

## Payment Methods - Ireland - October 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“While the COVID-19 outbreak has dramatically disrupted and upended numerous industries and sectors, this is not the case with retail payment methods and options. In fact, the effects of the COVID-19 on consumers’ behaviour and attitudes towards payments have largely served to accelerate and give added force to shifts and trends that were underway before the outbreak of COVID-19.”  
– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour with respect to payment methods.
- Payments used most often by Irish consumers both in-store and online.
- Factors that consumers take into consideration when deciding which payment method to use when making both low-value and high-value purchases.
- How often consumers carry cash, and which consumers carry cash most often.
- Consumer payment behaviour and attitudes towards payment methods.

As in just about every industry, COVID-19 has had a fundamental impact on payment methods – and, more specifically, consumer behaviour and attitudes around payment methods. The impact, however, has not been entirely negative for the industry. Rather, it has largely injected added impetus to trends and changes that were already underway. Around half of all Irish consumers say that COVID-19 has caused them to change their preferred payment methods, with significantly increased card usage alongside a dramatic reduction in cash usage. This is partly because consumers are making efforts to reduce the time they spend in physical retail outlets, while shopping more online or, to a lesser extent, using click-and-collect facilities. However, it is also due to a high level of anxiety around notes and coins – almost three quarters agree that the COVID-19 outbreak has raised hygiene issues with cash; more than half of Republic of Ireland (RoI) consumers and over a third of Northern Ireland (NI) consumers trying to avoid using cash where possible. From the perspective of payments, the legacy of COVID-19 will likely be the even greater shift towards cards – and contactless payments, in particular – e-payments and even bank transfers at the expense of cash and cheques.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Payment Methods - Ireland - October 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

Key issues covered in this Report

COVID-19: market context

Products covered in this Report

### Executive Summary

The impact of COVID-19 on payment methods

Figure 1: Expected impact of COVID-19 on payment methods, short, medium and long term, 19 October 2020

The market

Economic contraction to hit spending, affecting payment method usage

COVID-19 worries affecting payment and buying behaviour

Card payments and credit transfers on the up, cheques in decline

Who's innovating?

The consumer

Debit cards (contactless) now the most used in-store payment method

Figure 2: Payment methods used in-store in the last month, NI and RoI, August 2020

PayPal and debit cards most common methods for online payments

Figure 3: Payment methods used online in the last month, NI and RoI, August 2020

Speed and security the priorities for low-value purchases

Figure 4: Most important factors ranked in order of importance when deciding which payment system to use for an everyday, lower-value purchase, RoI, August 2020

Figure 5: Most important factors ranked in order of importance when deciding which payment system to use for an everyday, lower-value purchase, NI, August 2020

Protection and security the priorities for high-value purchases

Figure 6: Most important factors ranked in order of importance when deciding which payment system to use for less frequent, high-value purchase, RoI, August 2020

Figure 7: Most important factors ranked in order of importance when deciding which payment system to use for less frequent, high-value purchase, NI, August 2020

More than a third of consumers always carry cash

Figure 8: How often consumers carry cash, NI and RoI, August 2020

Consumers focused on security, and open to biometrics

Figure 9: Consumers' payment behaviours, NI and RoI, August 2020

Consumers not ready to jettison cash for new payment technologies yet

Figure 10: Attitudes towards payment methods, NI and RoI, August 2020

What we think

### Issues and Insights

The future might be cardless rather than cashless

Consumers may now be ready for QR code payments

### The Market – Key Takeaways

Economic contraction to hit spending, affecting payment method usage

COVID-19 worries affecting payment and buying behaviour

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Payment Methods - Ireland - October 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Card payments and credit transfers on the up, cheques in decline

### Market Drivers

Short-, medium- and long-term impact of COVID-19 on payment methods

Figure 11: Expected impact of COVID-19 on payment methods, short, medium and long term, 19 October 2020

Economic challenges almost certain to curtail consumer spending

GDP in RoI expected to contract by 8.5% in 2020, with only partial recovery in 2021

Impact of COVID-19 to hit NI economy with 7.5% contraction in 2020

Consumers already feeling the financial effects of COVID-19

Figure 12: Consumer agreement with the question, 'How has your financial situation changed since the start of the COVID-19 outbreak in your country?', NI and RoI, September 2020

Almost half are cutting back on non-essential spending due to COVID-19

Figure 13: Consumer agreement with the statement, 'I am cutting back on non-essential spending since the start of the coronavirus/ COVID-19 outbreak', NI and RoI, September 2020

