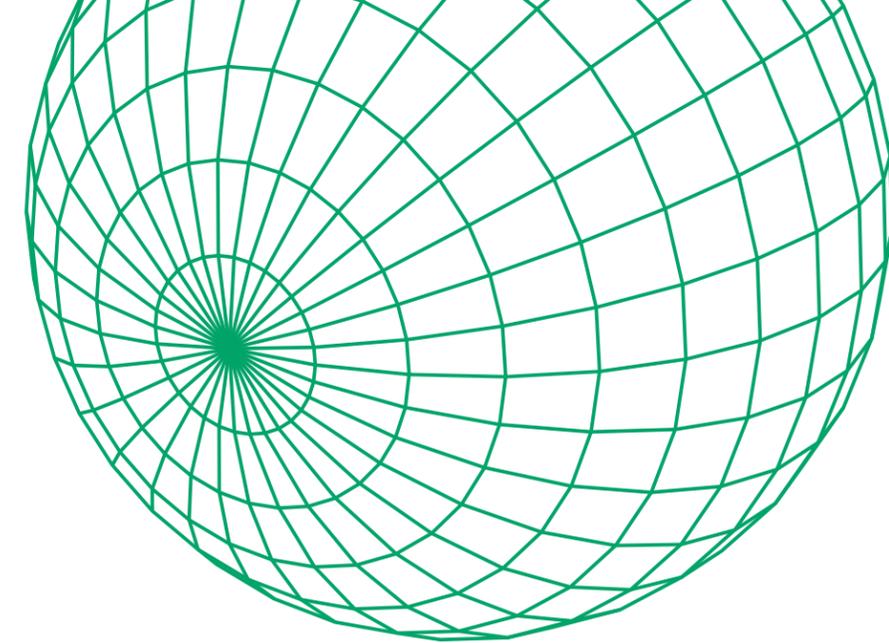
N 2024 = 56,006; respondents who made an in-store transaction in the last 30 days. rResults come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

The U.S. presents a nuanced case. Wallets account for 19% of in-store payments, but the barrier is not infrastructure. Consumers are comfortable storing cards online and shopping through apps, yet in-store wallet usage lags due to merchant strategies. Large retailers like Amazon and Walmart promote their own wallets, while card familiarity and minor tap friction keep consumers loyal to contactless cards. Scaling wallets will require improving the in-store experience and offering clear advantages over the easy and trusted contactless card payment at the point of sale.

19%



Share of in-store payments
**in the U.S. made with
digital/mobile wallets**



The type of wallets driving adoption varies greatly by geography. Countries like Japan and Brazil experienced one of the largest uses of native and local wallets to facilitate digital payments among the nations studied. By contrast, countries like Australia, Singapore and the U.K. see larger adoption of global wallet brands like Apple Pay and Google Pay. PayPal also continues to be widely used, especially for online transactions in Germany.

Brazil's payments landscape is also evolving rapidly. While mobile wallet growth in-store remains modest (+0.9% since 2022), the major shift comes from the explosive growth of Pix, with bank transfers rising 33% and cash usage falling 14%. In Brazil, the move to digital is driven primarily by account-to-account (A2A) solutions rather than by wallets alone, highlighting the importance of real-time, low-cost alternatives in influencing payment behavior.

FIGURE 7:

Plastic phone: The global payment flip

Percentage change in select payment methods for in-store transactions between 2022 and 2024, by country

	 Australia	 Brazil	 France	 Germany	 Italy	 Japan	 Netherlands	 Singapore	 Spain	 United Kingdom	 United States
• Cash	-0.9%	-13.7%	-2.7%	-5.7%	-8.1%	-3.0%	-0.9%	-4.6%	0.2%	-8.0%	-10.1%
• Bank transfer or variants	-6.6%	32.6%	3.3%	-4.5%	1.7%	-7.8%	-9.4%	-17.2%	-0.7%	-10.2%	-36.4%
• Debit card	-3.5%	0.6%	19.0%	21.3%	7.2%	-28.5%	-5.3%	-2.2%	-1.0%	-12.0%	7.4%
• Credit card	-7.7%	-7.8%	2.1%	4.3%	-3.6%	-17.5%	-21.1%	-1.1%	-11.5%	15.1%	2.8%
• Mobile/digital wallet	24.3%	0.9%	33.9%	-6.0%	12.6%	20.2%	34.3%	17.7%	23.1%	20.9%	8.4%

Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 2024 = 56,006; N 2022 = 74,940: respondents who made an in-store transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

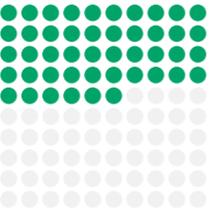
Mobile wallets aren't just for Gen Zers.

Mobile wallet adoption, once concentrated among younger consumers, is now expanding across all generations, signaling that mobile-first payments are becoming mainstream.

Gen Z leads the trend, with a 23% increase in mobile wallet usage for in-store transactions since 2022, reflecting their preference for fast, app-based and biometric-enabled payments. This shift shows that younger consumers are setting new expectations for speed and simplicity, expectations that issuers, merchants and wallet providers must now meet across all customer interactions to stay relevant.

Adoption is also growing steadily among millennials, Gen X and baby boomers, underscoring that mobile-first payment habits are no longer niche behavior. Providers that design intuitive, secure and frictionless experiences, not just Gen

23%



**Increase in mobile wallet usage
for in-store transactions by Gen Z
since 2022.**

Z-targeted interfaces, will be better positioned to capture a broader and stickier share of the consumer wallet.

