



# How People Pay

A BrandedPay™ Study of Multinational Attitudes  
Around Shopping, Payments, Gifts and Rewards



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# How People Pay

Our shopping behaviors are transforming. How people shop, where they shop and how they pay are constantly in flux—and the trends and patterns in those changes reveal a lot about people. After all, behind all of the numbers and graphs are the people. People whose varied tastes, daily lives and specific motivations come together to form patterns and trends that shape global industries.

To better understand consumers around the world, Blackhawk Network launched a BrandedPay™ survey of twelve thousand people in eight countries about their shopping and payment habits. We asked them how often they shopped and where; how they paid for things and why; and how they felt about new and emerging payment methods. The result is this study, which can serve as a guide for what payments look like now and how the payments landscape will change in the coming years.

Even when our findings are obvious—people love shopping online, of course—the scale and speed of transformations were frequently surprising. Comparing attitudes and motivations sometimes revealed stark cultural differences that are critical for any company entering or growing its business in these regional markets.

For example, in the United States, workers receiving a gift from their employer overwhelmingly prefer a practical prepaid card they're free to use anywhere. In Germany and the Netherlands, prepaid cards are uniquely unpopular; workers want specific gifts to retailers chosen for them. The exact reasons for this are probably cultural and definitely beyond the scope of this study, but the lesson is clear. In Germany and the Netherlands, payment products will be better received if they're marketed as thoughtful gifts rather than practical ones.

There are also some trends that are impossible to ignore. Shopping and making payments through entirely digital channels is universal and growing, from Australia to Brazil. A majority of respondents in every region say that they shop online more often than they shop in stores. This trend is most pronounced in younger generations and in Latin American countries, but it's an essential fact across all demographic groups and in every region.

In the rest of this BrandedPay report, you'll find a summary and analysis of trends in each of our eight surveyed regions. We also included a detailed breakdown of how people in that region answered the survey, including any traits specific to that region. Understanding and putting these lessons into practice will remain a key part of our work as we continue to shape the future of global branded payments.



“Shopping and making payments through entirely digital channels is universal and growing”

# United States of America

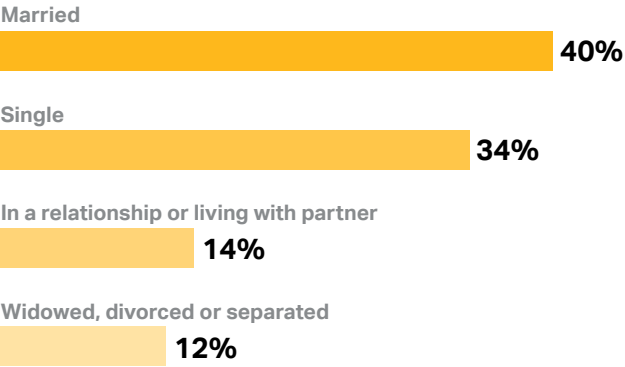


## Demographics

Do you have children under 18?



Relationship status



How would you describe yourself?





# How People Pay in the United States

American consumers are our survey's most engaged users of gift cards, both physical and digital. More than any other population in this survey, Americans are most likely to have purchased or received physical and digital gift cards. Gift card shopping kiosks originated in the United States and have since become ubiquitous in grocery stores and mass merchandiser retail. More than 75% of Americans have an opportunity to pass a gift card display rack every week.

Gift cards have permeated American culture as well. Americans are twice as likely to buy a physical gift card as a gift for someone else than for themselves. They're also the most likely of the eight populations surveyed to buy a physical gift card in-person at a retail store. Gift cards are also heavily used by American businesses for their employees—Americans are among the most likely in the eight countries in our survey to have received a physical gift card from their employer.

Americans are equally comfortable with digital payments, which they use slightly more often than they use cash. More than half of American shoppers use a bank-linked debit card at least a few times a week, and 88% of them still use cash at least once a month. Outside of credit cards, debit cards and cash, the American payments landscape is highly fractured. Individually, all of the brand- or bank-specific payment options we asked about went unused by a majority of Americans. PayPal is the most commonly used digital payment method in the United States, with 56% of Americans using it monthly.

Digital wallets have broken into the American consciousness, but they're still not used very often. Though 90% of Americans surveyed have a digital wallet of some kind, only about a third of Americans say that they use any single type of digital wallet to regularly make purchases. Digital wallets are more likely to be used by Americans to pay for in-store purchases than for online shopping.



"American consumers are our survey's most engaged users of gift cards, both physical and digital"

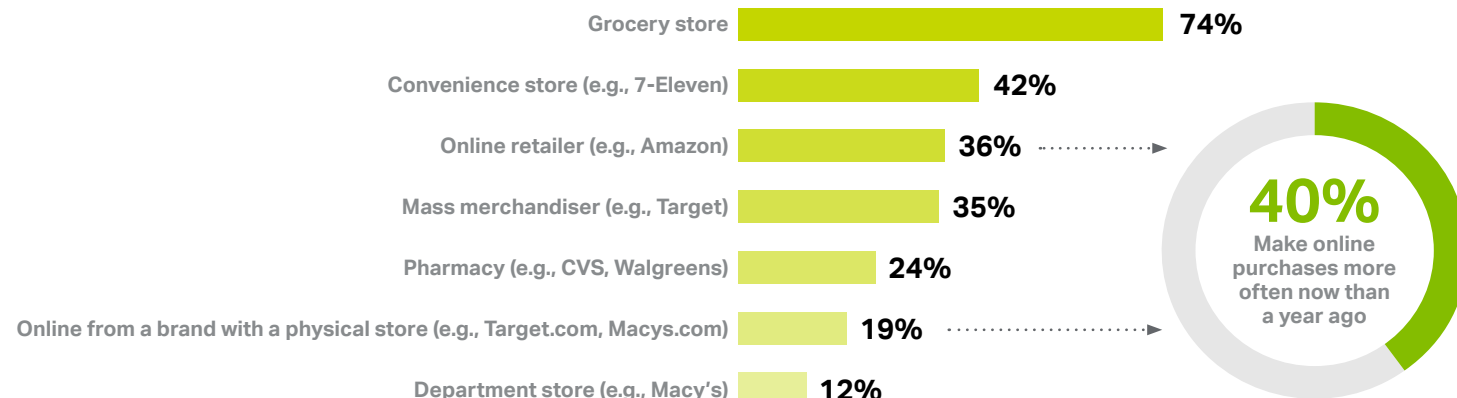
Americans live in a competitive, fast-paced culture. Almost 60% of Americans surveyed describe themselves as "a deal seeker and bargain hunter," and a further 35% identify as "someone who sticks to a tight budget." It makes sense that Americans as a whole are highly motivated by promotions and discounts, and they see deal-shopping as pragmatic and common-sense. Digital gift cards are just as likely to be purchased by Americans for themselves as for others, and Americans love that digital gift cards can be texted or emailed immediately. Thanks to speed, convenience and cost savings, online shopping has endeared itself to Americans. More than half of Americans say they shop online more often than they shop in physical stores.

Based on our analysis, marketing to Americans is most likely to be successful by focusing on great deals and discounts. Convenience and speed are always nice, but when it comes right down to it, Americans are most motivated by bargains that help them buy the things they want without going over budget.



# Habits

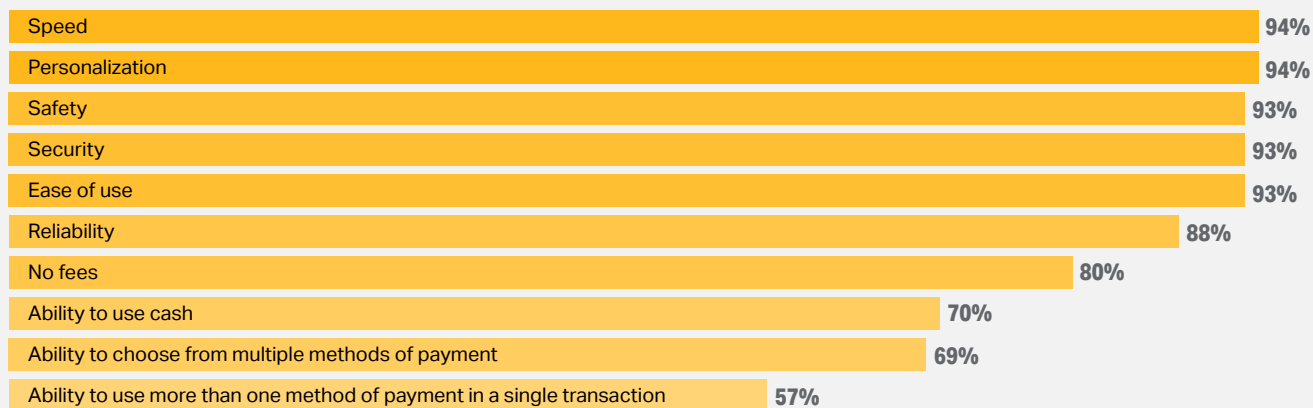
## Percent who purchase from these stores at least once a week:



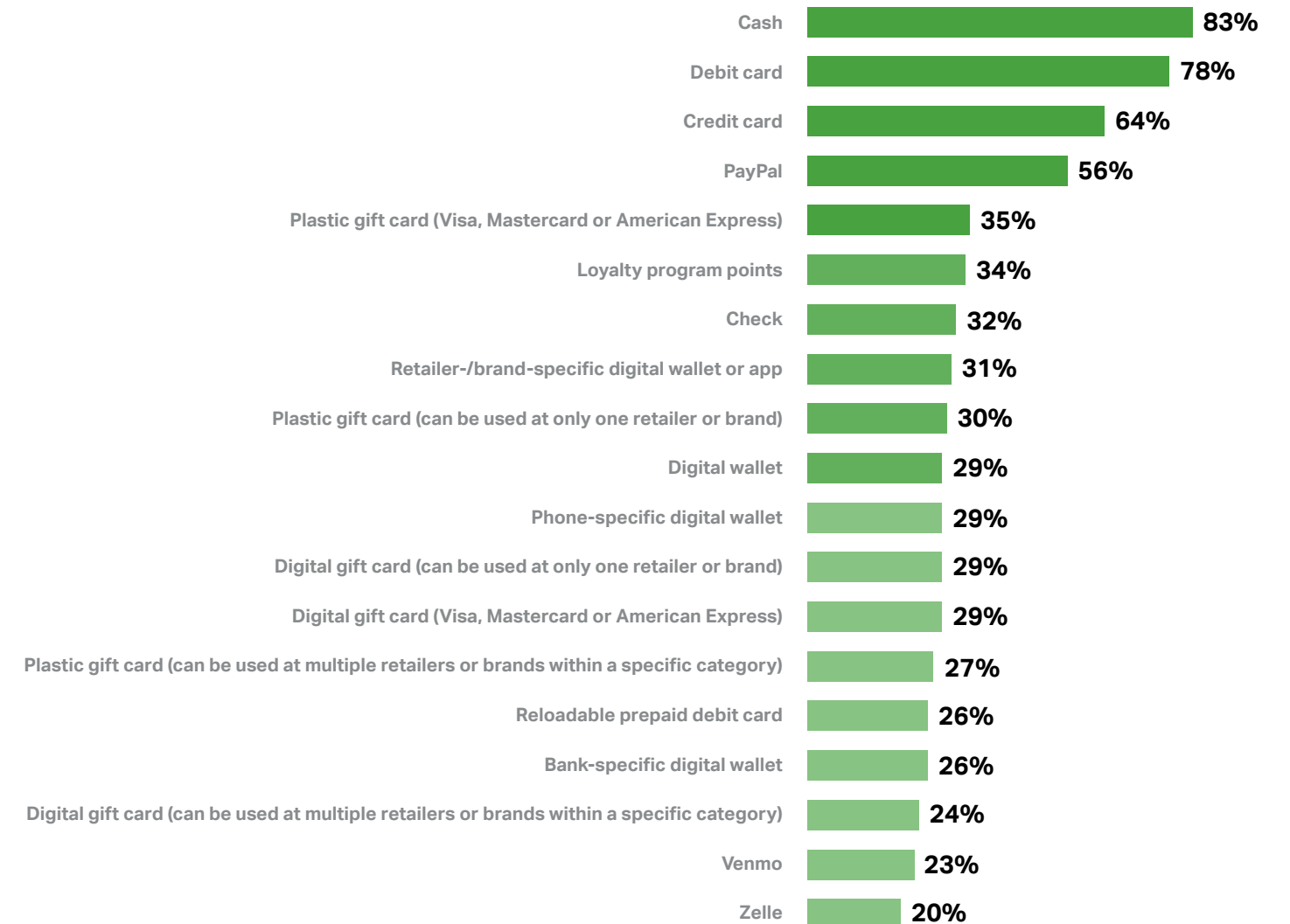
## Percent who never use these payment methods:

IN-STORE		ONLINE	
63%	Bank-specific digital wallet	67%	Venmo
63%	Venmo	66%	eCheck
60%	Reloadable prepaid debit	65%	Bank-specific digital wallet

