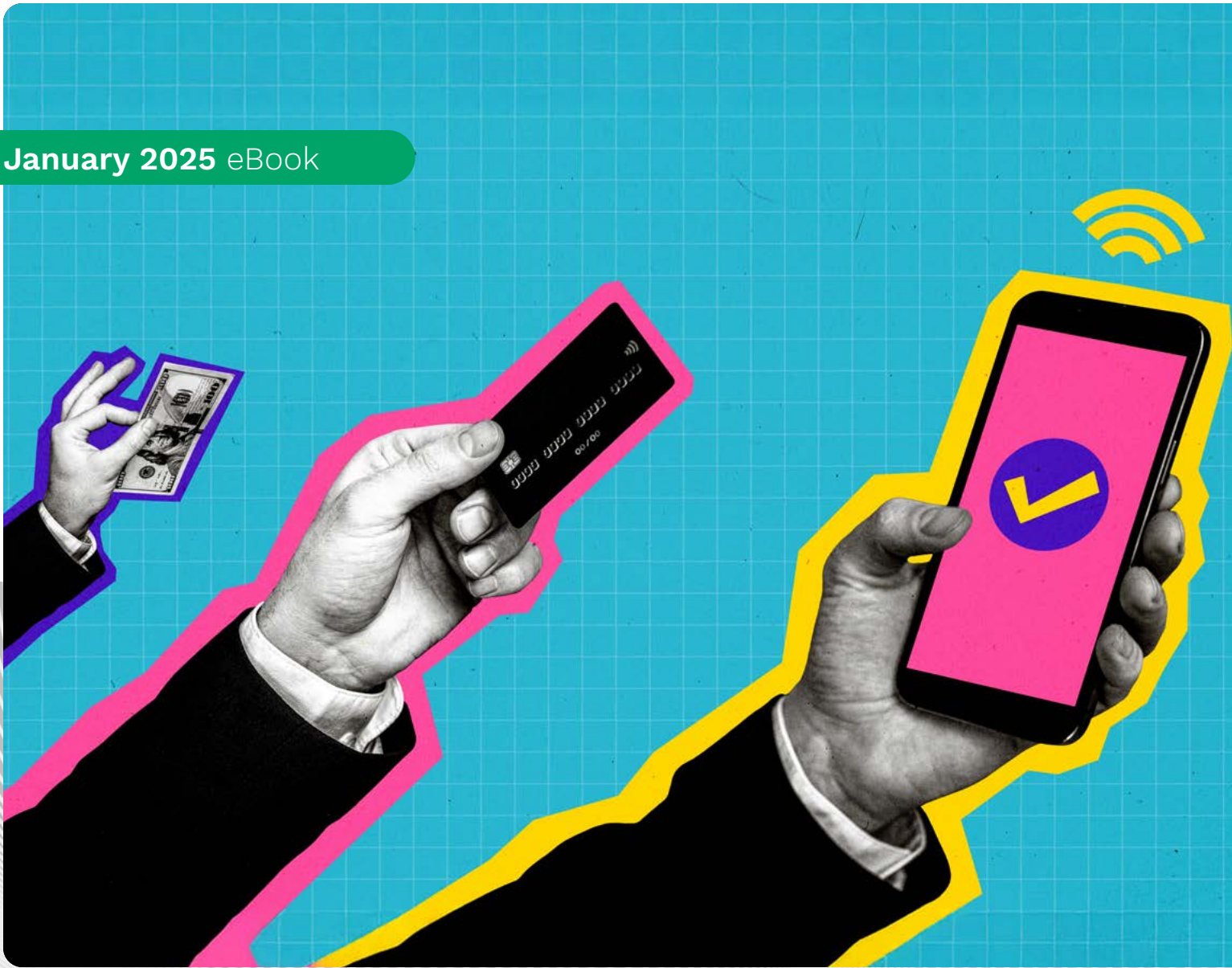


# 10 IMPACT STATEMENTS

January 2025 eBook



## How People Pay



The PYMNTS Intelligence Team  
That Produced This eBook

Karen Webster  
CEO

Scott Murray  
SVP and Head of Analytics

Lauren Chojnacki, PhD  
Senior Research Manager

Lucas Funes  
Senior Analyst

Matt Vuchichevich  
Senior Content Editor, Head of Reports

02

**PAYMENT  
METHOD**

CHOICE

11

**ONLINE  
SHOPPING**

AND DIGITAL  
WALLETS

17

**CONSUMERS'  
PAYMENT  
METHOD**

SELECTION  
PROCESS

25

**DECLINED  
PAYMENTS**

AND FRAUD

# TABLE OF CONTENTS



# PAYMENT METHOD CHOICE

# 01

Consumers are  
**67%**  
 more likely to use debit  
 than credit when making  
 grocery purchases.