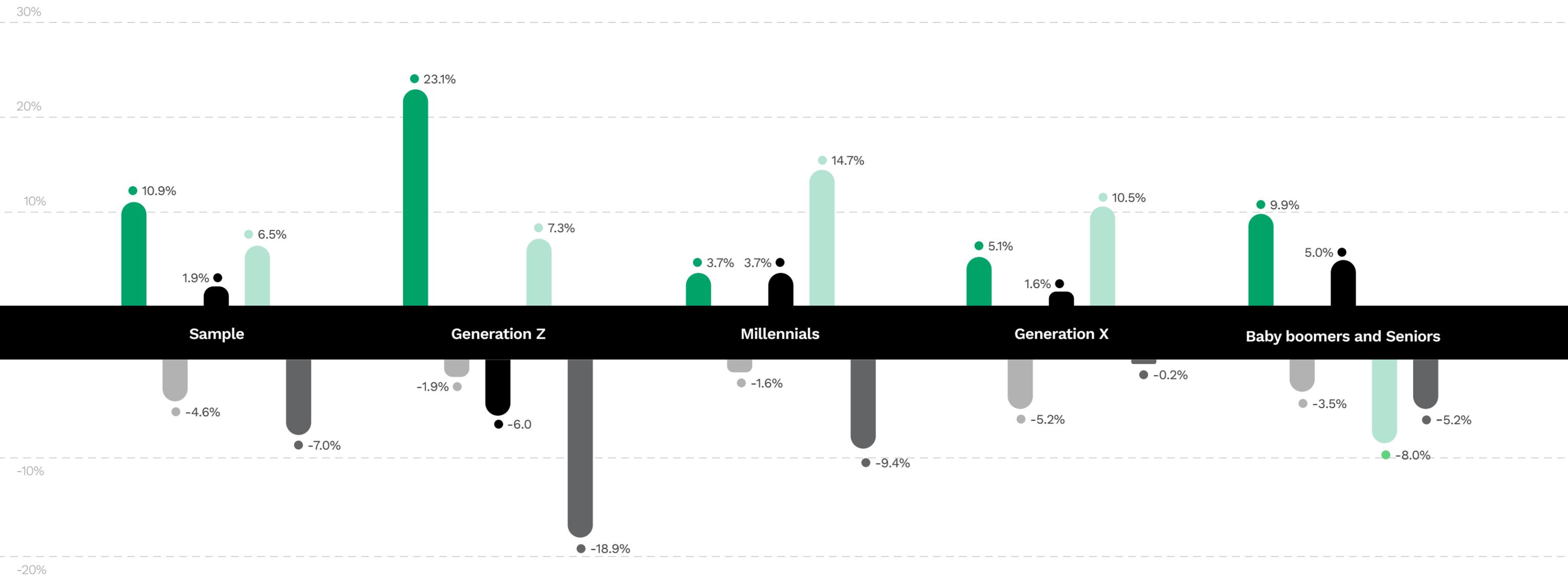
While overall adoption rates are not driven as strongly by income, we do see that low-income consumers have increased their mobile wallet usage in-store more than higher income groups. This implies that the high-to-low-income gap has closed, suggesting that mobile payments are not just premium experiences but essential, low-cost tools for everyday spending.

This signals a need for wallet providers to prioritize ease of access, low transaction costs and embedded financial features to engage a wider user base.

FIGURE 8:

Gen Z leads mobile wallet growth as mobile-first payments expand across all generations
 Percentage change in payment methods for the last in-store transaction between 2022 and 2024, by generation

- Mobile/digital wallet
- Credit card
- Debit card
- Bank transfer or variant
- Cash



Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

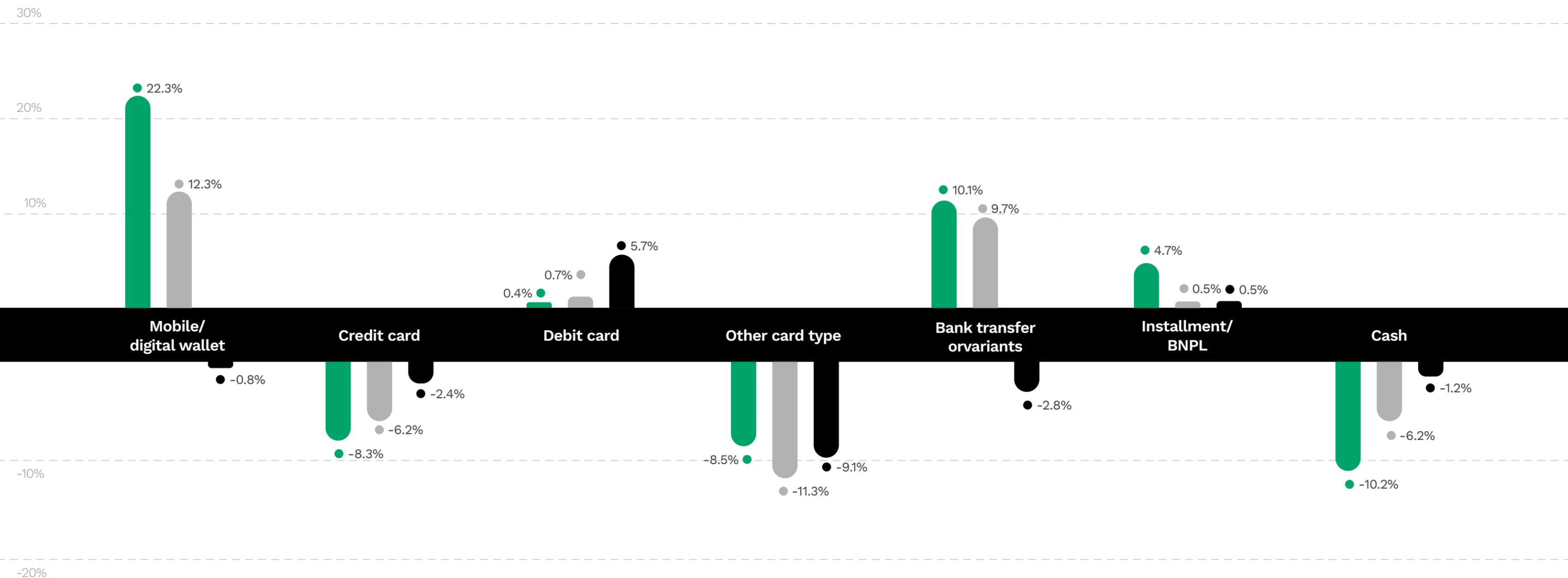
N 2024 = 56,006; N 2022 = 74,940; respondents who made an in-store transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

FIGURE 9:

Wallet and A2A use surge among low- and middle-income consumers

Percentage change in payment methods for the last in-store transaction between 2022 and 2024, by income

- Low-income
- Middle-income
- High-income



Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 2024 = 56,006; N 2022 = 74,940; respondents who made an in-store transaction in the last 30 days. Results come from eight different surveys fielded each quarter of 2024 and 2022, respectively.