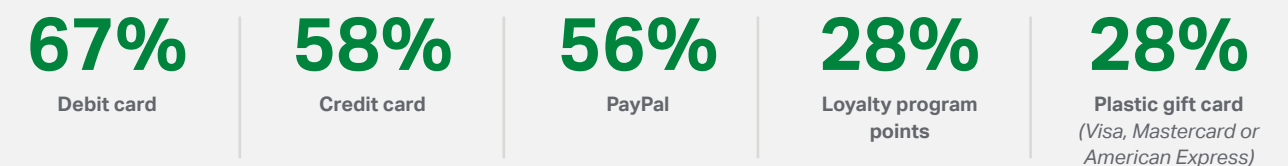
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

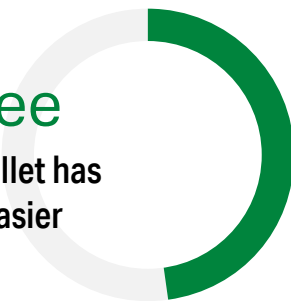
**48% agree**

Since getting a digital wallet,  
I shop more often



**48% agree**

Using a digital wallet has  
made shopping easier



Consumers who say they have **NOT**  
used these digital wallet types:

■ In-store ■ Online

Digital wallet, such as Visa Checkout, Mastercard Masterpass or American Express Pass



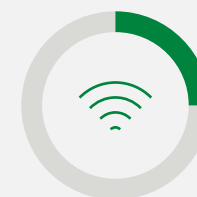
Bank-specific digital wallet



Retailer-/brand-specific digital wallet or app



Phone-specific digital wallet



Of those that don't use a digital wallet,  
**25%** are interested in using one in the future

Of those who aren't interested,  
the biggest thing that would make them interested:

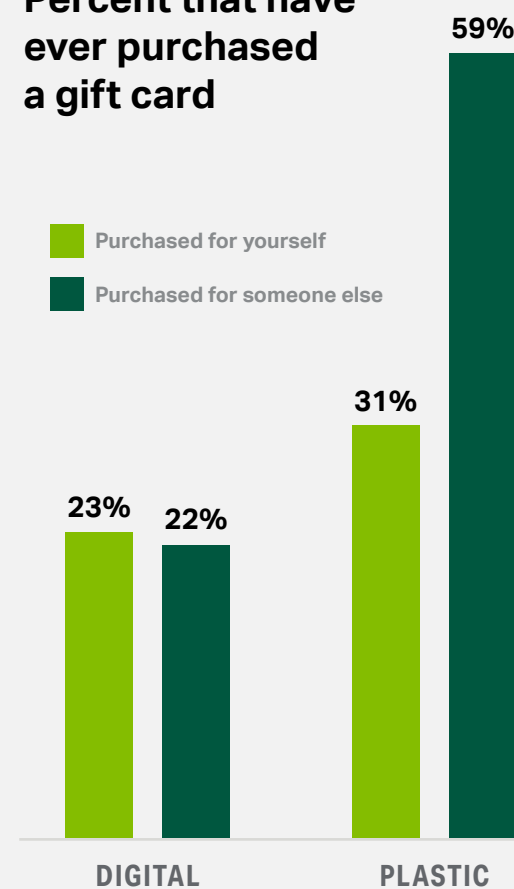
**"If I felt comfortable that it was secure"**



# Gift Cards

## Percent that have ever purchased a gift card

Purchased for yourself  
Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



45%

To make purchases online



38%

To treat myself



31%

To receive a discount or take advantage of a promotion

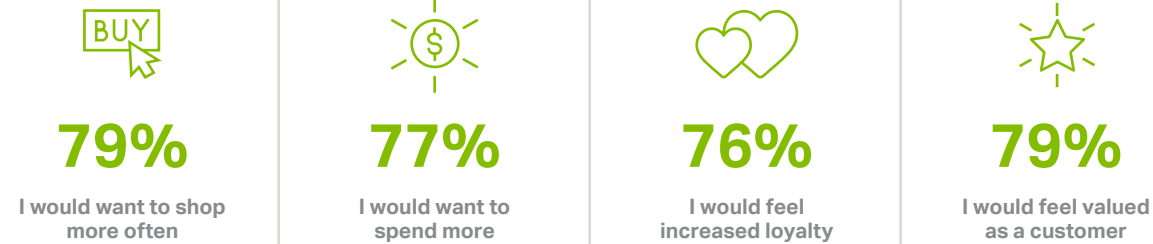




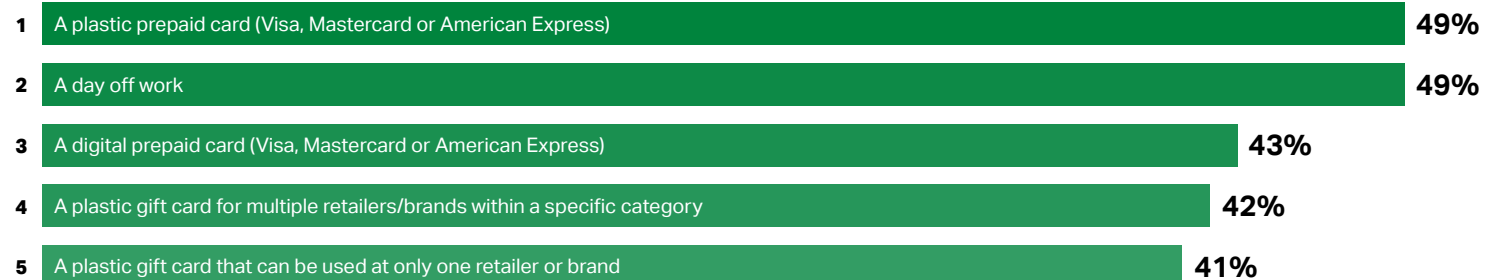


# Incentives

## How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



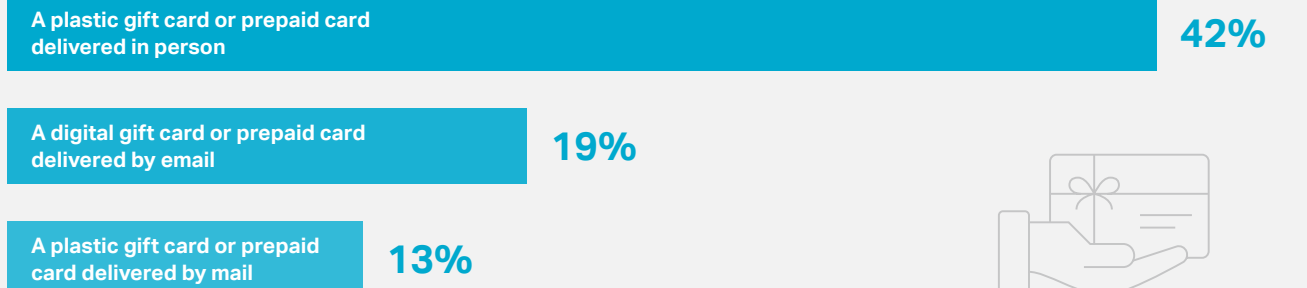
## Which of these gifts would you like to receive from your employer?



## ...and which of these gifts have you ever received from your employer?



## If your employer gave you a gift card, how would you like to receive it?



## How would you feel if your employer gave you a gift card or prepaid card as a reward?



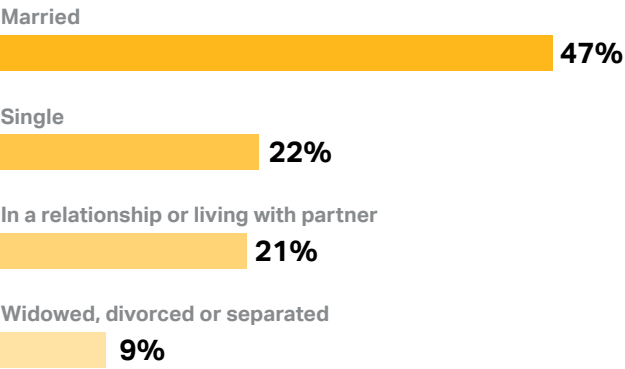


# Demographics

## Do you have children under 18?



## Relationship status



## How would you describe yourself?





# How People Pay in Canada

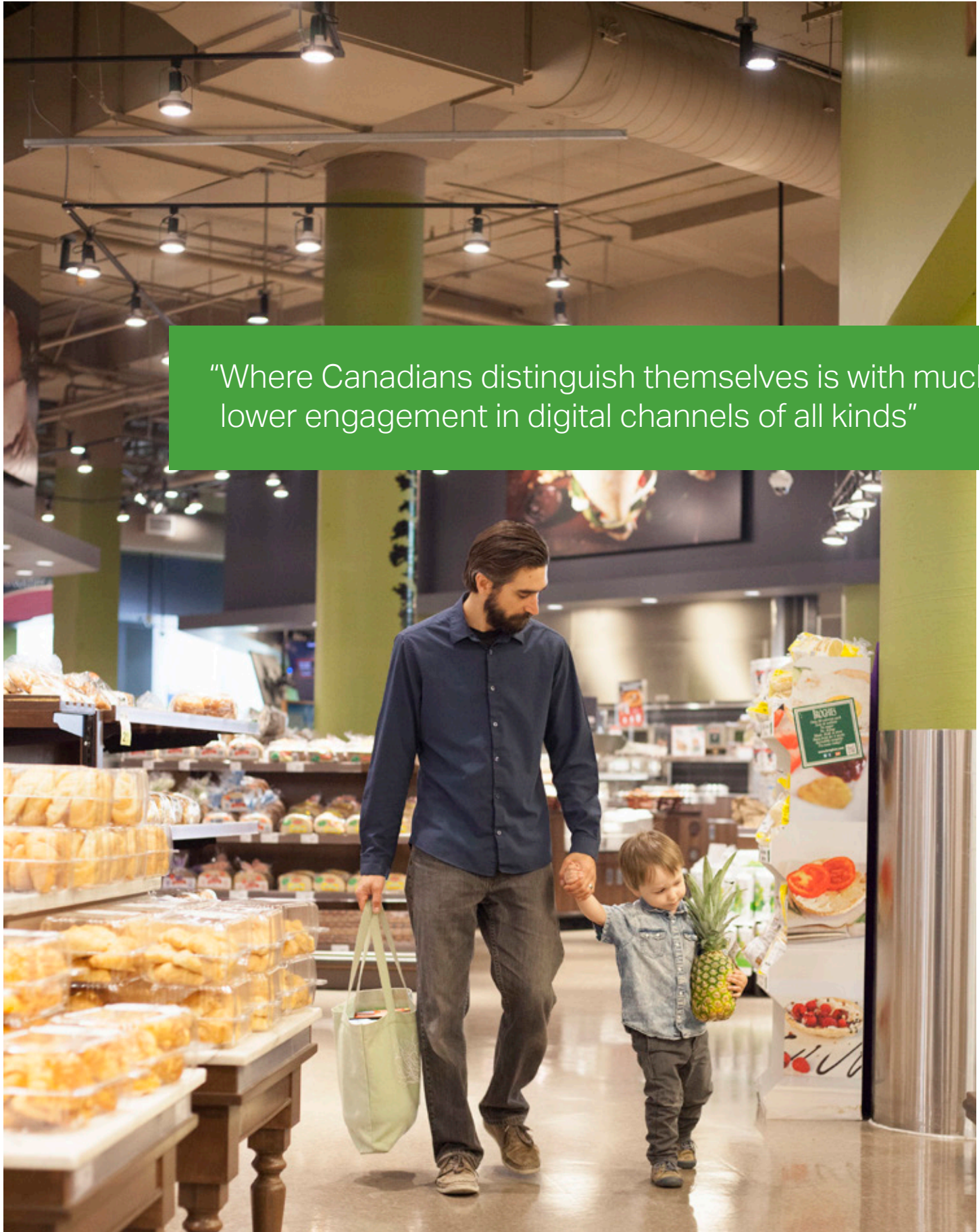
In many ways, Canadian consumers are exactly like American consumers: highly deal-motivated and among the most likely in the eight countries in our survey to identify as “a deal seeker and bargain hunter.” Most Canadians—80%—pass by gift card shopping kiosks in grocery stores on a weekly basis and use them frequently.

Where Canadians distinguish themselves is with much lower engagement in digital channels of all kinds. They are among the least likely in our survey to say they shop online more often than in-store, and their attachment to digital gift cards is similarly low. Digital wallets are very rarely used, even though Canadians are aware of digital wallets at around the same rate as other countries. When they do go online, Canadians are the least likely to engage with a retailer’s app rather than a website.

Canadians’ aversion to digital payment methods does not extend to credit cards and debit cards, which most Canadians use regularly. Credit card use is particularly high in Canada compared to other countries in our survey, where debit cards are the preferred way to pay for daily or weekly shopping.

Canadians are highly motivated by discounts and promotions, and they are more likely than Americans to seek out promotions and special offers when they shop. In fact, according to our survey, only shoppers in Mexico and Brazil are more deal-driven. Marketing to Canadians should focus on great deals that they can find in shops they can visit in-person.

