

## **Marked preference for card payments in Ireland driven by security, speed and convenience**

- Payments Europe research reveals key factors behind demand for card payments amongst Irish consumers and merchants

**Dublin, 28 April 2025** – Payments Europe, the voice of the payments industry in Europe, has published new research on the Irish payments landscape. Based on a survey of consumers and merchants in Ireland, the research highlights the value, cost and place of cards in Ireland's economy. The report also reveals a dynamic and vibrant payments landscape, driven by a rapidly transforming market that is increasingly competitive, digitalised, and shaped by evolving merchant and consumer preferences. Key findings from the report include:

### **Consumers**

- Having a choice of payments options remains a high priority for consumers, with 88% of those surveyed saying their payment needs are met with options available to them.
- 73% of Irish consumers trust cards over all other payment methods (both at home and abroad).
- 55% of consumers believe cards are the best payment method when considering safety and security, 59% choose cards for their convenience, while 54% choose them for its speed.
- Given the opportunity, 63% of Irish consumers would rather pay with card over cash, with 64% of consumers expected to make more transactions via instant payments in the next year.
- 56% of Irish consumers have not heard of the Digital Euro, and only 8% consider themselves to be knowledgeable about this form of digital payment.

### **Merchants**

- 89% of merchants in Ireland are satisfied with the payment solutions available to them. Merchants rank cards as the payment method that best meet their priorities, which are: safety, security and consumer preference.
- 78% of Irish merchants prefer cards over all other payment methods, which is slightly ahead of merchant preference levels across Europe (77%).
- 85% of Irish merchants believe that the benefits brought about by card payments outweigh the costs, while 82% welcome increased use of non-traditional payments beyond cards and cash.
- 98% of Irish merchants believe their business has benefitted from the guaranteed payment aspect of card payments. In addition, 96% believe card payments have enabled them to increase sales.
- Choice is also a key issue for merchants with 88% believing that accepting a large range of payment options has increased sales.

**Robrecht Vandormael, Secretary General of Payments Europe, commented:** *“Our latest market research on Ireland shows that that cards are the preferred payment method by both Irish merchants and consumers, offering safety, security, and speed of transaction. From a merchant perspective, it is clear that cards provide a secure, reliable, and efficient payment method that facilitates their growth, supporting the wider economy. This is augmented by a diverse range of payment options, reflecting a healthy and competitive market for consumers. As we’ve seen in other markets, businesses that offer consumers choice are best positioned to be long-term structural winners.*

*As the Irish payments landscape rapidly evolves with technological advancements and shifting consumer preferences, government policy will play a crucial role in addressing gaps in financial and digital inclusion. This will ensure an inclusive digital journey through the provision of accessible, secure, and user-friendly payment solutions, while supporting efforts to combat fraud, financial abuse, and scams.”*

**Ends**

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#### **Notes to Editors:**

This study is part of Payments Europe’s research series: “Safety, Convenience and Choice: The True Value of Cards.” In 2024 Payments Europe commissioned a European survey of 2,250 merchants working in physical and online retail and 13,000 consumers. Read the full report on Payments Europe’s website. Click [here](#) for more information.

#### **About Payments Europe**

Payments Europe is the voice of the card-based payment industry in Europe. Payments Europe’s membership consists of financial institutions and payment networks; large and small players; European and global companies; all of which are committed to speak about the value of digital payments and the policy making that is shaping our industry. We support a vibrant, innovative, and competitive European payments market, that is based on a balanced regulatory framework and that puts consumers and consumer protection at the heart of everything. Visit us at [www.paymentseurope.eu](http://www.paymentseurope.eu)

#### **Report Methodology**

This report is based on a survey commissioned by Payments Europe and conducted by FTI Consulting in 2024. The survey was completed by 2,250 merchants working in physical and online retail in Ireland (250), Austria (250), Greece (250), Czech Republic (250), Denmark (250), Finland (250), Hungary (250), Latvia (250), and Lithuania (250). The survey was also completed by 13,000 consumers living in Ireland (1,000), Austria (1,000), Greece (1,000), Czech Republic (1,000), Denmark (1,000), Finland (1,000), France (1,000), Germany (1,000), Hungary (1,000), Latvia (1,000), Lithuania (1,000), Poland (1,000), and Sweden (1,000). Respondents were weighted on region, gender, and age to ensure representativeness.