Wallet adoption isn't about technology, it's about motivation. Winning the next wave of mobile wallet users requires segmenting consumers by behaviors, not just demographics, and meeting their need for speed, savings, simplicity or security.

Mobile wallet adoption is accelerating across the globe, but its trajectory varies by market and consumer profile. Our data shows that technology alone doesn't drive adoption—behavioral habits, generational expectations and local infrastructure also play decisive roles. To effectively engage users, wallet providers must segment consumers not just by demographics, but also by motivation and payment behavior.

We identify four key personas across distinct behavioral segments that are driving the future of digital payments. Each reflects a unique blend of readiness and incentive structures, demanding targeted strategies for effective engagement and conversion.

PERSONA ANALYSIS

Further analysis of the use of mobile wallets demonstrates that the likelihood of using wallets can be predicted by several factors, including gender, age, employment, interest in super apps and geographic location.

Based on this analysis, we have identified four groups, ordered by the probability and value perceptions they have, that determine the likelihood of using a digital wallet for the next transaction.



Skeptics



Dabblers



Persuadables



Committed

FIGURE 10:
Segmenting digital wallet adoption
 The spectrum of mobile wallet users

Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 216,679: Whole sample, results come from twelve different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

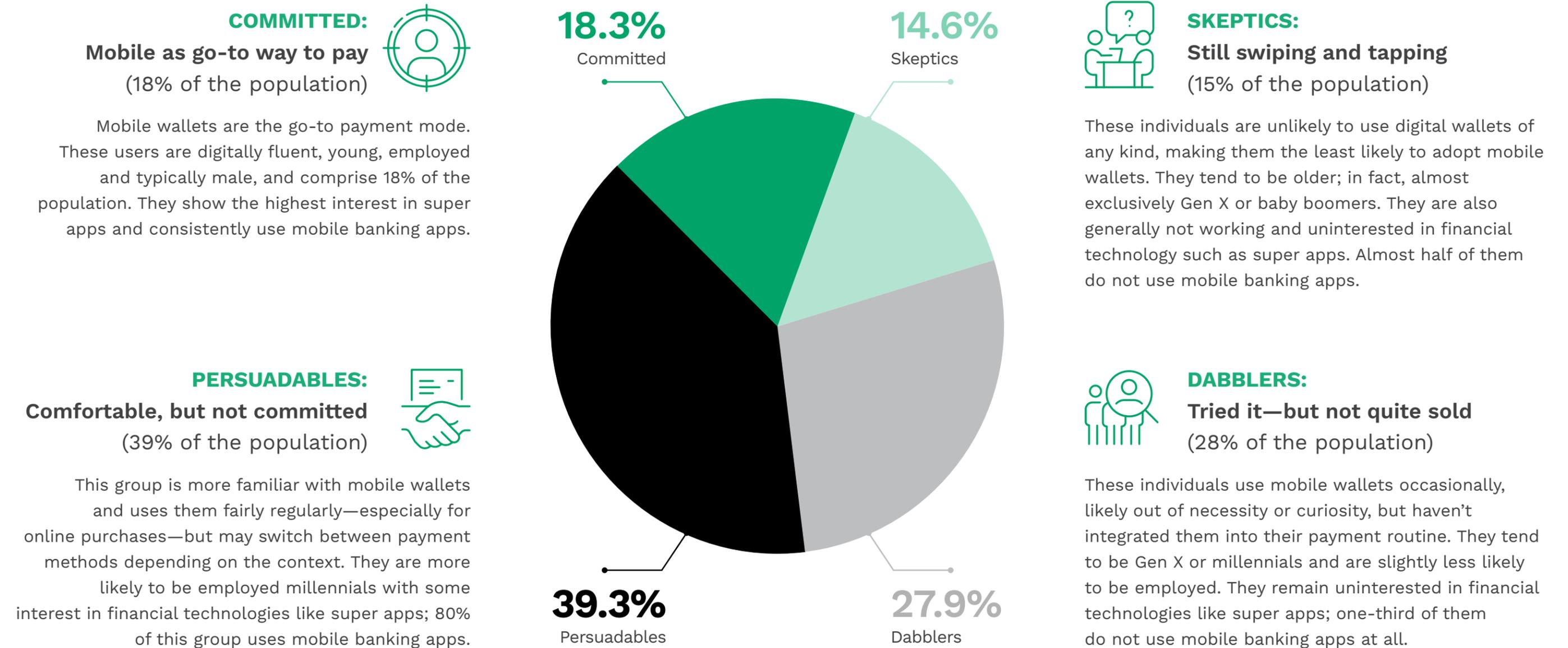
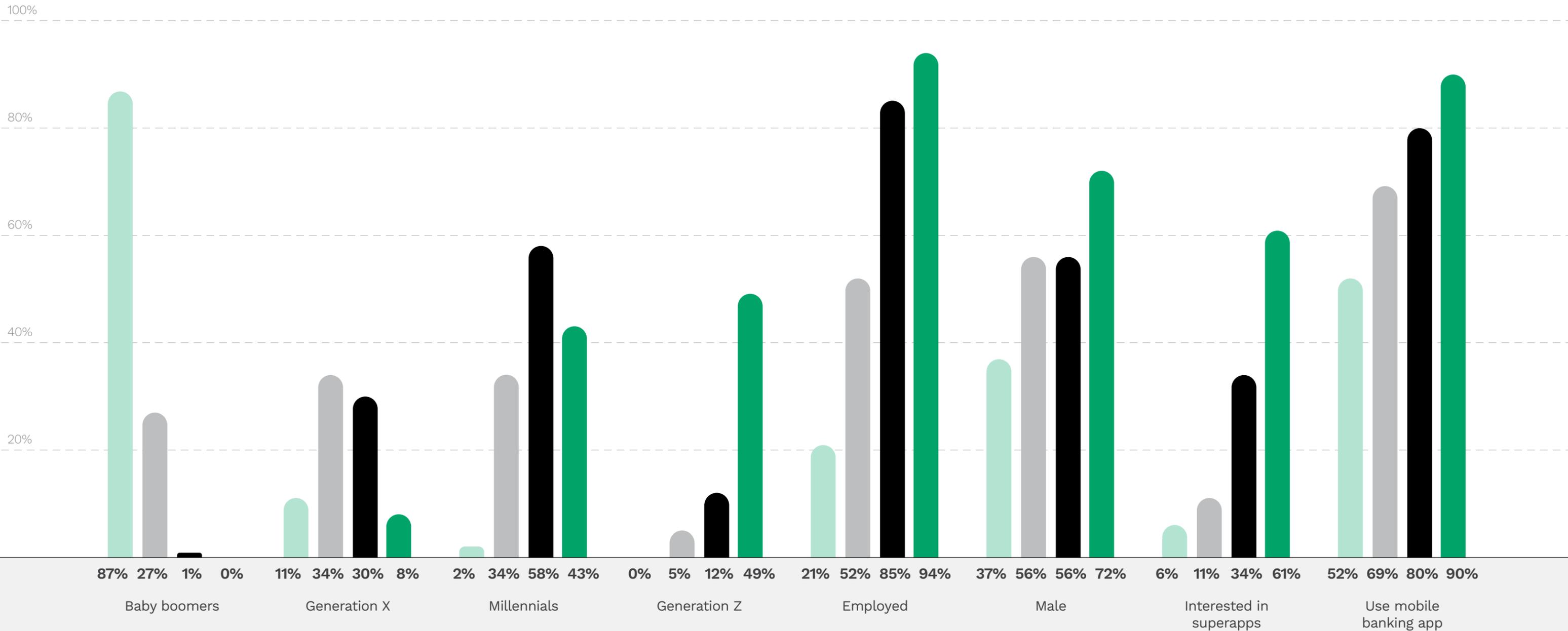