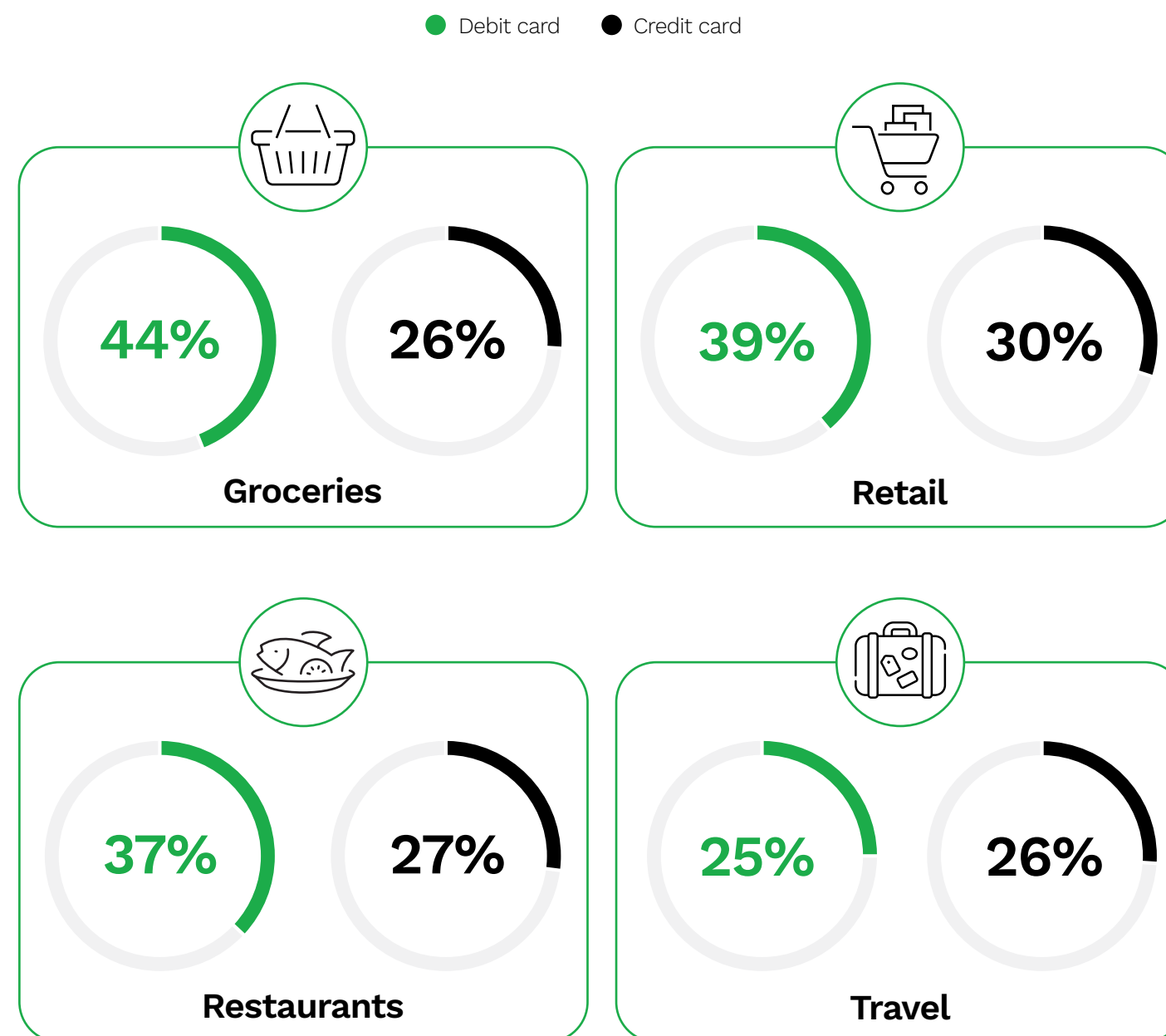
**So what:**

Consumers are reaching for their ‘cash on hand’ card option with debit cards when making smaller, everyday purchases — across grocery, restaurant and retail.

**FIGURE 1:**

**What consumers are buying using debit and credit**

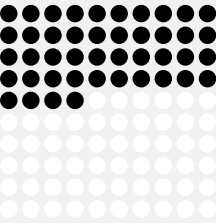
Share of consumers who made purchases using debit cards or credit cards



Source: PYMNTS Intelligence  
 How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30



# 44%

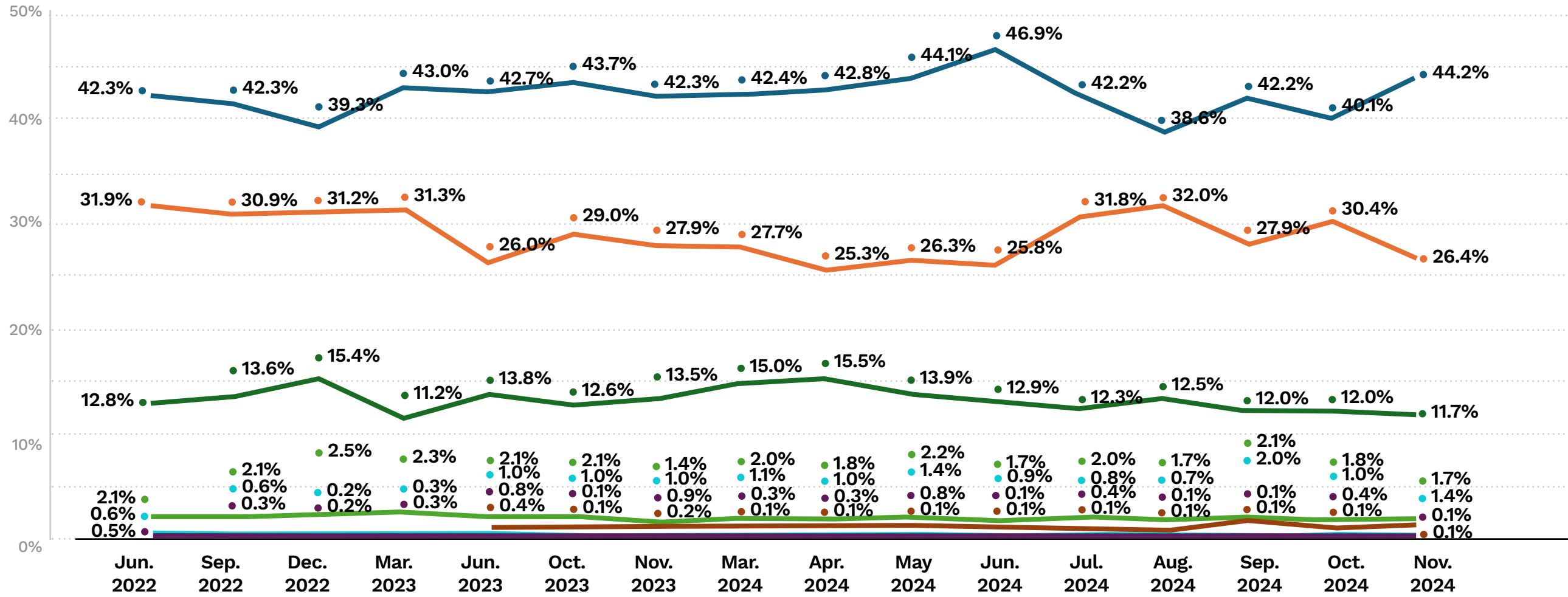


## Share of consumers who most recently used debit cards to pay for groceries, as of November

**FIGURE 2:** **How consumers pay for groceries**  
 Share of consumers who most recently used select payment methods to purchase grocery items

**So what:** Consumer payment preferences can be sticky, and getting consumers to use new methods is difficult. For example, debit has consistently been consumers' preferred method for making grocery purchases over the past two and a half years.

