

Payment Methods - Ireland - December 2019

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"Although consumers tend invariably to be slow to change their habits and behaviour, the introduction of contactless payments technology does appear to have elicited a relatively dramatic change in how consumers pay for goods and services. For the first time ever, there is a real and genuine contender to cash."

– **Brian O'Connor, Senior Consumer Analyst**

This report looks at the following areas:

Consumers have never had a such a broad range of options available when it comes to paying for goods or services as they do today. Traditional methods – most notably cash – coexist alongside contactless, smartphone payments and other innovative payment methods. More and more, consumers are coming to recognise and appreciate the added convenience and control these new methods offer, which has seen certain innovative methods extend beyond the core group of early adopters. In particular, Irish consumers have truly embraced contactless card payments, which strongly suggests that cash finally has a genuine competitor even when it comes to everyday, low-value transactions.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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