FIGURE 11:

Demographic characteristics of mobile payments adopters

Share of consumers in each persona group based on probability of digital wallet adoption

- Skeptics
- Dabblers
- Persuadables
- Committed



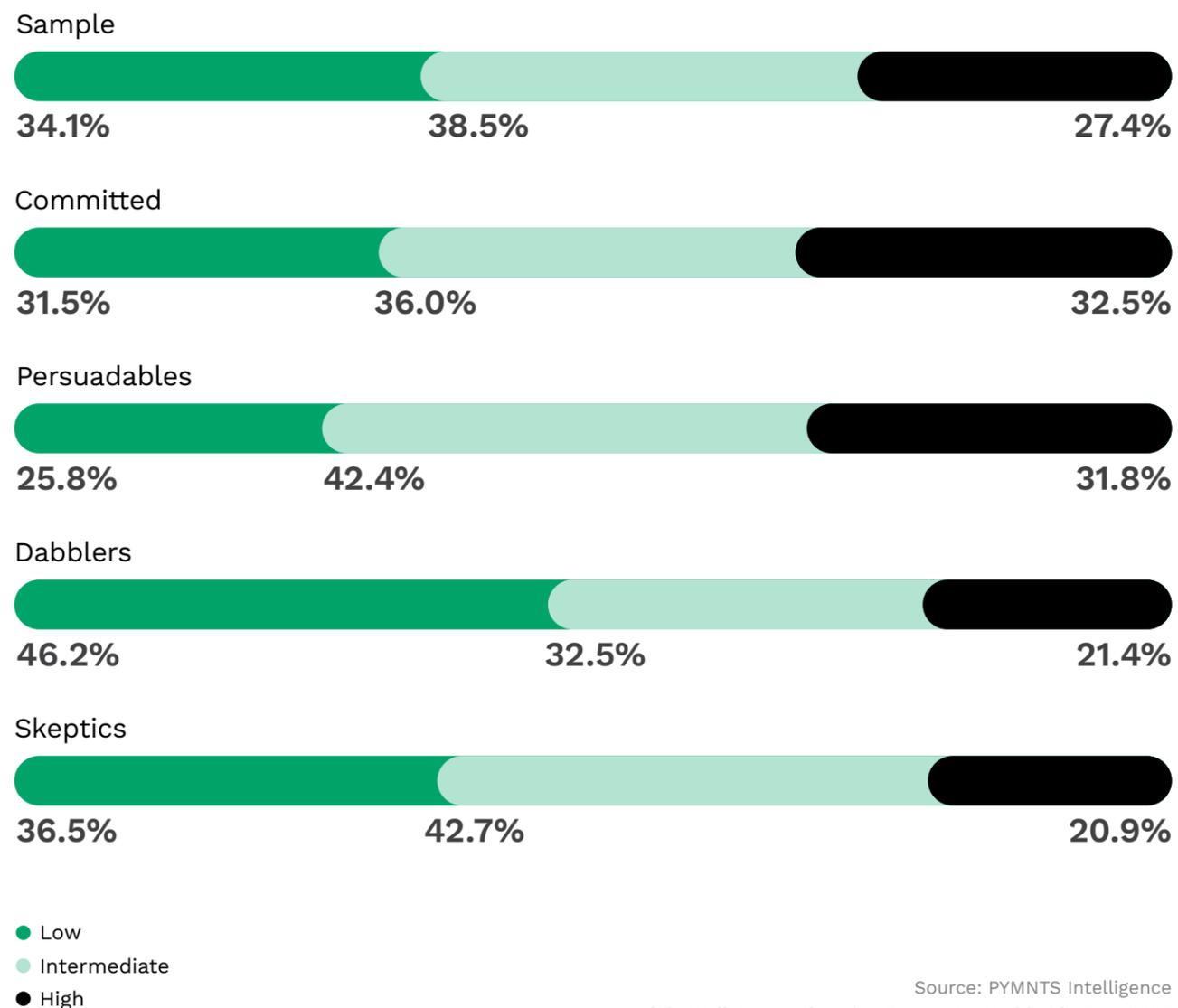
Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N = 216,679: Whole sample, results come from twelve different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