- Debit card
- Credit card
- Cash
- Cryptocurrency
- Gift card/store card
- Bank transfer
- BNPL

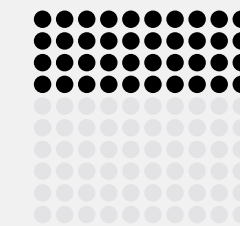


Source: PYMNTS Intelligence  
 How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30





# 40%



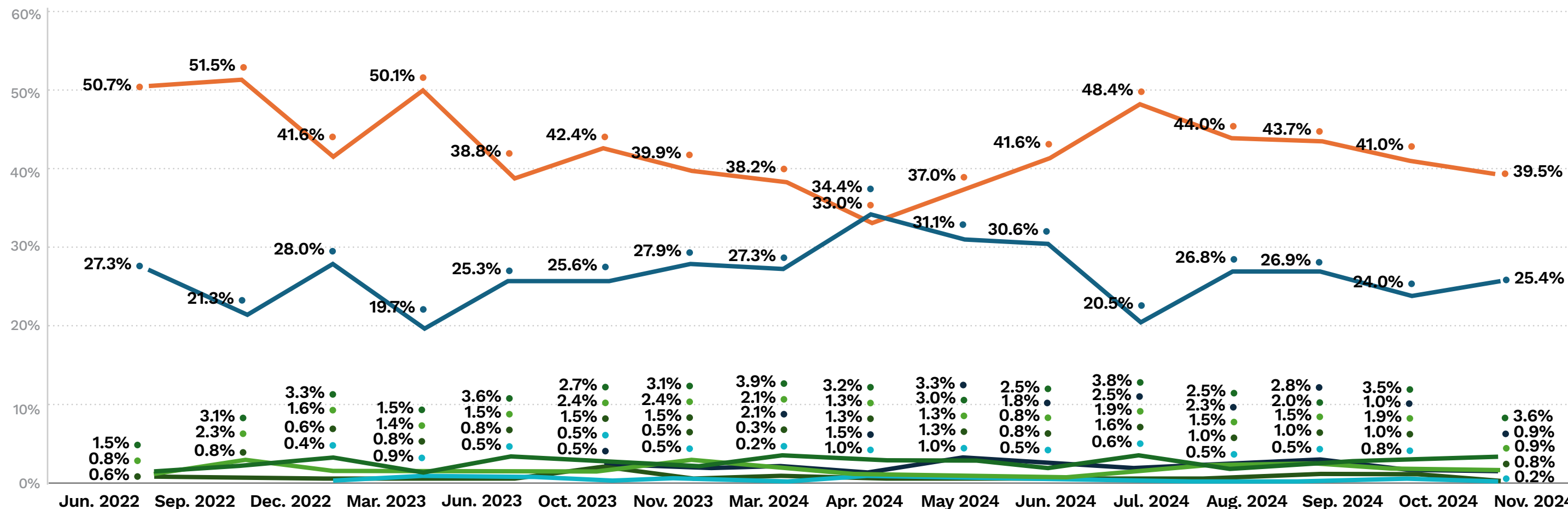
## Share of consumers who most recently paid for travel services using a credit card

FIGURE 3:

### Consumers' preferred payment method for travel

Share of consumers who used select payment methods most recently to pay for travel services

- Debit card
- Credit card
- Cash
- Cryptocurrency
- Gift card/store card
- Bank transfer
- BNPL



### So what:

Paying for travel consistently bucks larger trends. Unlike everyday purchases, consumers were more likely to reach for their credit card rather than their debit card or any other payment method to pay for travel.

Source: PYMNTS Intelligence  
 How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30

# ONLINE SHOPPING AND DIGITAL WALLETS

# 04

Consumers are



# 2.9 times

likely to have shopped in-store rather than online for their last retail purchase.

FIGURE 4:

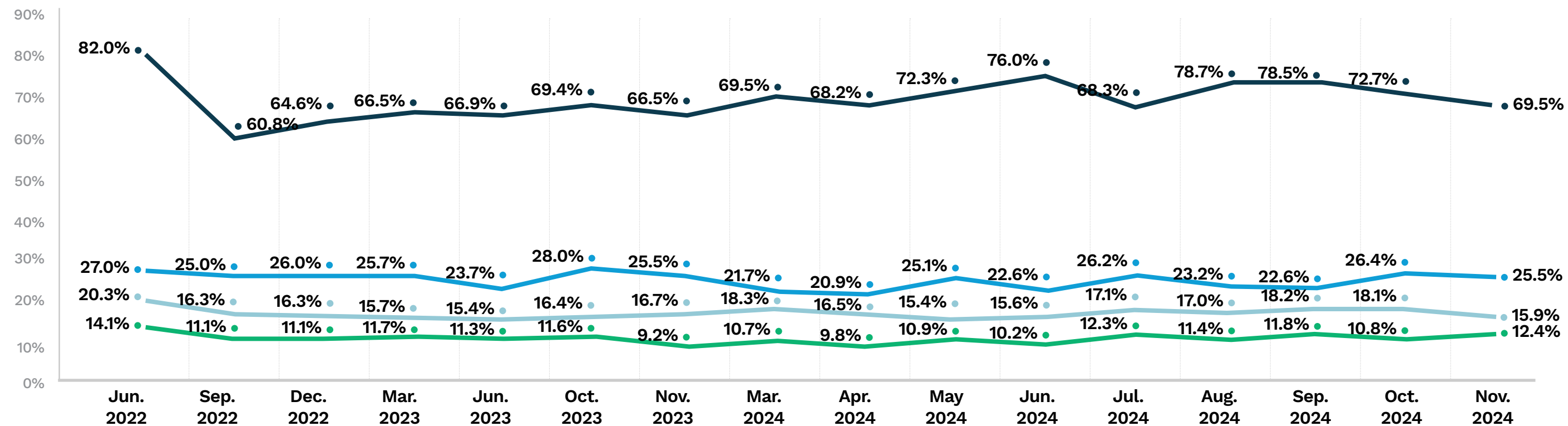
**What consumers buy online**

Share of consumers who bought select items or services online

- Travel
- Retail
- Restaurants
- Groceries

**So what:**

In-store shopping still dominates for consumers' everyday needs, while more specialized purchases like travel tend to be made online.