Most consumers worried about risk of being exposed to COVID-19

Figure 14: Consumer agreement with the question, 'How worried are you about the risk of being exposed to the coronavirus/ COVID-19?', NI and RoI, September 2020

Half of all consumers have altered payment behaviour due to COVID-19

Figure 15: Agreement with the statement, 'The COVID-19/coronavirus outbreak has changed my preferred payment methods', NI and RoI, August 2020

Figure 16: Agreement with the statement, 'The COVID-19/coronavirus outbreak has changed my preferred payment methods', NI and RoI, by gender, age and social class, August 2020

Most consumers believe the virus can be transmitted via cash

Figure 17: Agreement with the statement, 'The COVID-19/coronavirus outbreak has highlighted hygiene issues with cash', NI and RoI, August 2020

Figure 18: Agreement with the statement, 'The COVID-19/coronavirus outbreak has highlighted hygiene issues with cash', NI and RoI, by gender, age and social class, August 2020

COVID-19 having profound impact on consumers' shopping behaviour

Figure 19: Agreement with selected statements relating to shopping and spending behaviour since the start of the COVID-19 outbreak, NI and RoI, September 2020

Older consumers most inclined to limit time in-store and avoid use of cash

Younger consumers more likely to use click-and-collect and shop online

Steady growth in number of card payments by Irish consumers

Figure 20: Number of payments per capita, card payments, EU, RoI and UK (incl. NI), 2015-19

Strong, steady growth in contactless payments

Figure 21: Contactless payments, volume, billions, UK (including NI), 2014-18

Figure 22: Contactless payments, volume, millions, RoI, Q4 2016-Q4 2018

Irish consumers making 70-80 credit transfers per annum

Figure 23: Number of payments per capita, credit transfers, EU, RoI and UK (incl. NI), 2015-19

E-payments still niche, but catching on

Figure 24: Number of payments per capita, e-payments, EU, RoI and UK (incl. NI), 2015-19

Steady decline in cheque usage among all consumers

Figure 25: Number of payments per capita, cheques, EU, RoI and UK (incl. NI), 2015-19

### Innovations – Key Takeaways

COVID-19 has altered consumer behaviour with using cash

Companies encouraging alternative payment methods

Klarna launch new initiative to tackle impulse buying

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Payment Methods - Ireland - October 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Launch Activity and Innovation

How has COVID-19 affected the way customers can pay in the UK and Ireland?

COVID-19 could further reduce cash transactions

Figure 26: Research showing consumer opinions on a cashless society, UK, 2019

New ways of making contactless payments to stay safe

Companies working together to benefit consumers

KOHO and Dialogue

Virtually queueing for the supermarket

Klarna launch "KlarnaSense"

Vending machines with a twist

## The Consumer – Key Takeaways

Debit cards (contactless) now the most used in-store payment method

PayPal and debit cards most common methods for online payments

Speed and security the priorities for low-value purchases

Protection and security the priorities for high-value purchases

More than a third of consumers always carry cash

Consumers focused on security, and open to biometrics

Consumers not ready to jettison cash for new payment technologies yet

## Payment Methods Used In-Store

Cash no longer the preferred in-store payment method

Figure 27: Payment methods used in-store in the last month, NI and RoI, August 2020

In-store cash usage declining steadily in recent years

Figure 28: Consumers who have used cash as a payment method in-store in the last month, NI and RoI, 2018-20

Debit-card (contactless) usage increasing alongside declining cash usage

Figure 29: Consumers who have used debit cards (contactless) as a payment method in-store in the last month, NI and RoI, 2018-20

Debit cards trump all other payment methods for in-store transactions

Figure 30: Payment methods used in-store in the last month, by category, NI and RoI, August 2020

Older consumers, C2DEFs and those struggling using cash most

Figure 31: Consumers who have used cash as a payment method in-store in the last month, by generation, NI and RoI, 2020

Figure 32: Consumers who have used cash as a payment method in-store in the last month, by own assessment of financial situation, NI and RoI, 2020

Debit card (contactless) now firmly a mainstream payment method

Figure 33: Consumers who have used debit cards (contactless) as a payment method in-store in the last month, by age, NI and RoI, 2020

Figure 34: Consumers who have used debit cards (chip and PIN) as a payment method in-store in the last month, by generation, NI and RoI, 2020

Credit cards

Figure 35: Consumers who have used credit cards (contactless) as a payment method in-store in the last month, by generation, NI and RoI, 2020

Figure 36: Consumers who have used credit cards (chip and PIN) as a payment method in-store in the last month, by age and social class, NI and RoI, 2020