FIGURE 12A:

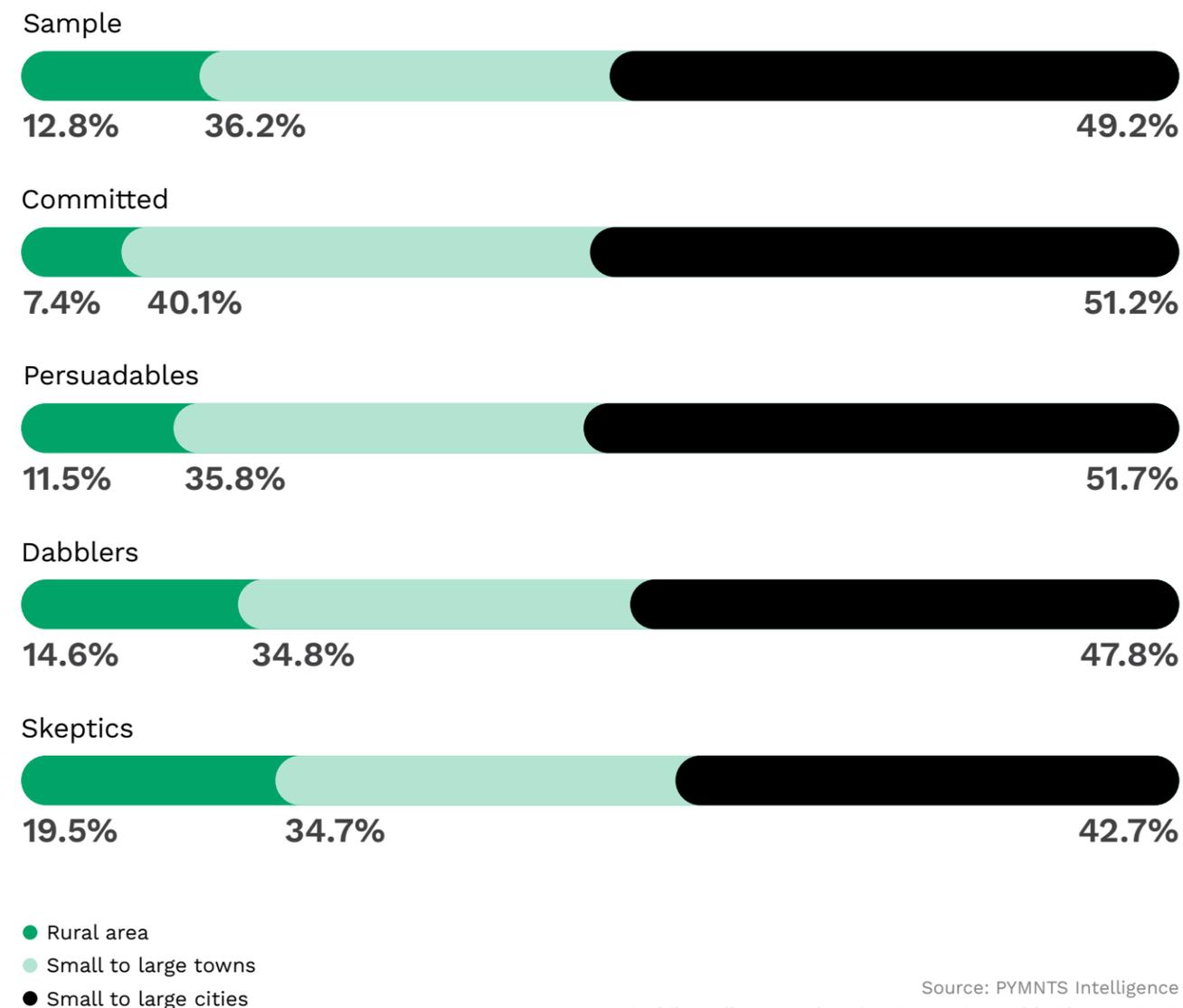
Demographic characteristics of mobile payments adopters
Share of consumers within each persona type, by income



Source: PYMNTS Intelligence
How Mobile Wallets are Changing Payments Worldwide, May 2025
N = 216,679: Whole sample. Results come from 12 different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

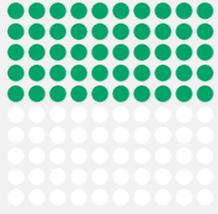
FIGURE 12B:

Demographic characteristics of mobile payments adopters
Share of consumers within each persona type, by geographic area



Source: PYMNTS Intelligence
How Mobile Wallets are Changing Payments Worldwide, May 2025
N = 216,679: Whole sample. Results come from 12 different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

50%



Greater likelihood of using digital wallets for online purchases than in-store

What’s interesting is that income is not relevant: Wallets are and will be used for transactions of all sizes, not just premium purchases. Whether consumers live in cities or urban areas is also not germane—even for in-store transactions—implying that even shops in rural locales are able to accept wallets just like businesses in urban areas.