There is a growing market for online shopping, of course, but Canadians have been slower to embrace it than almost any population in our survey. In our analysis, any effort to increase digital engagement with Canadians should focus on exceptional cost-savings first and foremost.

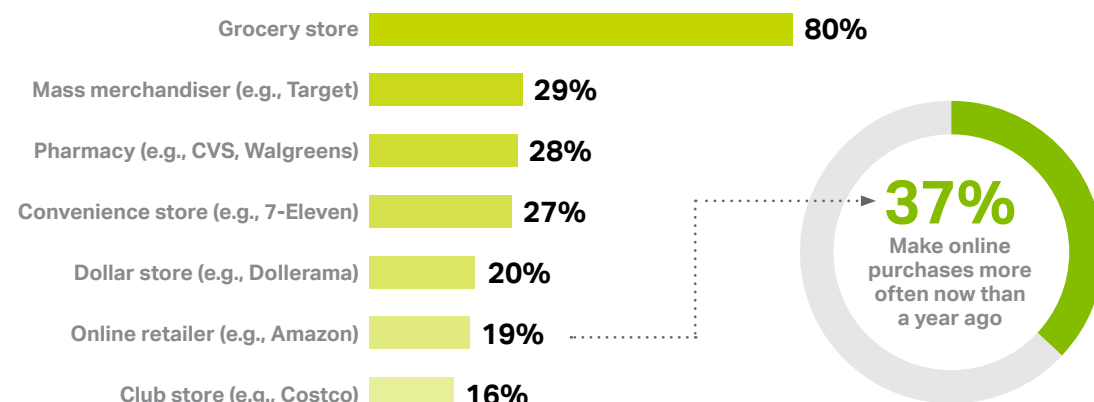


“Where Canadians distinguish themselves is with much lower engagement in digital channels of all kinds”



# Habits

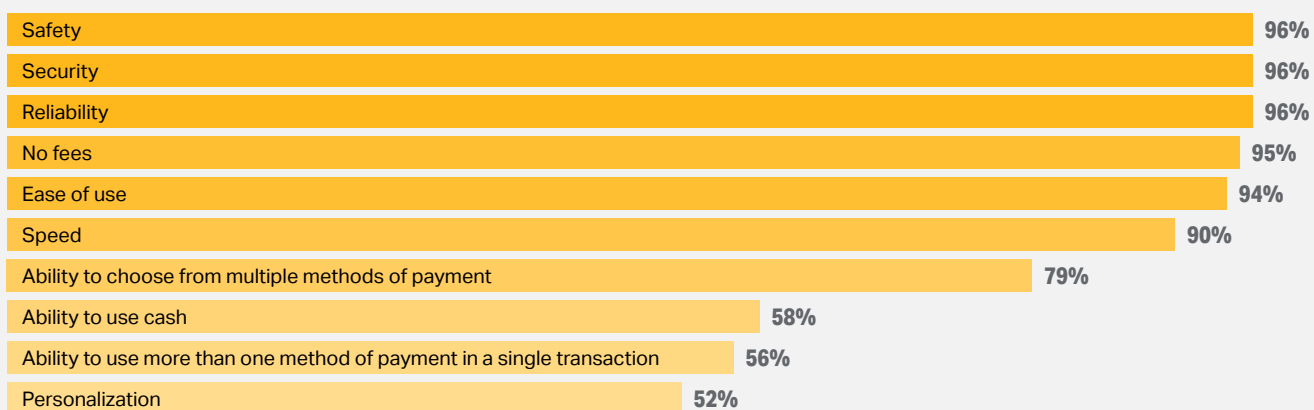
## Percent who purchase from these stores at least once a week:



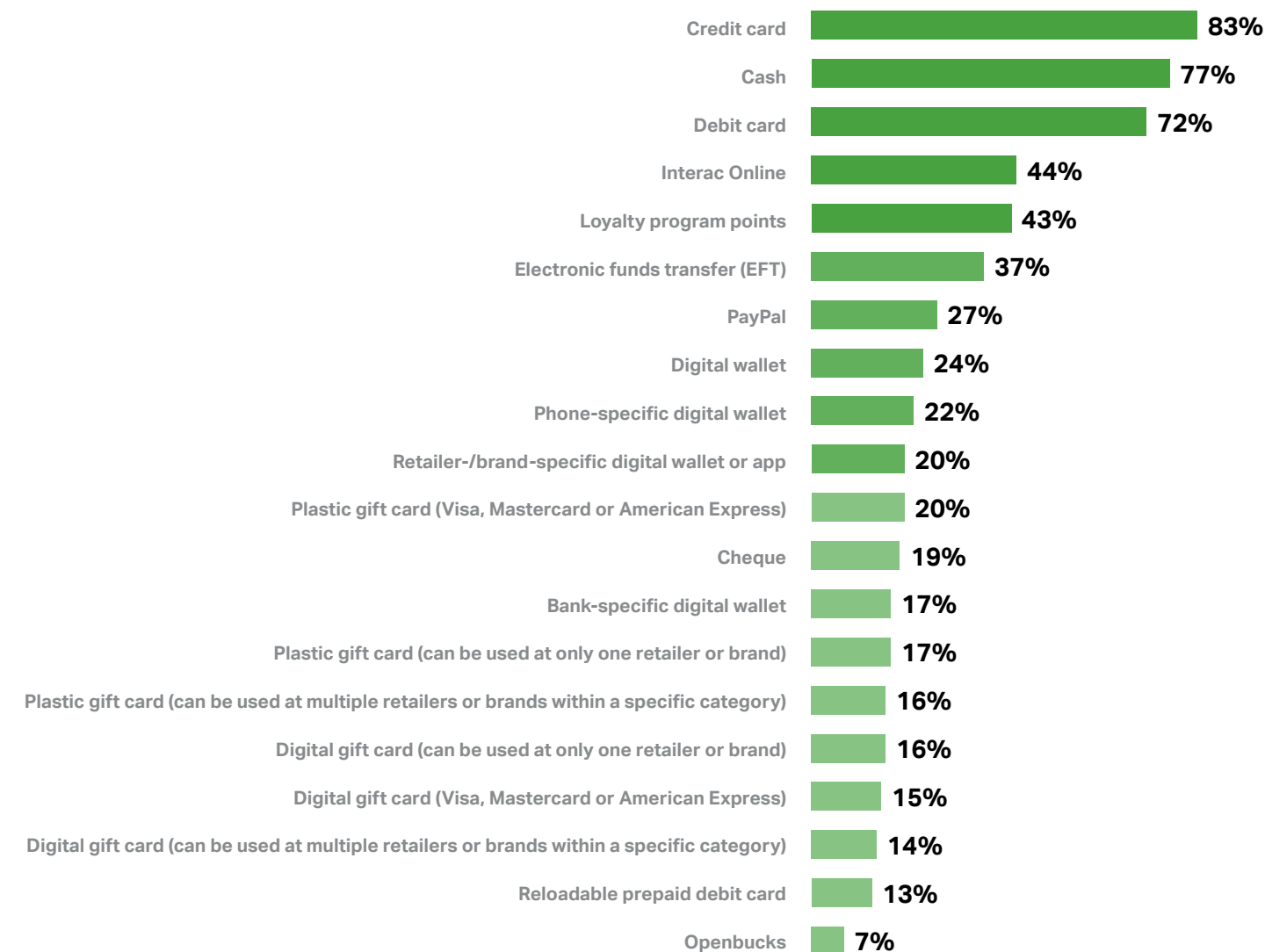
## Percent who never use these payment methods:

IN-STORE		ONLINE	
82%	Openbucks	84%	Openbucks
72%	Bank-specific digital wallet	80%	Bank-specific digital wallet
68%	Brand-specific digital wallet	80%	Reloadable prepaid debit

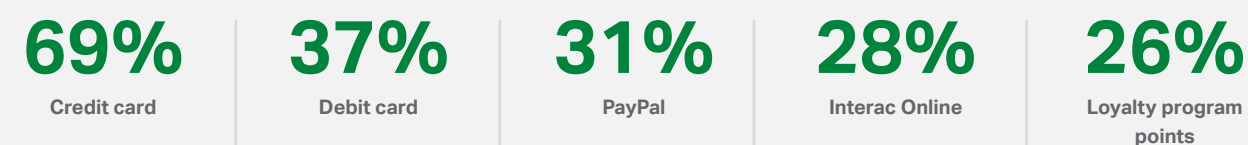
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**20% agree**

Since getting a digital wallet,  
I shop more often

**32% agree**

Using a digital wallet has  
made shopping easier



Consumers who say they have **NOT**  
used these digital wallet types:

■ In-store ■ Online

Digital wallet, such as Visa Checkout, Mastercard Masterpass or American Express Pass



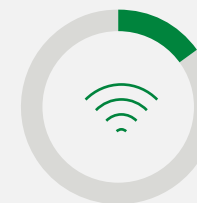
Bank-specific digital wallet



Retailer-/brand-specific digital wallet or app



Phone-specific digital wallet



Of those that don't use a digital wallet,  
**15%** are interested in using one in the future

Of those who aren't interested,  
the biggest thing that would make them interested:

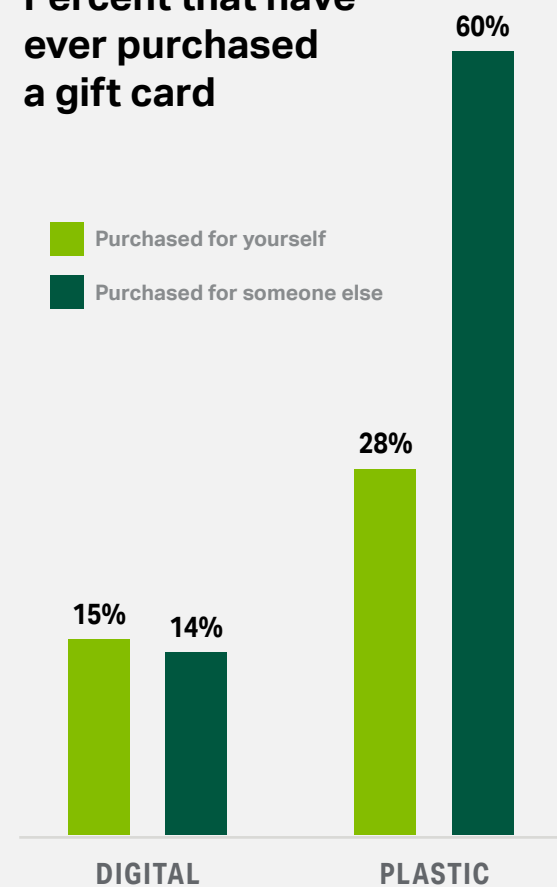
**"If I felt comfortable that it was secure"**



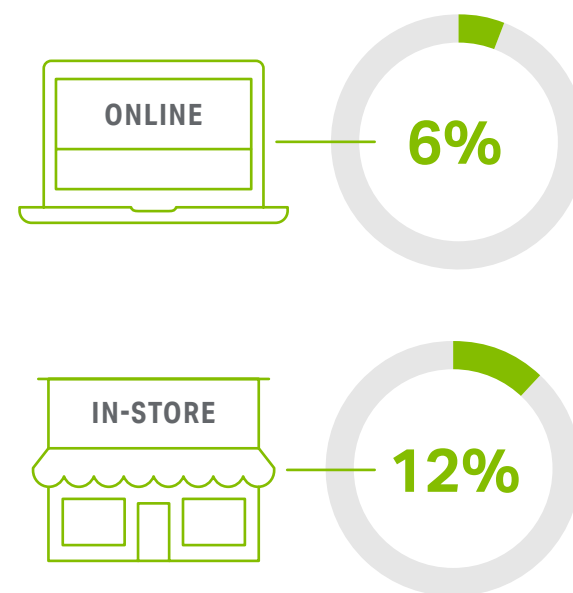
# Gift Cards

## Percent that have ever purchased a gift card

- Purchased for yourself
- Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



37%

To make purchases online



36%

To treat myself



36%

To receive a discount or take advantage of a promotion





# Incentives

How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



76%

I would want to shop more often



75%

I would want to spend more



74%

I would feel increased loyalty



77%

I would feel valued as a customer

How would you feel if your employer gave you a gift card or prepaid card as a reward?



76%

I would feel motivated to work harder



78%

I would feel more loyal to my employer



84%

I would feel valued



76%

I would want to stay with the company

Which of these gifts would you like to receive from your employer?



...and which of these gifts have you ever received from your employer?





