

# FRANCE:

The country where **cards** continue to be the preferred payment method and where **merchants** are satisfied with the level of card acceptance fees.

French consumers and merchants are **happy** with the current payment solutions available

**87%** of French consumers and 91% of French merchants say that the available payment options respond to their needs.

## Cards continue to be the preferred payment method

### CONSUMERS

**83%** of French consumers used card payments over the past year, while 78% still used cash.

- When it comes to the **advantages of using cards** to make in-store purchases, these are the things French consumers value the most:
  - ✓ speed
  - ✓ wide merchant acceptance
  - ✓ safety and security

### MERCHANTS

- **90%** of French merchants accept cards. Card payments account for **54%** of their turnover, this is expected to rise over the next 5 years.

- When it comes to **the cost**,

**97%** of French merchants are satisfied with level of card acceptance fees

and **89%** agree that the benefits of cards outweigh the cost.

- French merchants like the **safety and security** of cards, the **ease of use**, ability to reach a **wide customer base**, the **speed**, and the **guarantee of payment**.



## New payment methods are on the rise with instant payments gaining ground and BNPL expected to grow rapidly



**53%** of French consumers **prefer to use instant payments when paying a friend** and believe that instant payments are **widely available** for online purchases. **40%** believe they are widely accepted for in-store payments.



**25%** of French merchants **accept instant payments**. This is below the average of the largest European countries (**43%**) and is far below some countries, like Poland (**72%**). The European average is expected to grow to 81% in the year to come.



### Almost all merchants

are **satisfied with the current features of instant payments**.



**12%** currently **accept Buy-Now-Pay-Later (BNPL)**, which is below the average of the largest European countries (**23%**). Countries like Poland and Sweden are close to **40%**. The European average is expected to triple in the near future.

## Digital transition in payments continues

- **67%** of French consumers and **70%** of French merchants would welcome initiatives to **encourage electronic payments over cash**. **86%** of French merchants would also appreciate the ability to refuse cash payments.
- French consumers are comfortable paying up to €117 using contactless, this is far above the current €50 per transaction limit set by the PSD2.

**76%** *of French consumers use contactless card payments more often since the pandemic*

and prefer to pay by contactless over cash valuing the aspects of **speed**, **hygiene**, and the **ease of use**.

## About Payments Europe

Payments Europe is the voice of the card-based payments industry. We represent card issuers, card acquirers and card schemes, and our members are active in all European countries. Our mission is to promote the value that card-based payments bring to the European economy and society. We strive for a vibrant, competitive and consumer-centric European payments market.

[www.paymentseurope.eu](http://www.paymentseurope.eu)