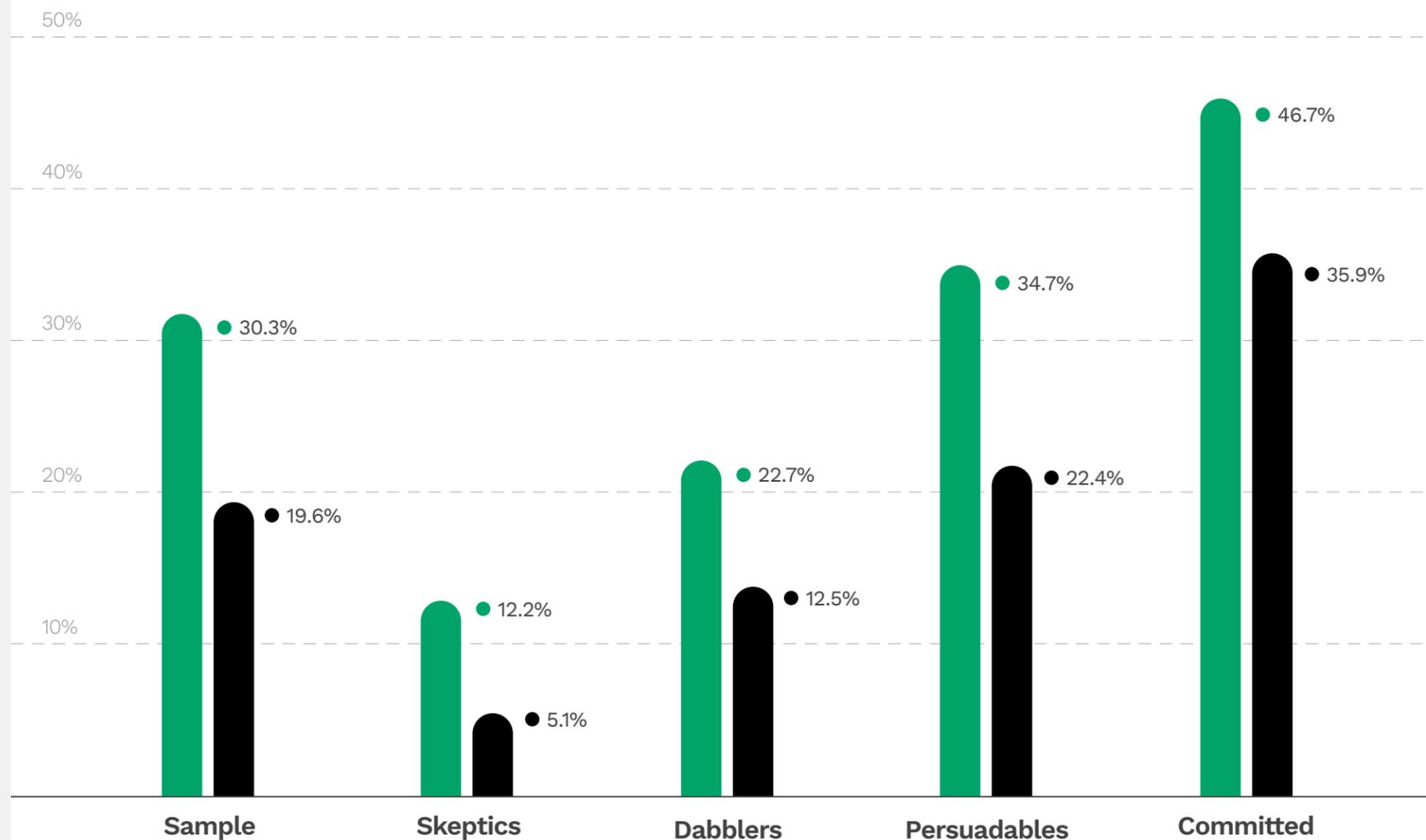
The model allows us to predict the use of wallets by geographic region, age and income. Overall, we see two distinct trends among these groups. First, consumers are 50% more likely to use digital wallets for online purchases than they are to use them in stores. Second, the more committed they are, the more likely they are to use them both in-store and online.

FIGURE 13:

Online and in-store digital/mobile wallets adoption

Probability of consumers using digital wallets online and in-store, by persona

- Online
- In-store



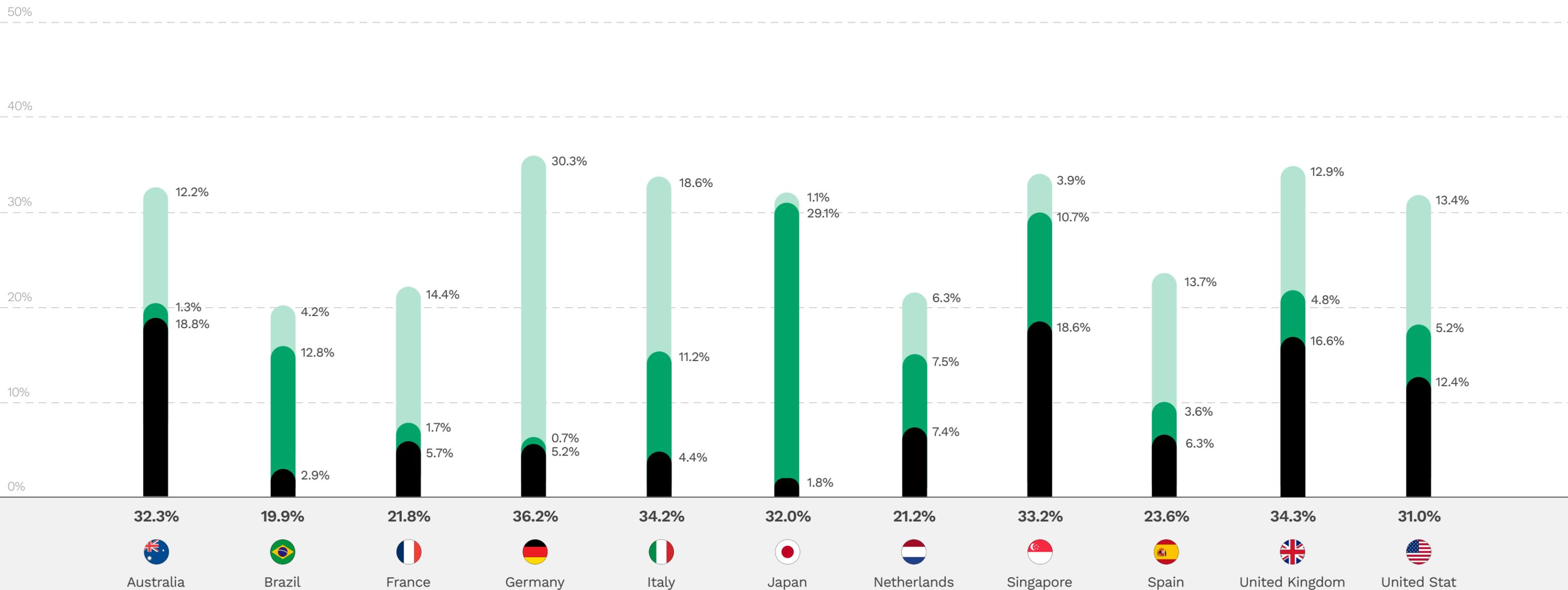
Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 216,679: Whole sample. Results come from 12 different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

FIGURE 14:
Digital/mobile wallets adoption
 Probability of using a wallet for online transactions, by type of wallet and country

- PayPal
- Local wallets
- Global wallets



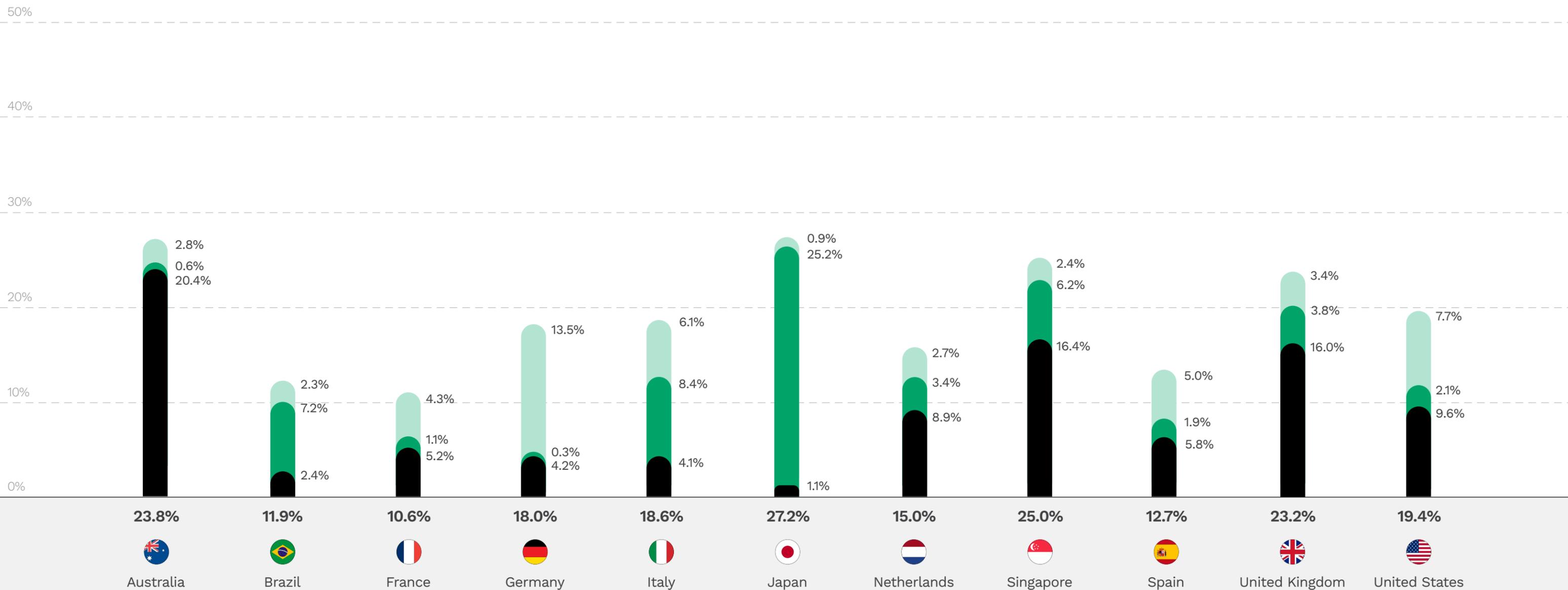
Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, May 2025

N 216,679: Whole sample. Results come from 12 different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

FIGURE 15:
Digital wallet adoption by other characteristics
 Probability of using digital wallets for any transaction

- Global wallets
- Local wallets
- PayPal

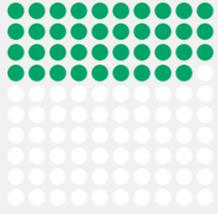


Source: PYMNTS Intelligence

How Mobile Wallets are Changing Payments Worldwide, MayMay 2025

N 216,679: Whole sample. Results come from 12 different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

39%



Probability of **men using a digital wallet online and in-store**, compared to 34.2% for women