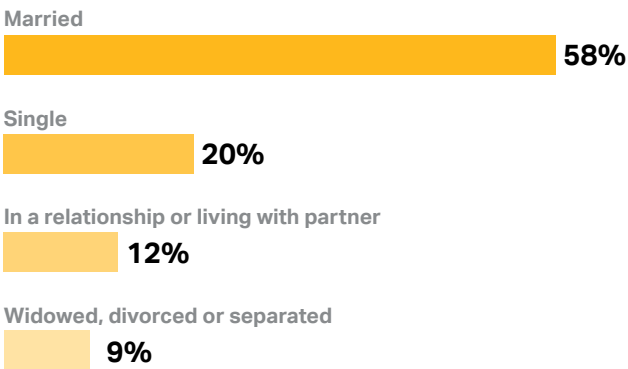
# Mexico

## Demographics

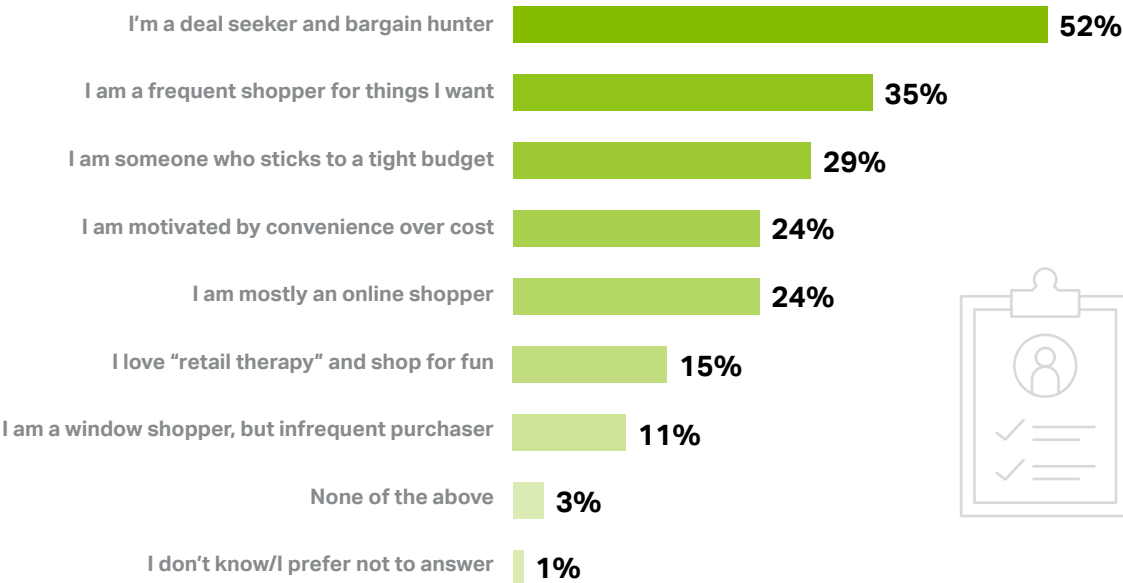
Do you have children under 18?



Relationship status



How would you describe yourself?





# How People Pay in Mexico

Mexican shoppers are the most active and quickly growing segment of shoppers in our survey. They are the most likely to say that they're shopping more online and in physical stores—they're just shopping more than they used to.

As part of this explosion of growth, Mexicans have whole-heartedly embraced digital and mobile shopping experiences. About half of all Mexican shoppers say they only use a mobile phone to shop online. They're also among the most likely to engage with retailers' apps, with a solid majority—62%—reporting that they prefer apps over websites.

Though they're among the least likely to report that they're "on a tight budget," Mexican shoppers overwhelmingly look out for promotions and deals (91%). More than half of Mexican shoppers (56%) say they only shop when they have a promotion in-hand.

Mexicans are among the least likely in our survey to have digital wallets at only 60%, citing concerns about wallet security and wishing that more retailers accepted them. This seems to be a sincere and urgent wish, since Mexican consumers are also the most likely to believe in the perks, convenience and savings that come with digital wallets. This is probably because, in their experience, digital wallets work; Mexicans are the most likely to say that "since getting a digital wallet, I shop more often" and "digital wallets make shopping easier." Mexicans and Brazilians are also unique in that they appreciate that digital wallets and digital gift cards are safer than carrying cash.



"Mexican shoppers overwhelmingly look out for promotions and deals"

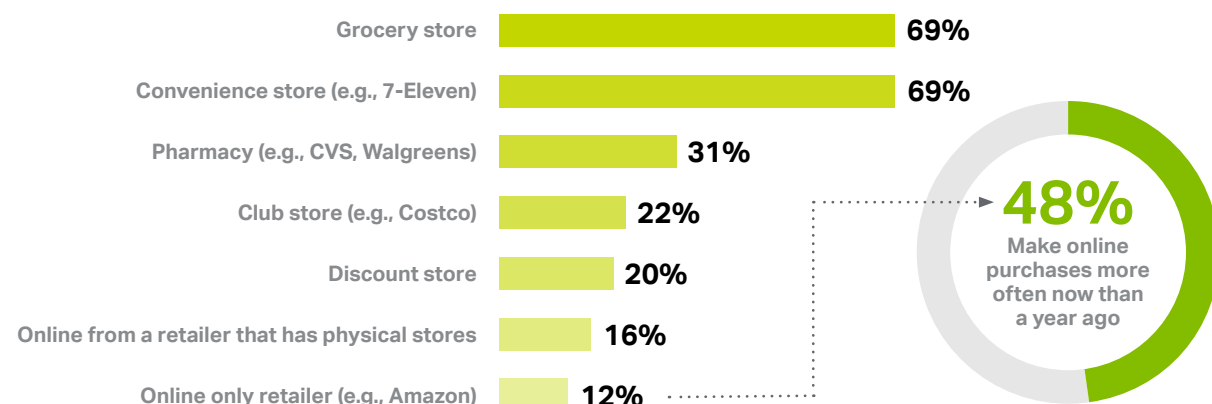
Structurally, the shopping environment in Mexico is unique. Respondents in Mexico are the only population to report shopping in convenience stores and corner stores like 7-Eleven, OXXO and Circle K more often than they shop in grocery stores like Walmart and Chedraui. Mexicans are also the most likely in our survey to use cash—97% of Mexican shoppers use cash, and 60% of them use it daily. When they don't use cash, Mexican shoppers use debit cards and credit cards at about the same rates as the rest of the world.

For marketing in Mexico, focus on deals and special savings across digital channels, including digital gift cards, digital wallets and branded apps. If you want to penetrate the market in physical retail locations, don't overlook convenience and corner stores as an essential part of the shopping ecosystem.



# Habits

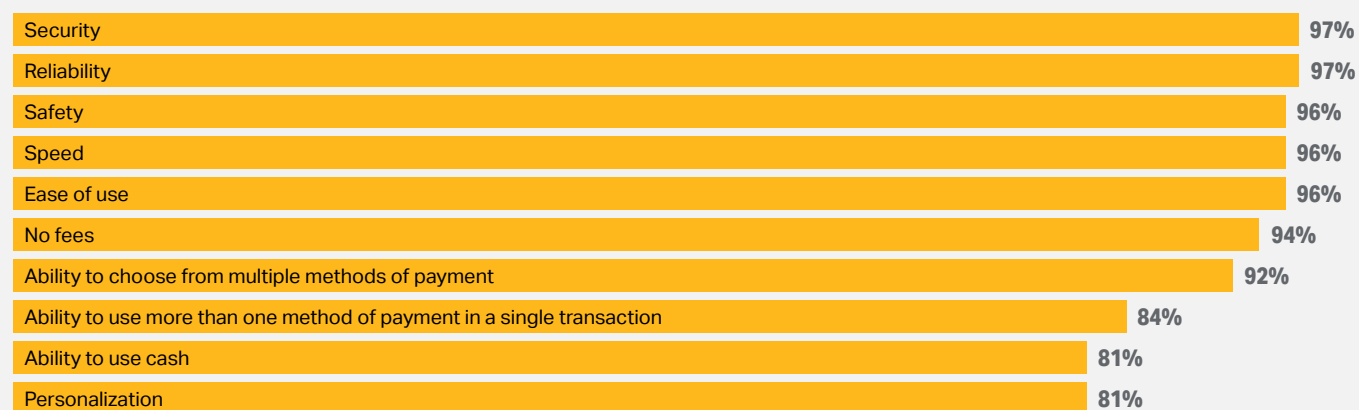
## Percent who purchase from these stores at least once a week:



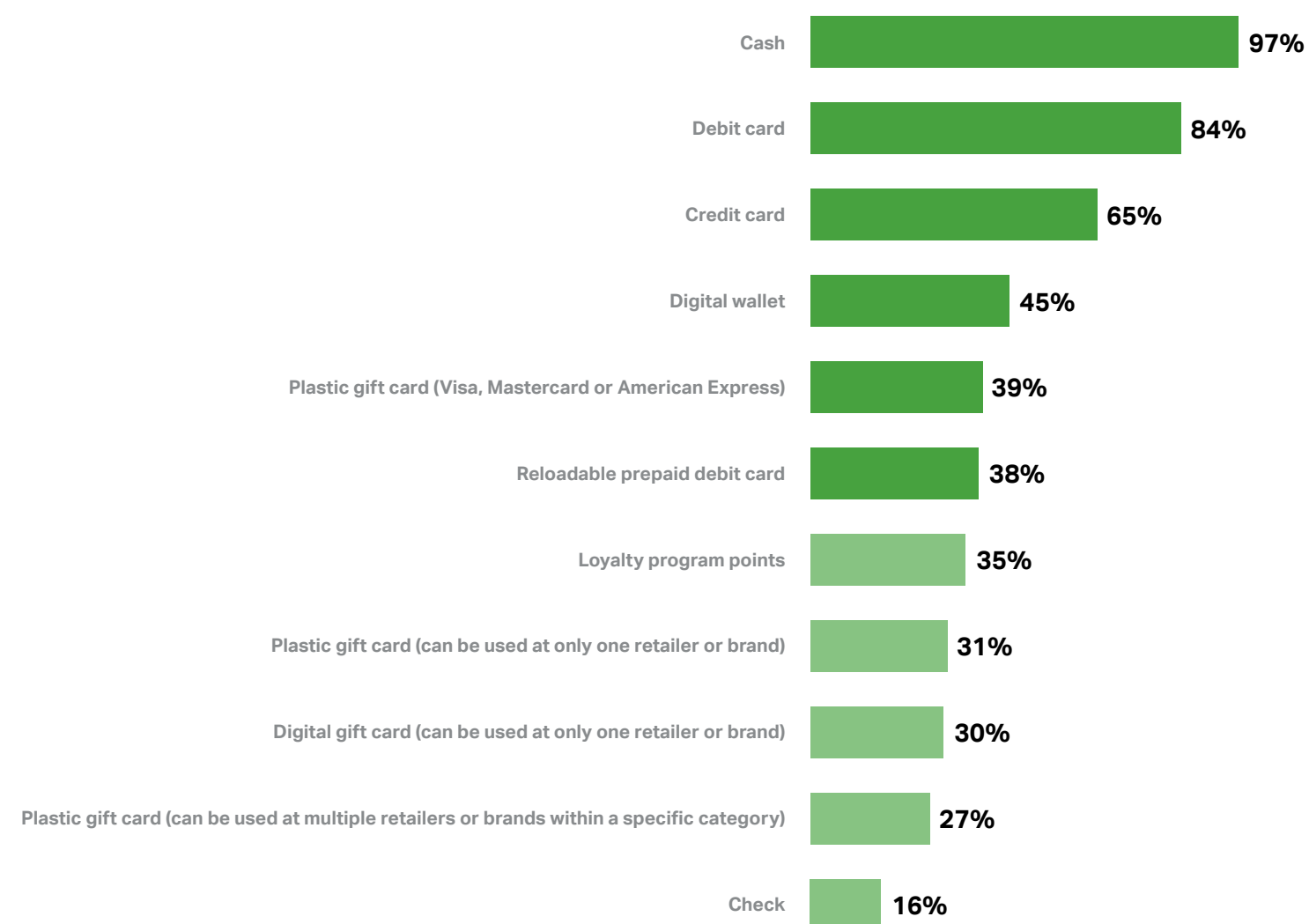
## Percent who never use these payment methods:

IN-STORE		ONLINE	
69%	Check	59%	Plastic gift card usable at multiple retailers
53%	Plastic gift card usable at multiple retailers	55%	Brand-specific plastic gift card
48%	Reloadable prepaid debit card	54%	Reloadable prepaid debit

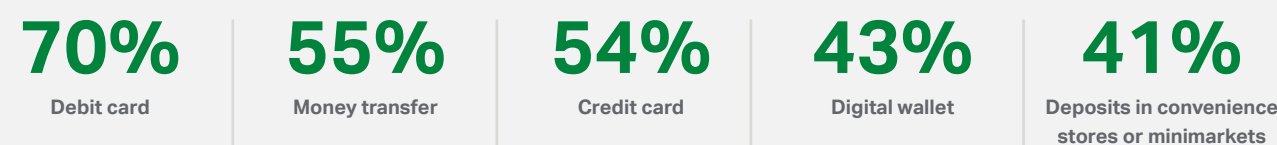
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**68% agree**

Since getting a digital wallet,  
I shop more often



**82% agree**

Using a digital  
wallet has made  
shopping easier



How interested are consumers in  
using a digital wallet in the future?