Source: PYMNTS Intelligence

How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30



# 05

Consumers are



# 2.4 times

more likely to use a digital wallet for a travel purchase than a grocery purchase.

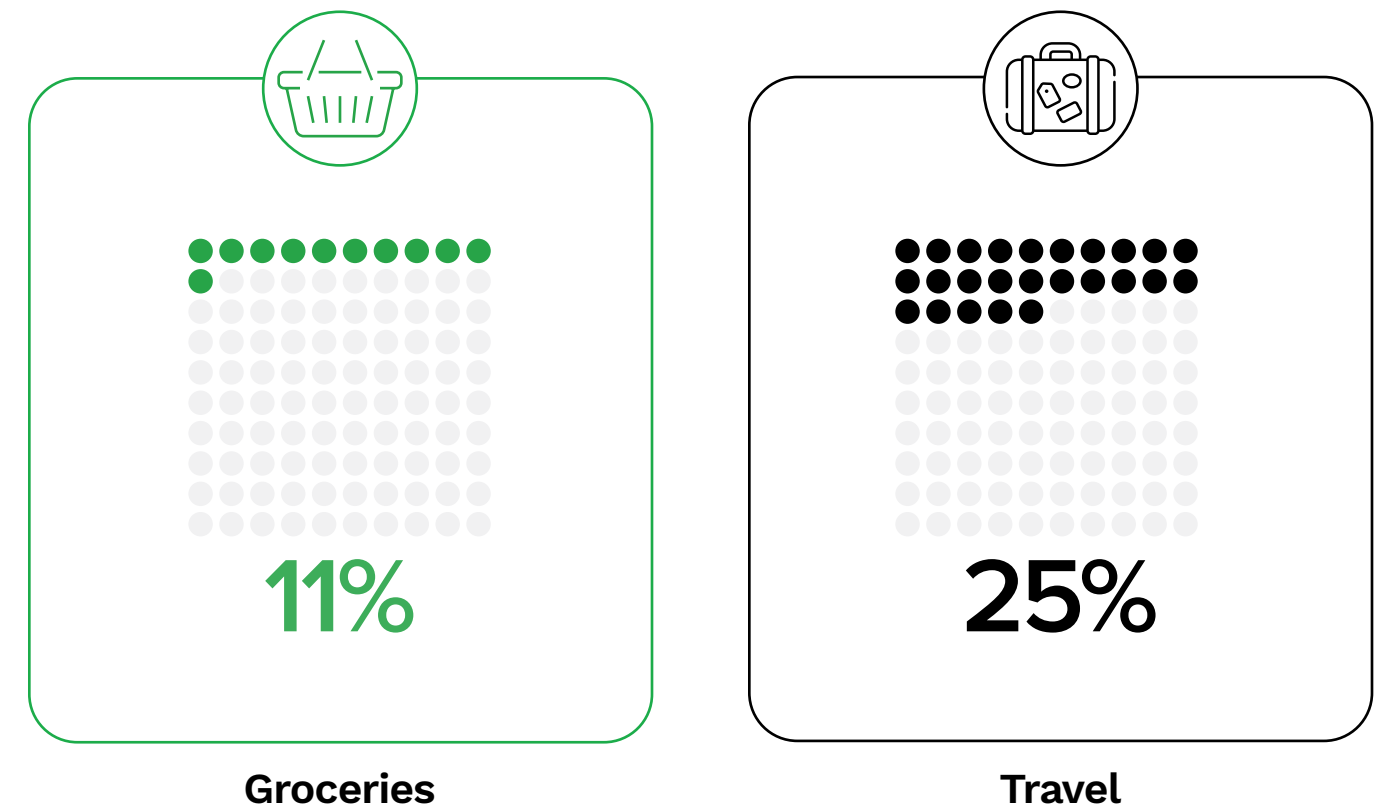
**So what:**

Consumers use digital wallets more for purchases that are less routine and are more likely to be made online.

**FIGURE 5:**

**Digital wallet use for groceries and travel**

Share of consumers who most recently used a digital wallet to purchase grocery items or travel services in the 30 days prior to being surveyed



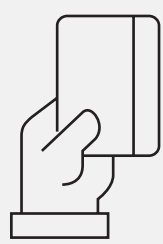
Source: PYMNTS Intelligence  
**How People Pay — 10 Impact Statements, January 2025**  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30

# CONSUMERS' PAYMENT METHOD SELECTION PROCESS



# 06

Consumers are at least



# 2 times

as likely to use debit because it is convenient than for any other reason.