Older consumers unconvinced by e-payments

Figure 37: Consumers who have used payment service via smartphone/device (eg Apple Pay, PayPal) as a payment method in-store in the last month, by generation, NI and RoI, 2020

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Payment Methods - Ireland - October 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Payment Methods Used Online

### PayPal and debit cards lead the way for online payments

Figure 38: Payment methods used online in the last month, NI and RoI, August 2020

### PayPal a mainstream payment method for consumers

Figure 39: Consumers who have used PayPal as a payment method online in the last month, by gender and social class, NI and RoI, August 2020

Figure 40: Consumers who have used PayPal as a payment method online in the last month, by generation, NI and RoI, August 2020

### Debit cards a primary choice for consumers of all ages

Figure 41: Consumers who have used a debit card online in the last month, by generation, NI and RoI, August 2020

### Credit cards favoured by ABC1s and older consumers

Figure 42: Consumers who have used a credit card as a payment method online in the last month, by gender and age, NI and RoI, August 2020

Figure 43: Consumers who have used a bank transfer as a payment method online in the last month, by social class, NI and RoI, August 2020

### Generation Z (NI) and Millennials (RoI) main users of bank transfers

Figure 44: Consumers who have used a bank transfer as a payment method online in the last month, by generation, NI and RoI, August 2020

## Factors When Choosing Payment Method for Lower-value Purchases

### Speed matters most to RoI consumers during low-value transactions

Figure 45: Most important factors ranked in order of importance when deciding which payment system to use for an everyday, lower-value purchase, RoI, August 2020

### NI consumers focused on security during low-value purchases

Figure 46: Most important factors ranked in order of importance when deciding which payment system to use for an everyday, lower-value purchase, NI, August 2020

### Protection and security matter most for high-value purchases

Figure 47: Most important factors ranked in order of importance when deciding which payment system to use for less frequent, high-value purchase, RoI, August 2020

Figure 48: Most important factors ranked in order of importance when deciding which payment system to use for less frequent, high-value purchase, NI, August 2020

## How Often Do Consumers Carry Cash?

### Almost two thirds of consumers always or mostly carry cash

Figure 49: How often consumers carry cash, NI and RoI, August 2020

### Men and older consumers most likely to always carry cash

Figure 50: How often consumers carry cash, by gender and age, RoI, August 2020

Figure 51: How often consumers carry cash, by gender and age, NI, August 2020

## Consumers' Payment Behaviours

### Security is a higher priority than speed or convenience

Figure 52: Consumers' payment behaviours, NI and RoI, August 2020

### Willingness to compromise speed for security across all demographics

Figure 53: Agreement with statement, 'I would accept a slower checkout process (online or in-store) for enhanced security', by gender, age and social class, NI and RoI, August 2020

### Men, younger consumers and ABC1s more open to biometric security

Figure 54: Agreement with statement, 'I would be interested in using payment methods that incorporate biometric security (eg fingerprints)', by gender, age and social class, NI and RoI, August 2020

### Uncertainty around sharing personal information with retailers

Figure 55: Agreement with statement, 'I would be happy to provide more personal information at the checkout to get a more personalised service in the future', by age, NI and RoI, August 2020

Figure 56: Agreement with statement, 'I would be happy to provide more personal information at the checkout to get a more personalised service in the future', by gender and social class, NI and RoI, August 2020

## Consumer Attitudes Towards Payment Methods

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Payment Methods - Ireland - October 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Consumers cautious and conservative around payment methods

Figure 57: Attitudes towards payment methods, NI and RoI, August 2020

### Women and older consumers most inclined to see future role for cash

Figure 58: Agreement with the statement, 'There will always be a need for cash', by gender and age, NI and RoI, August 2020

...which are also the demographics that value being able to pay bills in post office

### Concern that new technologies reduce spending inhibitions

Figure 59: Agreement with the statement, 'New payment technologies (eg. contactless, digital credit) make it too easy to spend money', by gender, age and social class, NI and RoI, August 2020

...which perhaps explains interest in being able to set own limits

Figure 60: Agreement with the statement, 'Setting your own transaction limit on contactless payments would be useful', by age, NI and RoI, August 2020

### Almost half 18-24s put off by too many security checks

Figure 61: Agreement with the statement, 'Too many security checks when shopping online is off-putting', by age, NI and RoI, August 2020

Figure 62: Agreement with the statement, 'Too many security checks when shopping online is off-putting', by gender and social class, NI and RoI, August 2020

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Consumer research methodology

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)