Very interested



Somewhat interested



Not very interested



Not at all interested



Of those that don't use a digital wallet,  
**62%** are interested in using one in the future

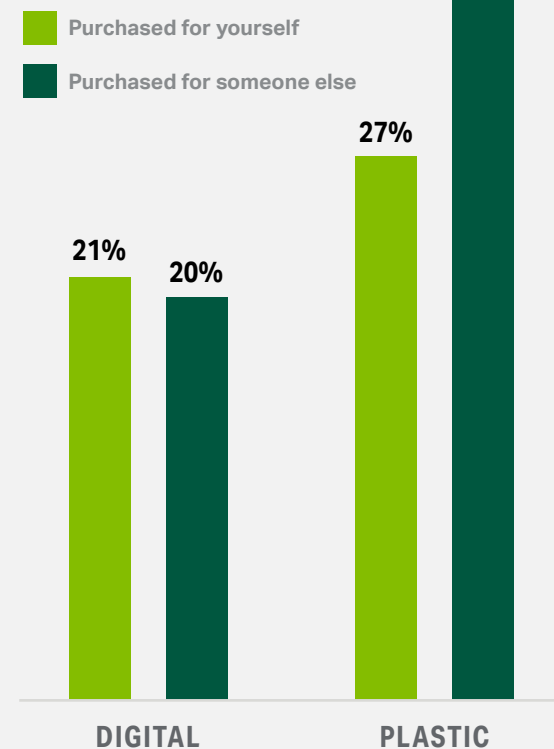
Of those who aren't interested,  
the biggest thing that would make them interested:

**"If I felt comfortable that it was secure"**

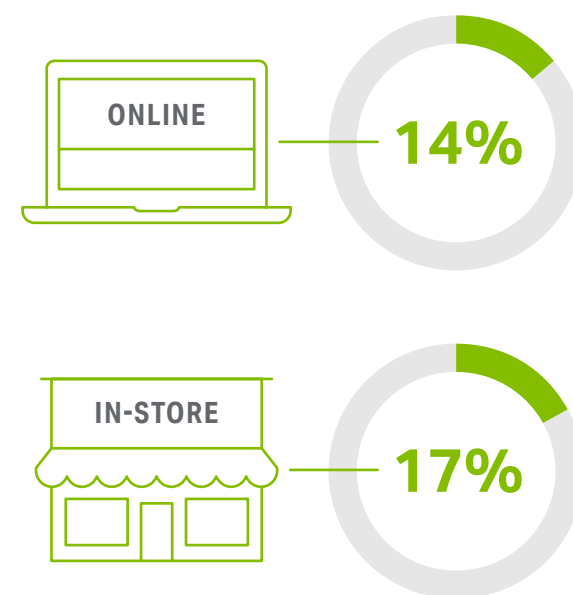


# Gift Cards

## Percent that have ever purchased a gift card



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



55%

To make purchases online



38%

To receive a discount or take advantage of a promotion



36%

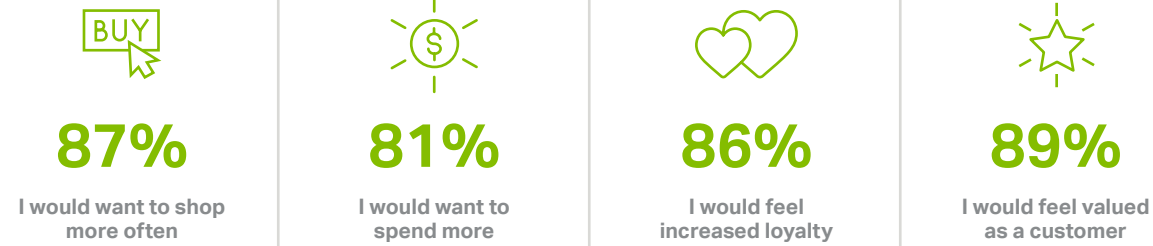
Faster way to pay for things





# Incentives

How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



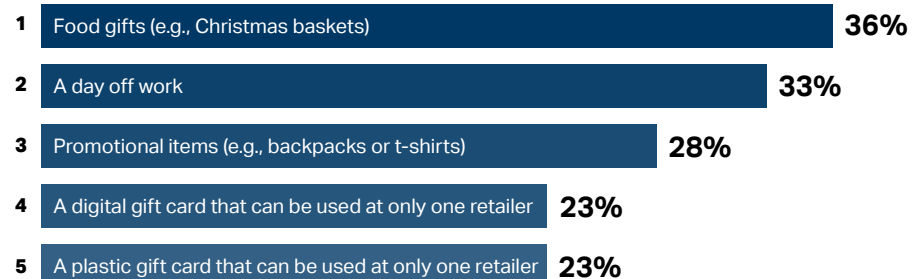
How would you feel if your employer gave you a gift card or prepaid card as a reward?



Which of these gifts would you like to receive from your employer?



...and which of these gifts have you ever received from your employer?



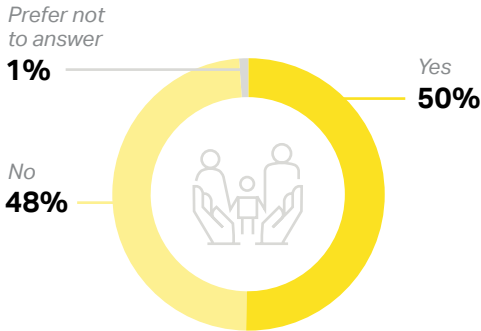




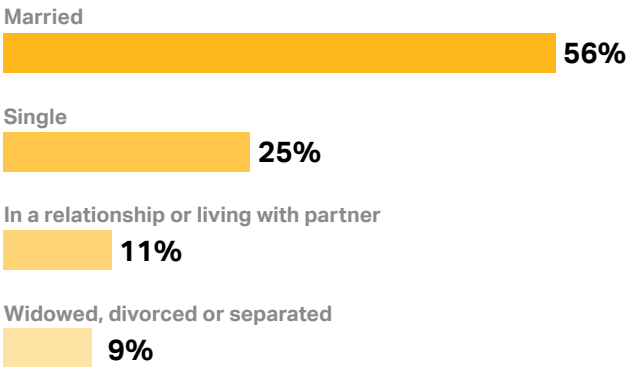
# Brazil

## Demographics

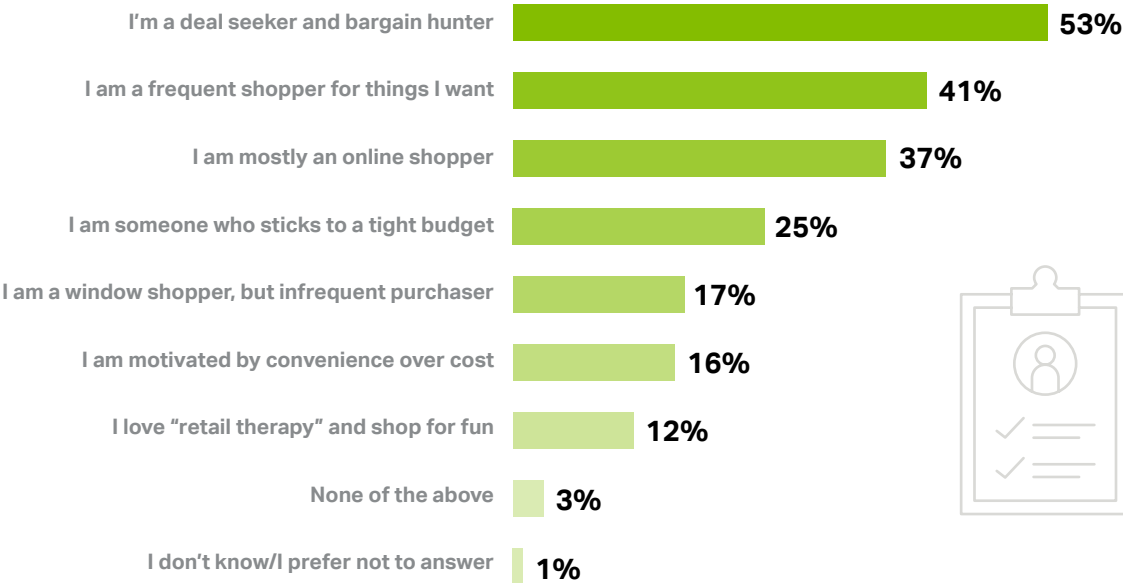
### Do you have children under 18?



### Relationship status



### How would you describe yourself?





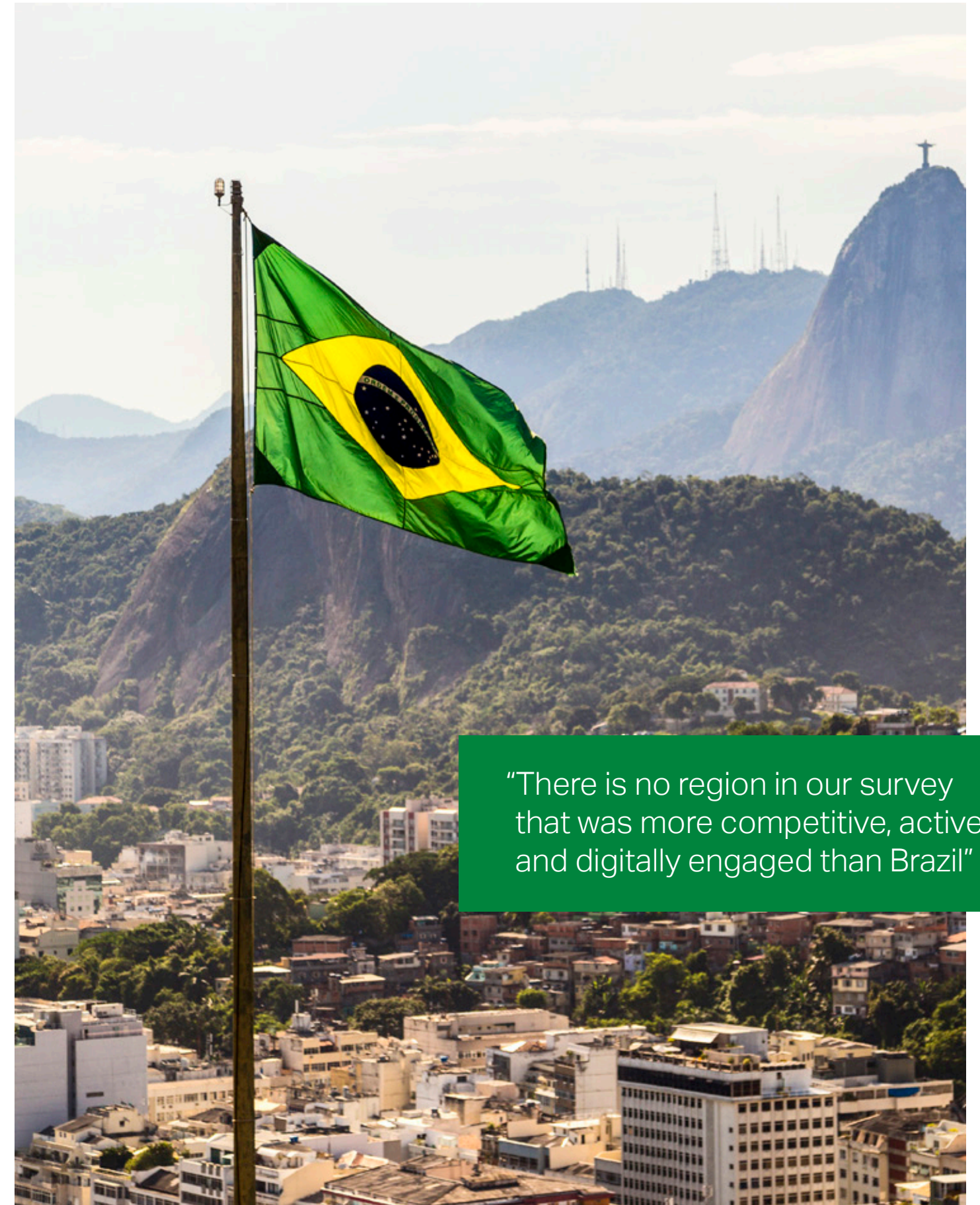
# How People Pay in Brazil

There is no region in our survey that was more competitive, active and digitally engaged than Brazil. A majority of Brazilian consumers shop more often online than in stores, and they overwhelmingly shop using branded retailer apps on their mobile phones. Brazilians universally look out for promotions and deals (94%), and most Brazilians say they will only shop with a promotion or discount in-hand.

Brazilian shoppers are the most likely to have engaged in relatively rare niche tech behaviors, like buying gift cards through social media or using a connected voice assistant. The only thing that Brazilians didn't show enthusiasm for in our survey was restrictive gifts; Brazilians were the least likely to be interested in a gift card than can only be used at a single retailer or brand.

Like shoppers in Mexico, Brazilians are some of the most regular users of cash. Just under half of Brazilians use cash every day. Combined with the survey results from Mexico, Brazil helps paint a picture of Latin American shopping habits: Latin Americans are deal-driven, tech-savvy, mobile and pragmatic. They go where the deals are and readily accept discounts in the form of physical gift cards, eCodes, loyalty points or digital wallet transfers. More than 95% of Brazilian consumers surveyed have at least one digital wallet, and they use them regularly for purchases more than any other group.