**So what:**

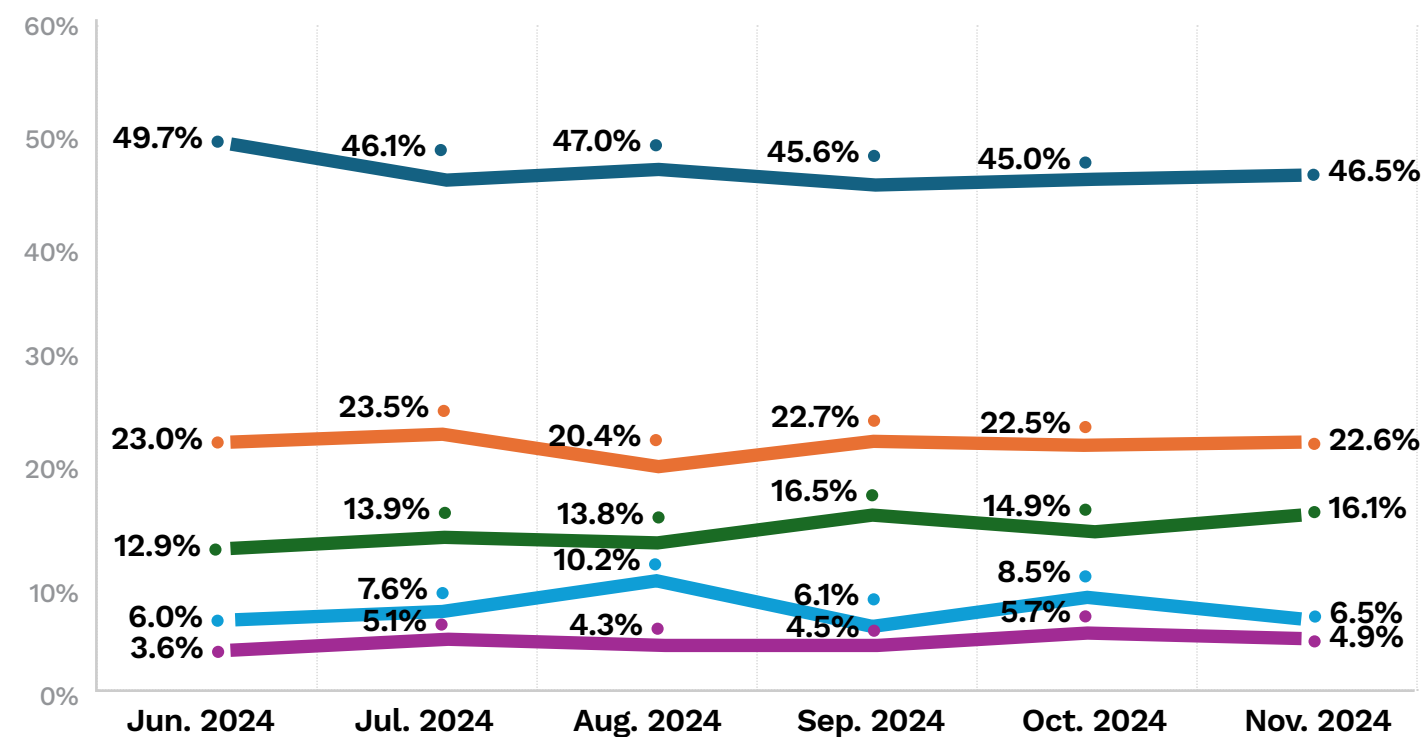
Consumers are not necessarily using debit strategically but are instead reaching for this method because it is simply easiest to use.

**FIGURE 6:**

**Top 5 reasons consumers use debit cards in-store**

Share of consumers citing select reasons to use a debit card for in-store purchases

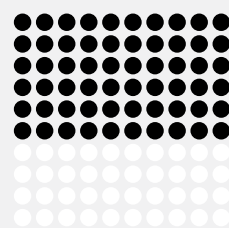
- The most convenient
- Easier to keep track of payments
- Help to stay within the budget
- Trust on the provider
- Better security



Source: PYMNTS Intelligence  
**How People Pay — 10 Impact Statements, January 2025**  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30

# 07

Consumers are  
**60%**  
 more likely to use a credit card  
 for an in-store purchase for  
 rewards than for convenience.