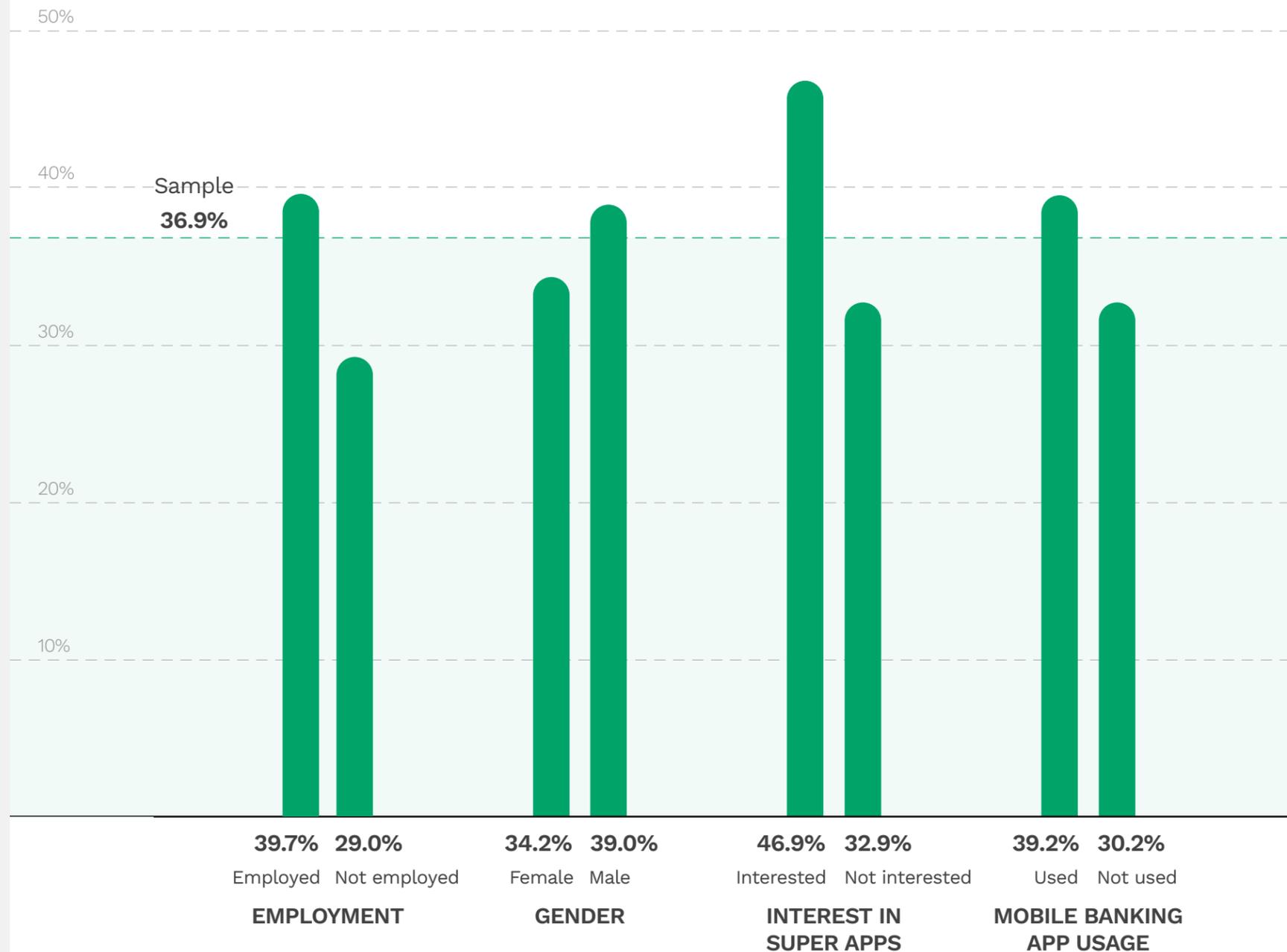
We can see that this model also ties closely with other findings, including the use of local and native wallets in Japan and Brazil, the use of global wallets in Australia, Singapore and the U.K., and the use of PayPal in Germany. Income, education and type of geographic area continue to be less relevant factors.

Looking at the other demographic factors, we see that the probability of using wallets is greater for several other characteristics. First, employed people are more likely to use them, as are men compared to women. Those interested in financial technology apps like super apps and using mobile banking apps are more likely to use digital wallets as well.

FIGURE 16:

Online and in-store digital/mobile wallets adoption

Probability of consumers using digital wallets online and in-store, by persona



Source: PYMNTS Intelligence

How the World Does Digital: The Consumers' Shift from Card-First to Mobile-First Payments, May 2025

N 216,679: Whole sample. Results come from 12 different surveys fielded each quarter of 2024, 2023 and 2022, respectively.

ACTIONABLE INSIGHTS



01

Focus on delivering real consumer value, not just digital access. Winning in this mobile-first landscape requires providing meaningful benefits beyond simply digitizing payments. Wallet providers must offer clear advantages through rewards, convenience or simplicity that improve on familiar payment methods.



02

Tailor payment experiences to local behaviors and expectations. The significant variations in adoption across countries highlight the importance of customizing strategies to regional preferences. One-size-fits-all approaches won't work; providers must understand and adapt to local payment habits.



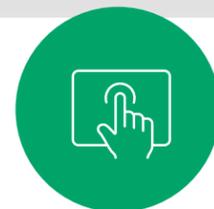
03

Create seamless experiences across generations. With mobile wallet adoption expanding beyond Gen Z, providers should design intuitive, secure and frictionless experiences that appeal to all age groups, not just younger demographics.



04

Think user personas, not just user demographics. The study identifies four key segments (Skeptics, Dabblers, Persuadable and Committed users) that each require focused engagement strategies based on their unique motivations and payment behaviors, rather than just demographic targeting.



05

How much people make or even where they live doesn't drive adoption. Mobile wallet adoption is not primarily fueled by income or urban/rural divides. These factors are less relevant than previously thought, suggesting that wallet providers should focus on other behavioral factors and ensure their solutions work for transactions of all sizes and locations.

ABOUT

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