Marketing in Brazil should be exclusively focused on great deals. Inconvenient methods or niche tech channels won't stop Brazilians from seeking out brands that have good deals to offer. Brazil is a population that values being mobile and untethered to certain stores, times and places. If there's a deal to be had, they'll come to you.

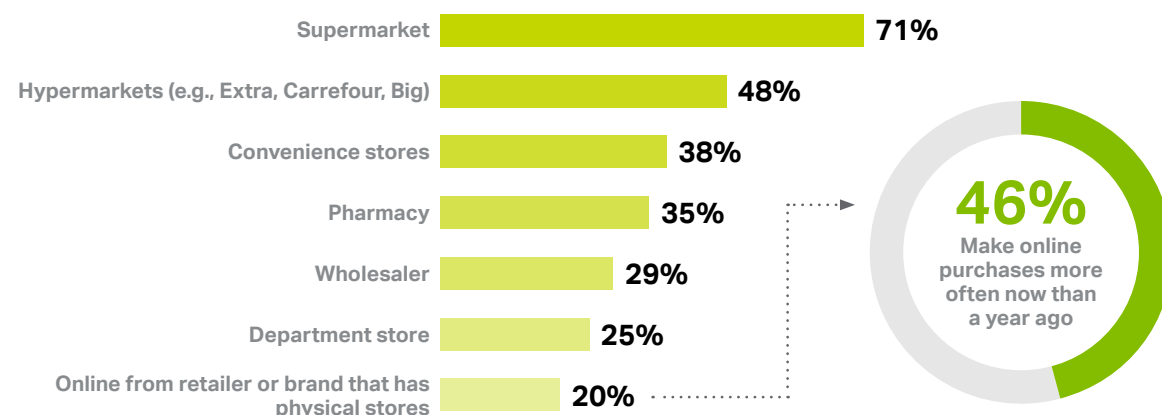


"There is no region in our survey that was more competitive, active and digitally engaged than Brazil"



# Habits

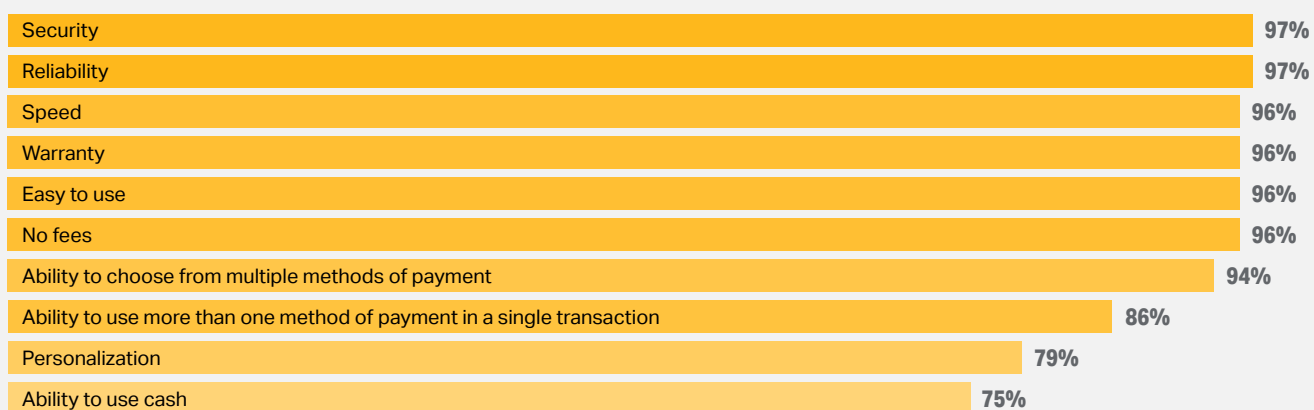
## Percent who purchase from these stores at least once a week:



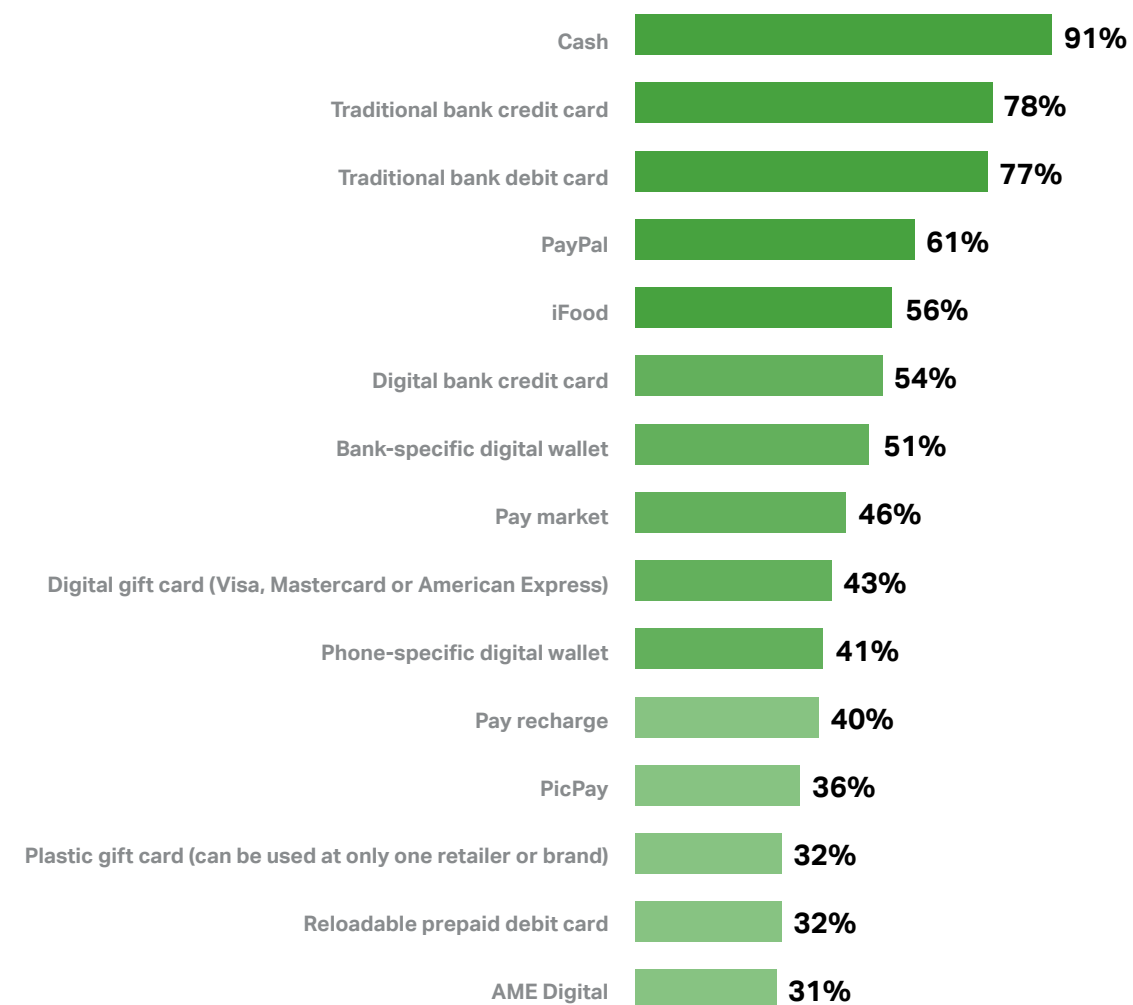
## Percent who never use these payment methods:

IN-STORE		ONLINE	
61%	Check	63%	Cam
59%	Pagbank	60%	Pagbank
58%	Rappi	59%	Rappi

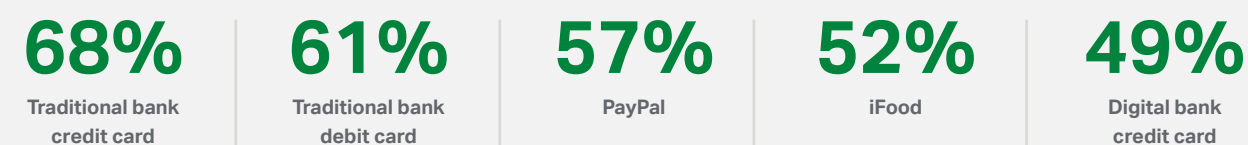
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**62% agree**

Since getting a digital wallet,  
I shop more often



**73% agree**

Using a digital  
wallet has made  
shopping easier



How interested are consumers in  
using a digital wallet in the future?

Very interested



Somewhat interested



Not very interested



Not at all interested



Of those that don't use a digital wallet,  
**54%** are interested in using one in the future

Of those who aren't interested,  
the biggest thing that would make them interested:

**"If I knew that it is a safe option"**

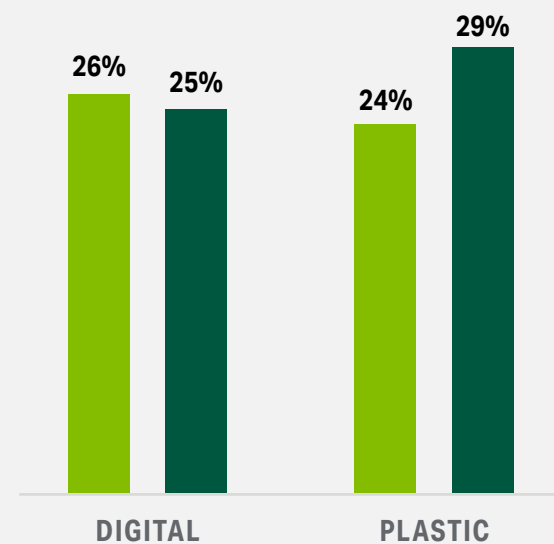




# Gift Cards

## Percent that have ever purchased a gift card

- Purchased for yourself
- Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



49%

To make purchases online



44%

It's safer than carrying cash



39%

Fastest way to make payments





# Incentives

How would you feel if a retailer sent you a gift card or prepaid card as a promotion?

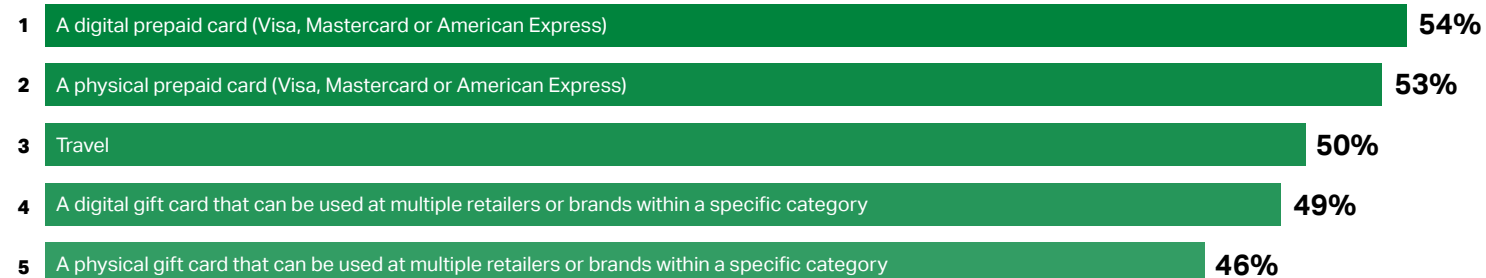
  
**86%**  
I would want to shop more often

  
**85%**  
I would want to spend more

  
**86%**  
I would feel increased loyalty

  
**88%**  
I would feel valued as a customer

Which of these gifts would you like to receive from your employer?



...and which of these gifts have you ever received from your employer?



If your employer gave you a gift card, how would you like to receive it?

A plastic gift card or prepaid card delivered in person **28%**

A plastic gift card or prepaid card delivered by mail **25%**


A digital gift card or prepaid card delivered by email **24%**

How would you feel if your employer gave you a gift card or prepaid card as a reward?

  
**91%**  
I would feel motivated to work harder

  
**90%**  
I would feel more loyal to my employer

  
**93%**  
I would feel valued

  
**90%**  
I would want to stay with the company





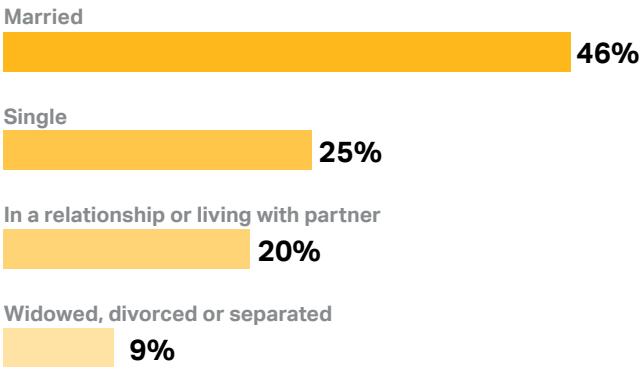
# United Kingdom

## Demographics

Do you have children under 18?



Relationship status



How would you describe yourself?





# How People Pay in the United Kingdom

Shoppers in the United Kingdom have a healthy level of engagement with gift cards—both physical and digital. British shoppers buy and receive gift cards at around the same volumes as American shoppers and at higher volumes than the rest of the regions in our survey. They know that physical gift cards are readily available at the grocery stores where 80% of them shop every week. But British shoppers are uniquely unenthusiastic about the gift cards they interact with.