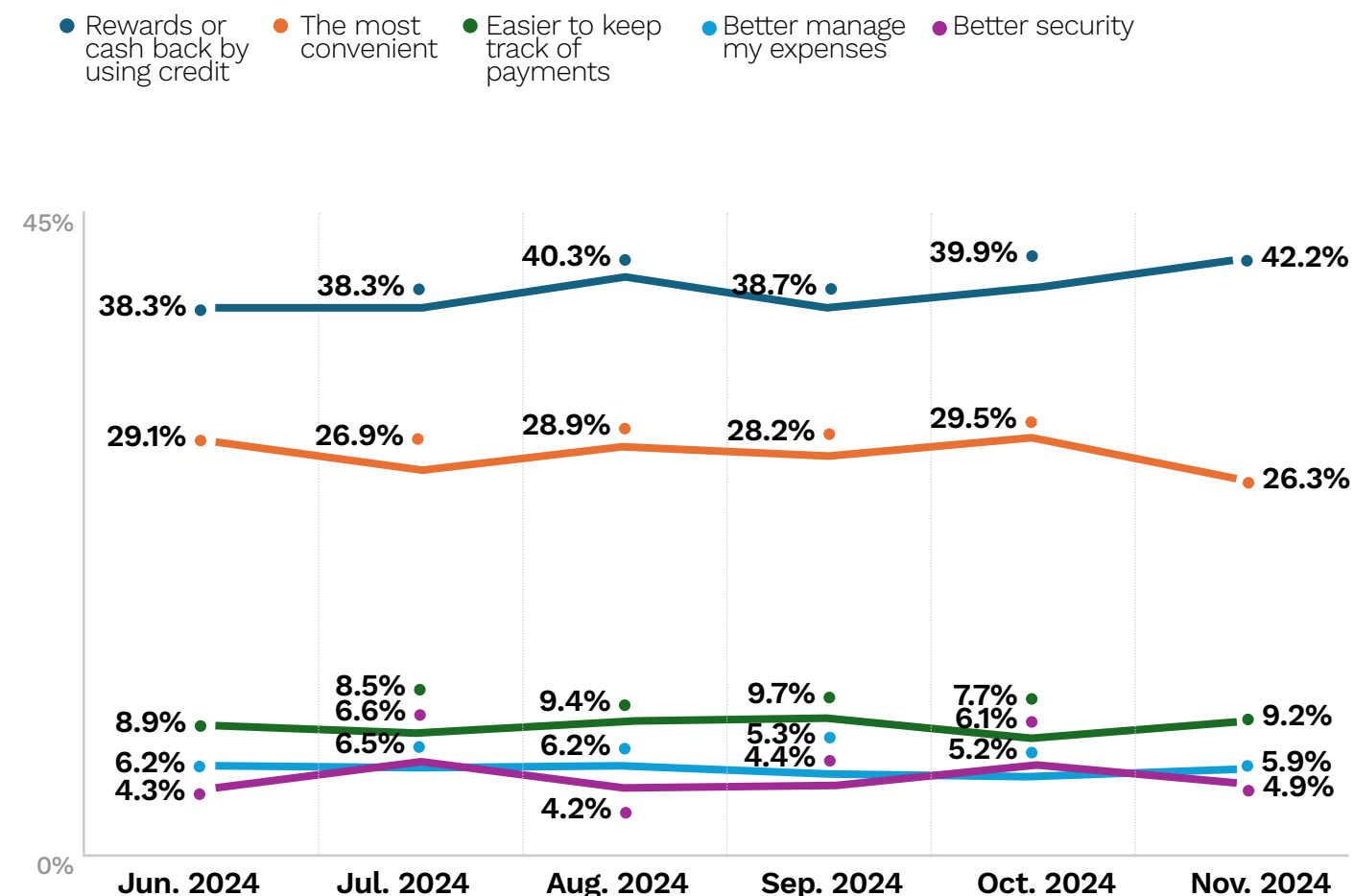
**So what:**

Consumers generally use credit more strategically than debit. While they use debit for convenience, they use credit because of rewards.

**FIGURE 7:**

**Top 5 reasons consumers use credit cards in-store**

Share of consumers citing select reasons to use a credit card for in-store purchases



Source: PYMNTS Intelligence  
 How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30



# 08

# 39%

Share of consumers who reach for the most convenient payment method when buying groceries

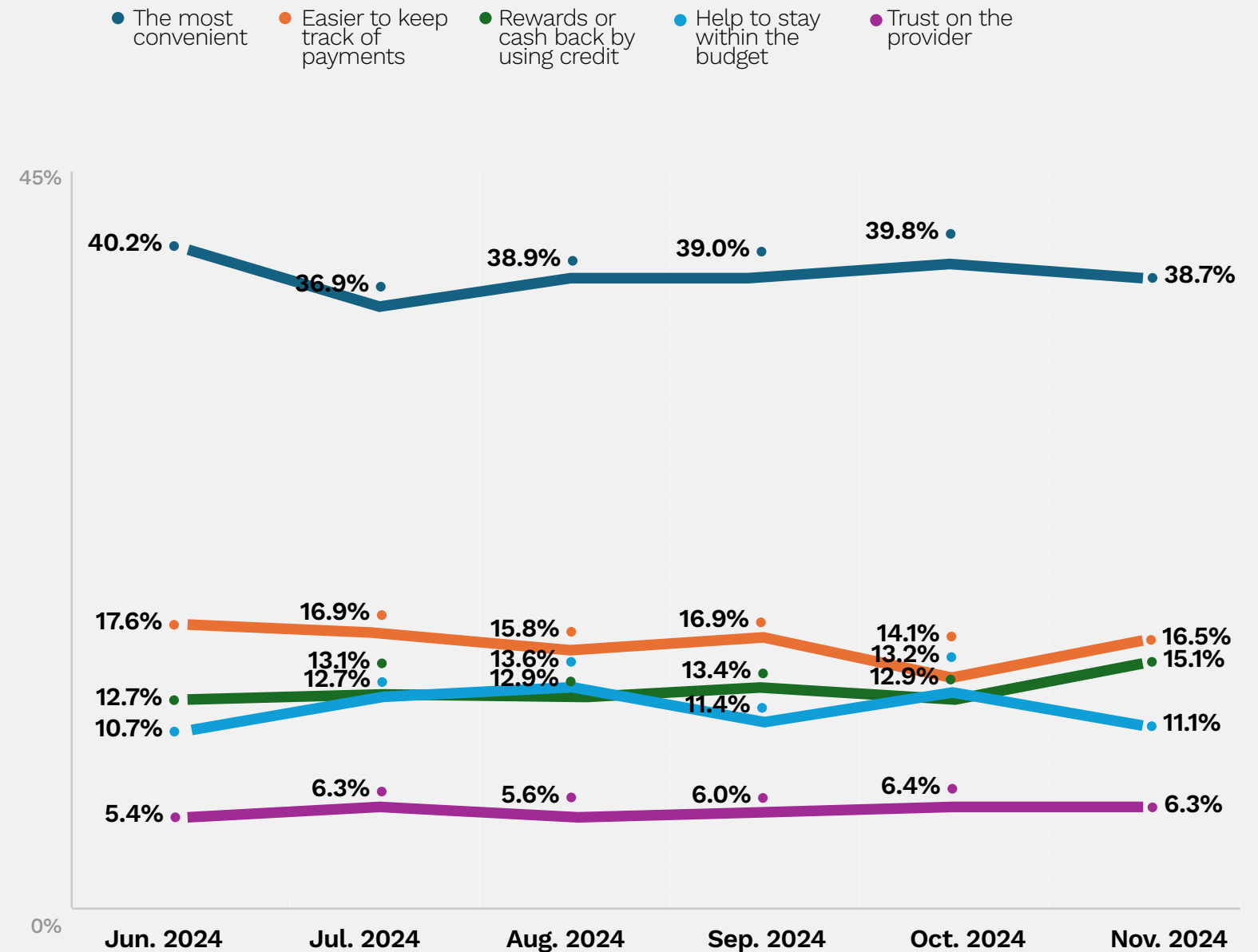
**So what:**

When making everyday purchases like groceries, many people reach for the most convenient method. This may help explain why debit, a method used predominantly for convenience, is the most popular choice for purchasing groceries.