Shoppers surveyed in the UK are the least likely to say that they window shop, and very few indulge in “retail therapy.” As a whole, they are also the least likely to say that they’re shopping more than they did last year, either in stores or online. All of the European countries we surveyed were noticeably less enthusiastic about gift cards and promotions than countries in the Western hemisphere, but the British are especially so. A majority of British respondents said that getting a gift card from an employer as a reward would make them feel motivated, valued and loyal—but it was a smaller majority than any other population.

So what’s a marketer to do? Making headway in the UK market might be slower going, but there are some key things to focus on. British consumers are most enthusiastic about gift cards that can be used anywhere or at a wide variety of retailers. Focus on gifts and promotions that are easy to spend and flexible enough to use anywhere. British consumers are particularly interested in digital gift cards that can be accepted anywhere and loaded into digital wallets for use online.



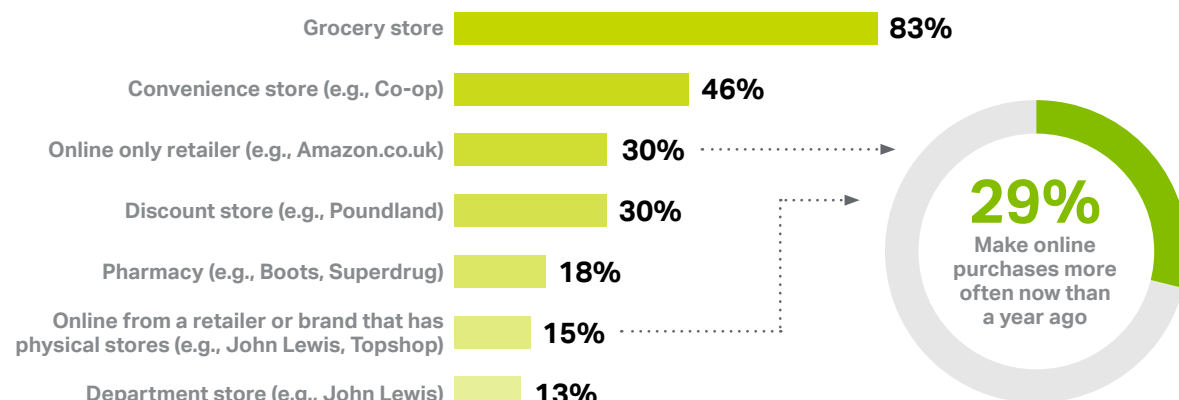
“Shoppers in the UK are the least likely to say that they window shop”

Also, don’t discount the influence of cash in British wallets. For daily shopping, consumers surveyed in the UK are the least likely to use debit cards and credit cards. More than 88% of shoppers in the UK still regularly rely on cash. Digital wallets—especially phone-specific wallets like Apple Pay—are held by about 90% of British shoppers, but they are seldom used.



# Habits

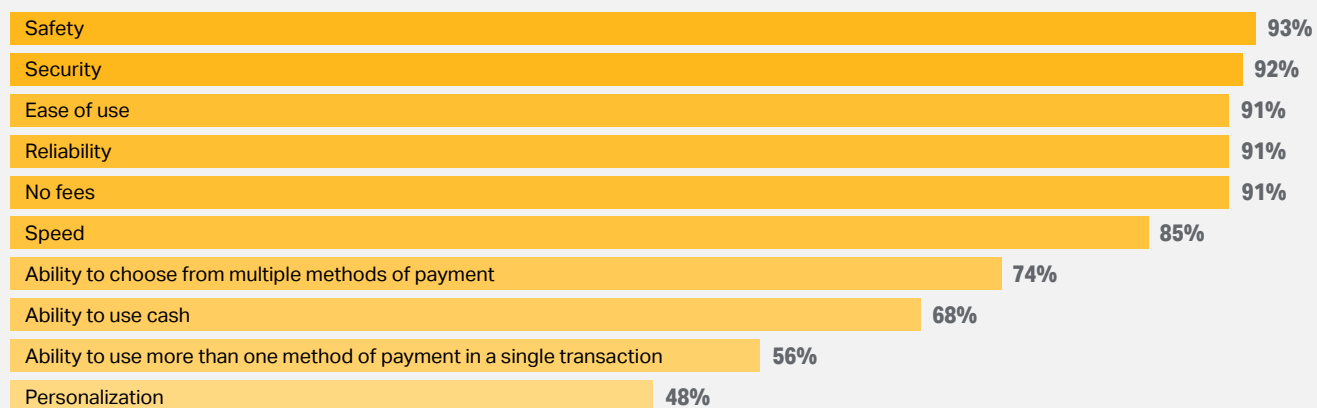
## Percent who purchase from these stores at least once a week:



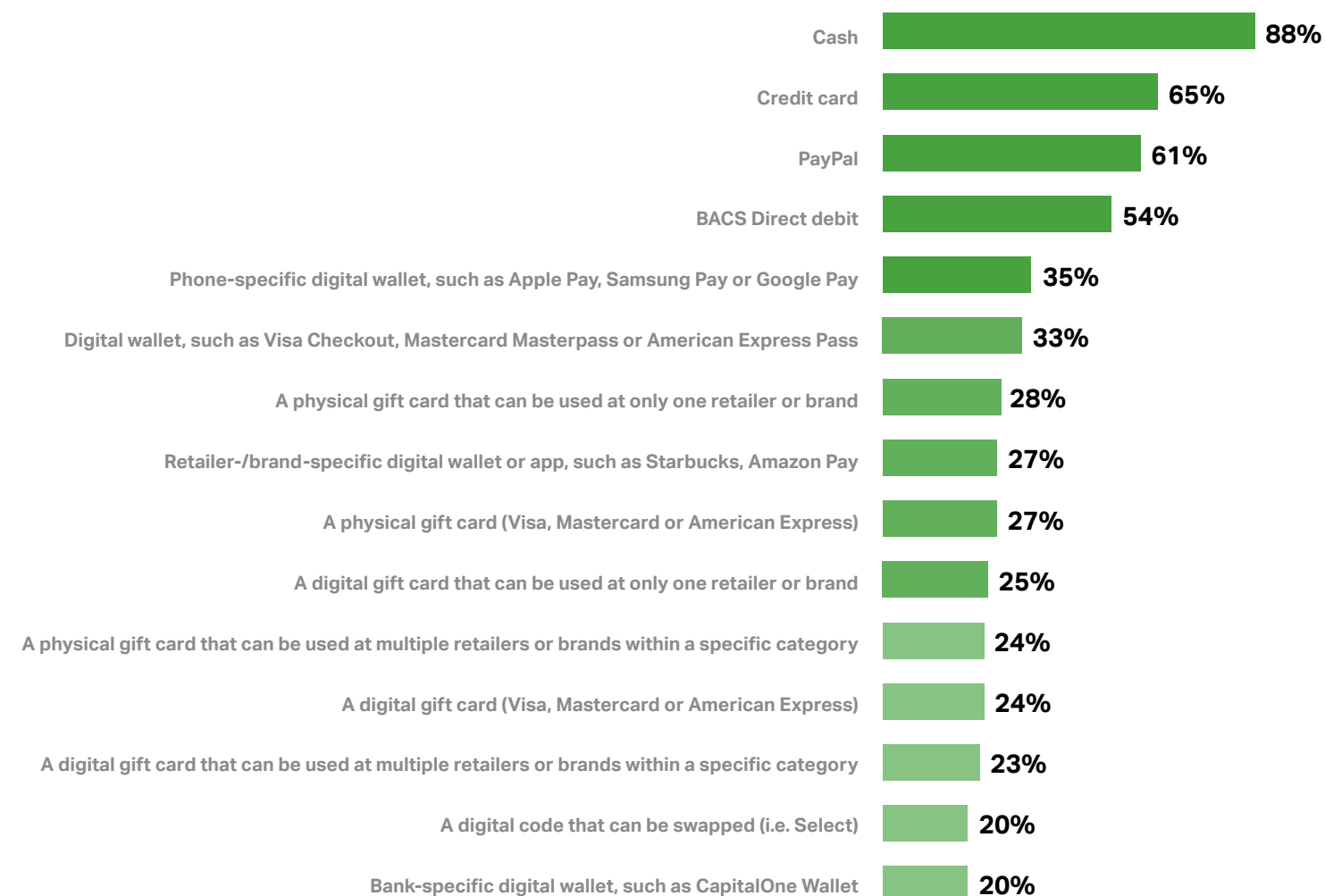
## Percent who never use these payment methods:

IN-STORE		ONLINE	
69%	Bank-specific digital wallet	68%	Bank-specific digital wallet
68%	A digital code that can be swapped	67%	A digital code that can be swapped
61%	Brand-specific digital wallet	63%	Brand-specific digital wallet

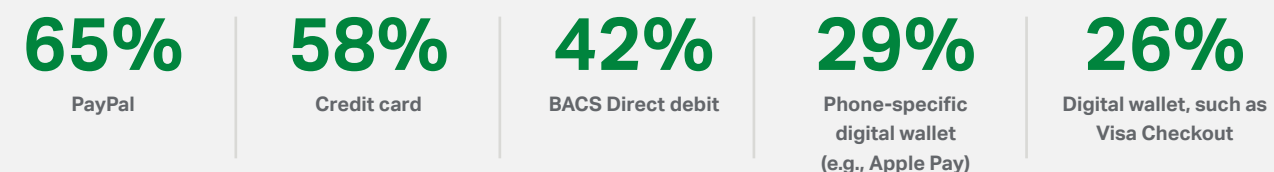
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**31% agree**

Since getting a digital wallet,  
I shop more often

**44% agree**

Using a digital wallet has  
made shopping easier



Consumers who say they have **NOT**  
used these digital wallet types online:

Digital wallet, such as Visa Checkout, Mastercard Masterpass or American Express Pass



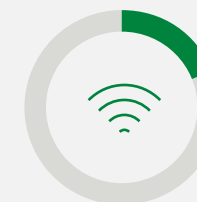
Bank-specific digital wallet



Retailer/brand-specific digital wallet or app



Phone-specific digital wallet



Of those that don't use a digital wallet,  
**19%** are interested in using one in the future

Of those who aren't interested,  
the biggest thing that would make them interested:

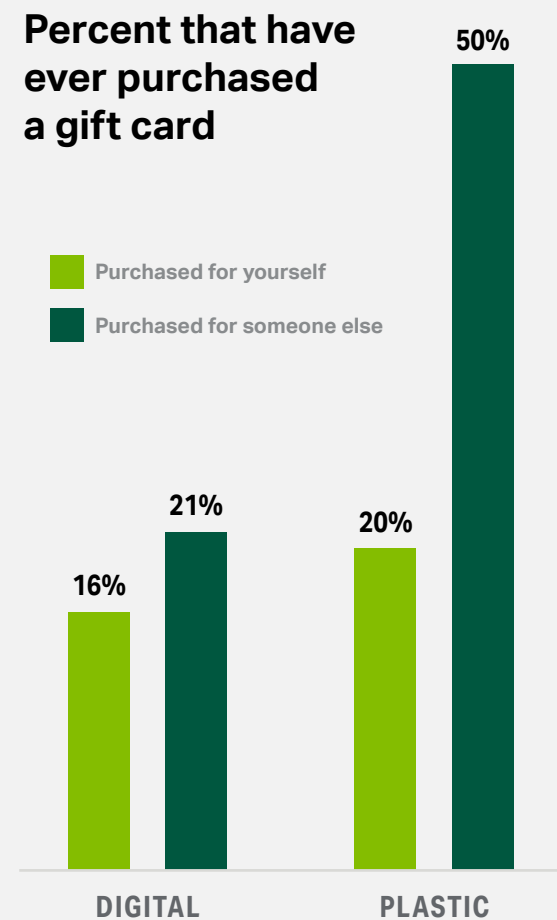
**"If I felt comfortable that it was secure"**



# Gift Cards

## Percent that have ever purchased a gift card

- Purchased for yourself
- Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



32%

To treat myself



27%

To make purchases online



22%

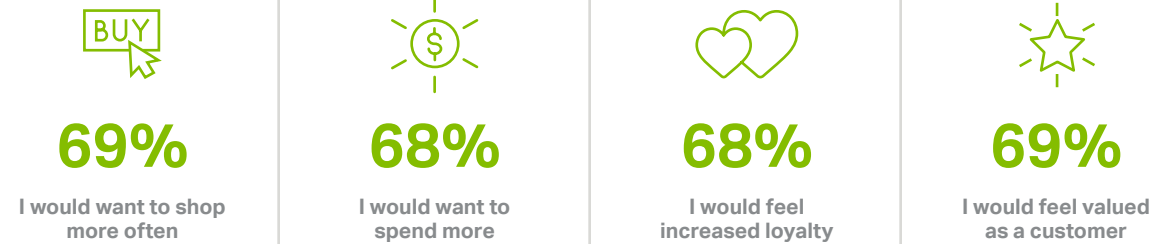
It's safer than carrying cash





# Incentives

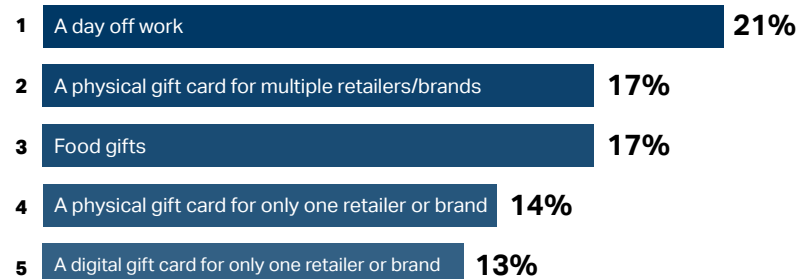
## How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