**FIGURE 8:**

**Top 5 reasons consumers use a specific payment method to buy groceries**

Share of consumers citing select reasons for choosing a payment method when purchasing groceries



Source: PYMNTS Intelligence  
 How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30

# DECLINED PAYMENTS AND FRAUD



# 09

# 13%

Share of consumers who experienced payment declines in November 2024, down from 18% in September 2022

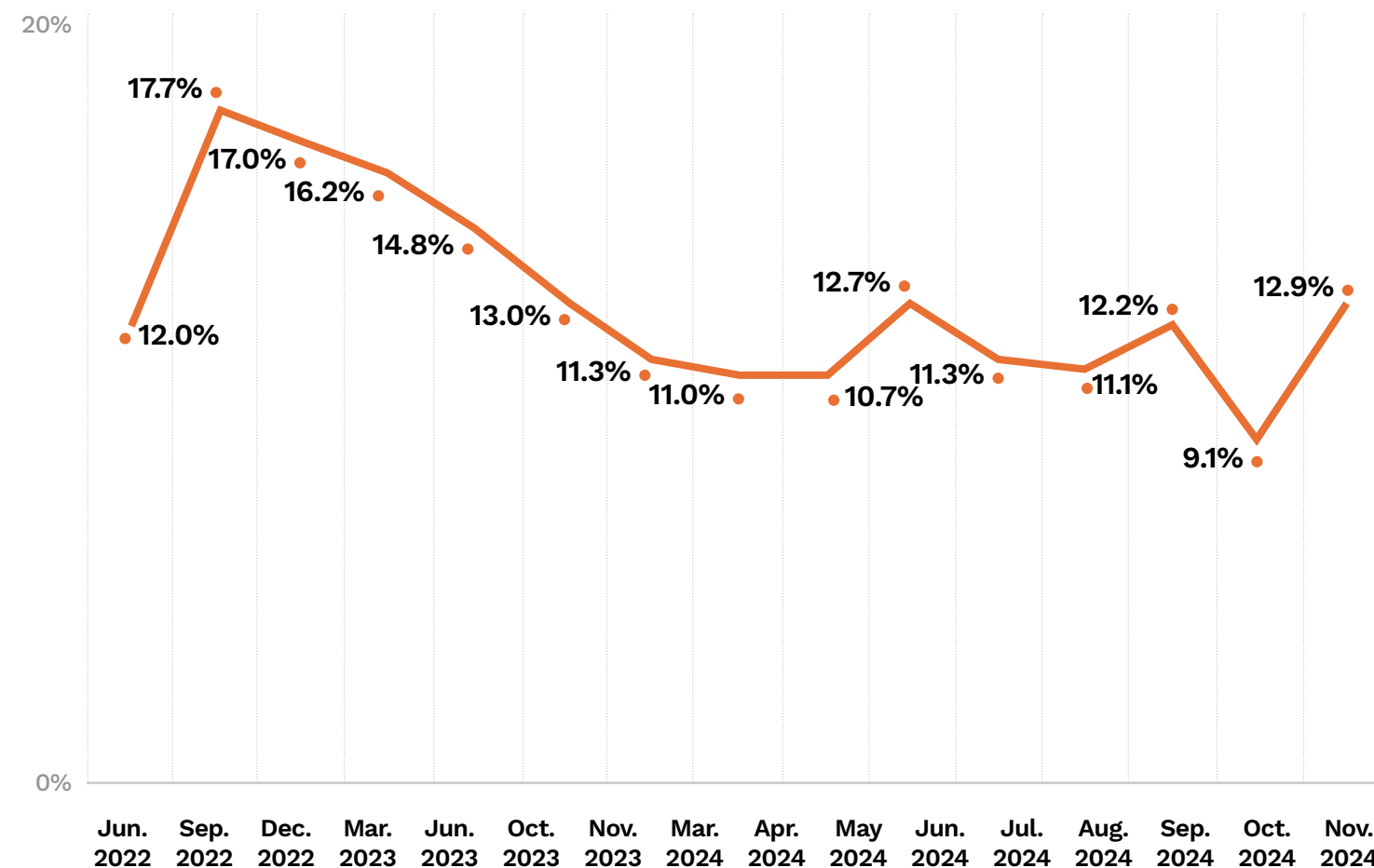
**So what:**

Payment declines have fallen by 27% in the last two years, leading to happier consumers and merchants.

**FIGURE 9:**

**Payment declines decrease**

Share of consumers who experienced payment declines over time



Source: PYMNTS Intelligence  
 How People Pay — 10 Impact Statements, January 2025  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30

# 10

# 6.9%

Share of consumers who experienced fraud as of November 2024

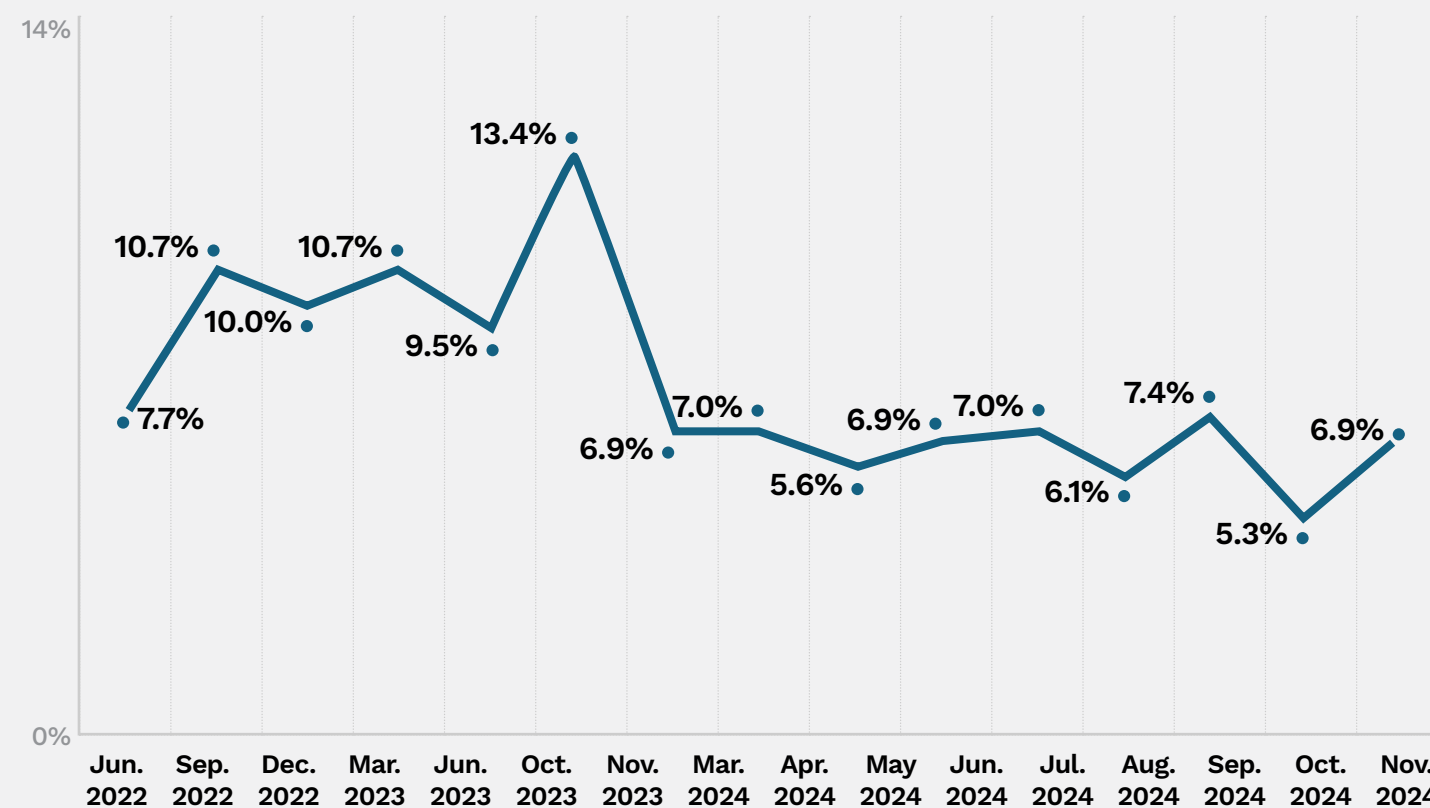
**So what:**

Fewer than 1 in 10 consumers reported experiencing fraud in 2024. Merchants, financial institutions and consumers have been effective over the course of the year at reducing the fraud rates.

**FIGURE 10:**

**Fraud remains stable**

Share of consumers who experienced fraud



Source: PYMNTS Intelligence  
**How People Pay — 10 Impact Statements, January 2025**  
 N varies based on number of consumers who purchased each product or service in November 2024, fielded Nov 11-30

# ABOUT

---

DISCLAIMER ■

## PYMNTS INTELLIGENCE

**PYMNTS Intelligence** is a leading global data and analytics platform that uses proprietary data and methods to provide actionable insights on what's now and what's next in payments, commerce and the digital economy. Its team of data scientists include leading economists, econometricians, survey experts, financial analysts and marketing scientists with deep experience in the application of data to the issues that define the future of the digital transformation of the global economy. This multi-lingual team has conducted original data collection and analysis in more than three dozen global markets for some of the world's leading publicly traded and privately held firms.

The 10 Impact Statements: How People Pay eBook may be updated periodically. While reasonable efforts are made to keep the content accurate and up to date, PYMNTS MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING THE CORRECTNESS, ACCURACY, COMPLETENESS, ADEQUACY, OR RELIABILITY OF OR THE USE OF OR RESULTS THAT MAY BE GENERATED FROM THE USE OF THE INFORMATION OR THAT THE CONTENT WILL SATISFY YOUR REQUIREMENTS OR EXPECTATIONS. THE CONTENT IS PROVIDED "AS IS" AND ON AN "AS AVAILABLE" BASIS. YOU EXPRESSLY AGREE THAT YOUR USE OF THE CONTENT IS AT YOUR SOLE RISK. PYMNTS SHALL HAVE NO LIABILITY FOR ANY INTERRUPTIONS IN THE CONTENT THAT IS PROVIDED AND DISCLAIMS ALL WARRANTIES WITH REGARD TO THE CONTENT, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT AND TITLE. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF CERTAIN WARRANTIES, AND, IN SUCH CASES, THE STATED EXCLUSIONS DO NOT APPLY. PYMNTS RESERVES THE RIGHT AND SHOULD NOT BE LIABLE SHOULD IT EXERCISE ITS RIGHT TO MODIFY, INTERRUPT, OR DISCONTINUE THE AVAILABILITY OF THE CONTENT OR ANY COMPONENT OF IT WITH OR WITHOUT NOTICE.

PYMNTS SHALL NOT BE LIABLE FOR ANY DAMAGES WHATSOEVER, AND, IN PARTICULAR, SHALL NOT BE LIABLE FOR ANY SPECIAL, INDIRECT, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, OR DAMAGES FOR LOST PROFITS, LOSS OF REVENUE, OR LOSS OF USE, ARISING OUT OF OR RELATED TO THE CONTENT, WHETHER SUCH DAMAGES ARISE IN CONTRACT, NEGLIGENCE, TORT, UNDER STATUTE, IN EQUITY, AT LAW, OR OTHERWISE, EVEN IF PYMNTS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

SOME JURISDICTIONS DO NOT ALLOW FOR THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, AND IN SUCH CASES SOME OF THE ABOVE LIMITATIONS DO NOT APPLY. THE ABOVE DISCLAIMERS AND LIMITATIONS ARE PROVIDED BY PYMNTS AND ITS PARENTS, AFFILIATED AND RELATED COMPANIES, CONTRACTORS, AND SPONSORS, AND EACH OF ITS RESPECTIVE DIRECTORS, OFFICERS, MEMBERS, EMPLOYEES, AGENTS, CONTENT COMPONENT PROVIDERS, LICENSORS, AND ADVISERS.

Components of the content original to and the compilation produced by PYMNTS is the property of PYMNTS and cannot be reproduced without its prior written permission.

---

We are interested in your feedback on this report. If you have questions, comments or would like to subscribe, please email us at [feedback@pymnts.com](mailto:feedback@pymnts.com).