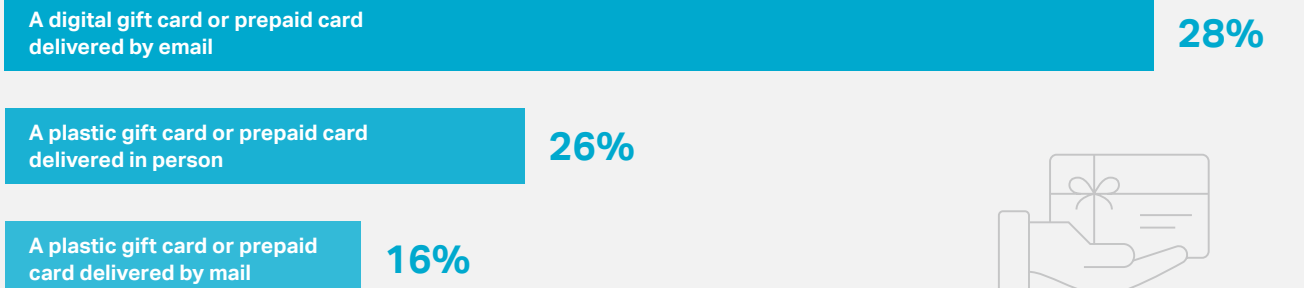
## Which of these gifts would you like to receive from your employer?



## ...and which of these gifts have you ever received from your employer?



## If your employer gave you a gift card, how would you like to receive it?



## How would you feel if your employer gave you a gift card or prepaid gift card as a reward?



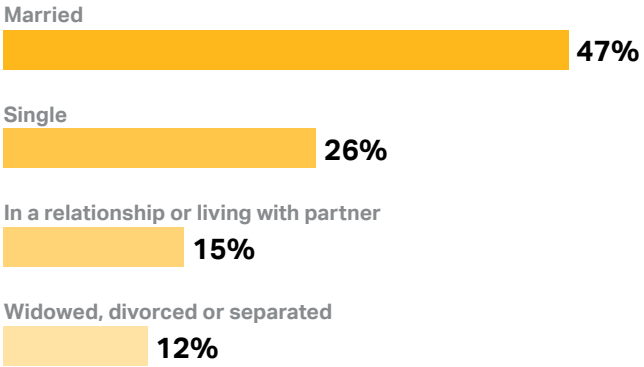


# Demographics

## Do you have children under 18?



## Relationship status



## How would you describe yourself?





# How People Pay in Germany

German respondents to our survey were the population least motivated by deals and discounts. German shoppers were the most likely in our survey to say that they love shopping for fun and “retail therapy.” Though nearly half—42%—of Germans identify as deal-seekers and bargain hunters, this is a smaller percentage of deal-seekers than any other surveyed country. Germans are also some of the most likely to regularly pay with cash, with 90% using cash regularly. When they don’t use cash, Germans are distributed throughout the most competitive electronic-payments environment in all eight countries we surveyed. We asked about more eCommerce payment options in Germany than in any other region, and each had very few die-hard fans.

This fracturing of the German marketplace continues into digital wallets. Though Germans are the second-most likely in our survey to use a digital wallet, individual digital wallet options have very low engagement rates. Large majorities of German shoppers use some form of digital wallet, but they only use the one they like while avoiding the others.

Germans look out for promotions and deals at about the same rates as any other region surveyed, but our data indicates that they look out for special deals more for fun than for budgetary necessity. Germans do engage with gift cards often—in fact, Germans led our survey in the average volume of physical and digital cards they bought or received. Only about 46% of Germans surveyed buy or receive gift cards, but those that do have personally given or received an average of 24 physical cards and 25 digital cards per year. This unusual concentration points to a small group of people that buys gift cards in bulk.



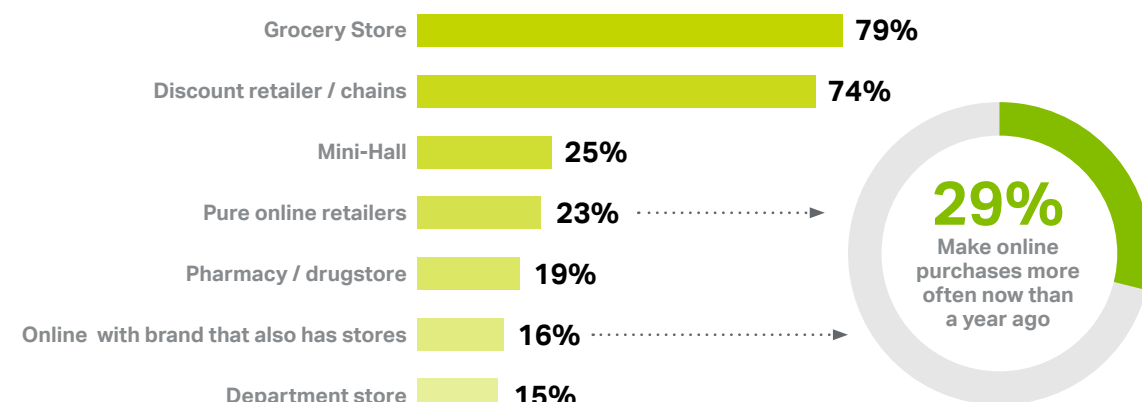
“German shoppers were the most likely in our survey to say that they love shopping for fun and retail therapy”

How should marketers approach a population that is so unmotivated by deals and promotions? The key to success may be in that extremely engaged group of high-volume purchasers. Targeting these buyers with refer-a-friend or give-one-get-one deals could help turn those dedicated purchasers into your brand’s most prolific evangelists.



# Habits

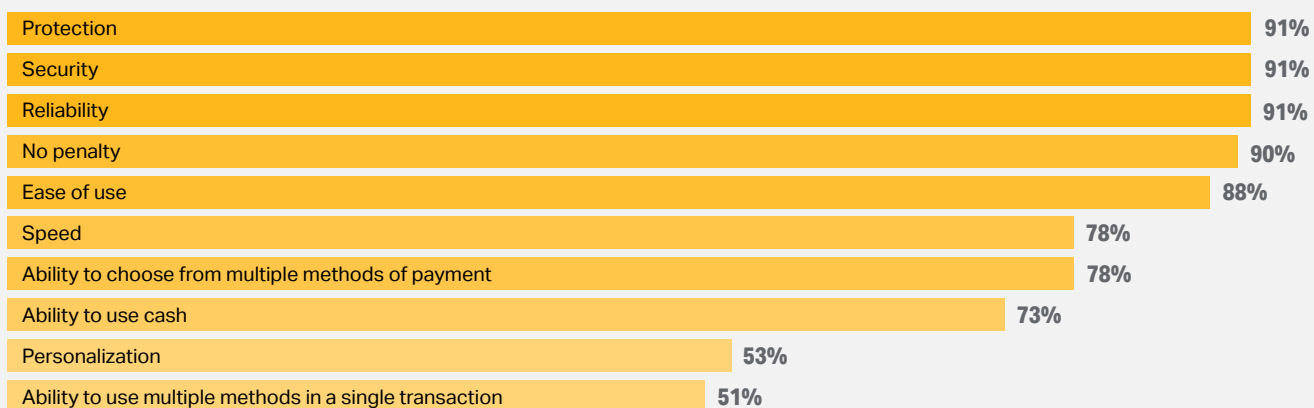
## Percent who purchase from these stores at least once a week:



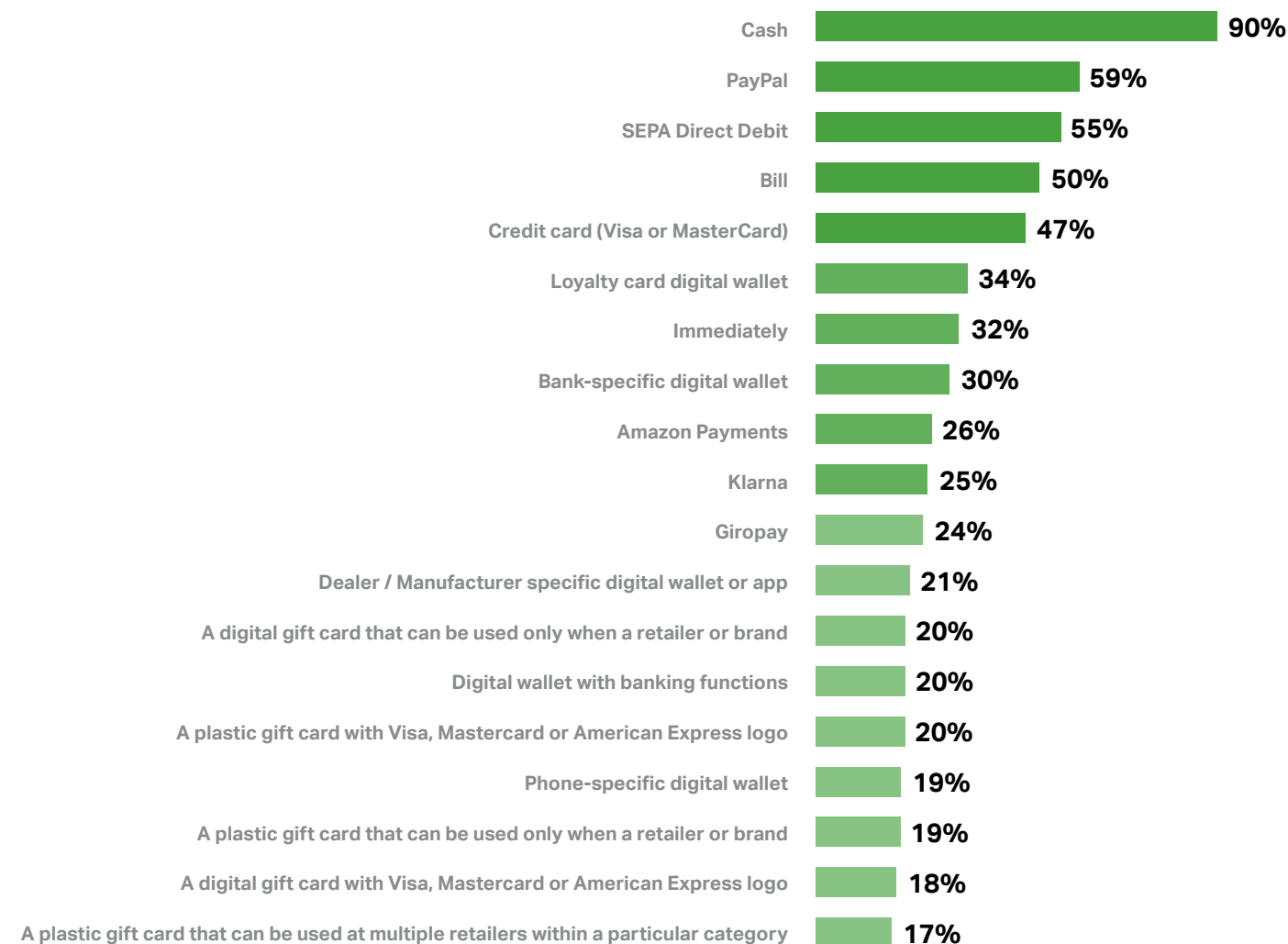
## Percent who never use these payment methods:

IN-STORE		ONLINE	
80%	PAYONE	80%	Boon
79%	Boon	80%	iDEAL
79%	iDEAL	80%	PAYONE

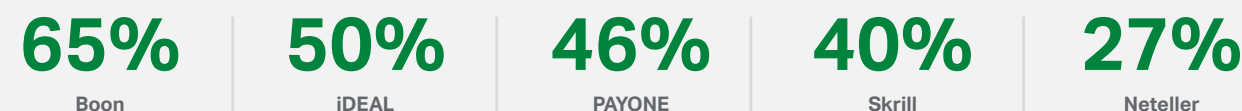
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**23% agree**

Since getting a digital wallet,  
I shop more often

**34% agree**

Using a digital wallet has  
made shopping easier



How interested are consumers in  
using a digital wallet in the future?

Very interested

1%

Somewhat interested

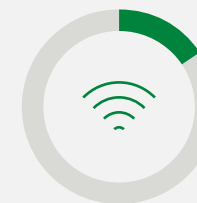
13%

Not very interested

21%

Not at all interested

58%



Of those that don't use a digital wallet,  
**14%** are interested in using one in the future

Of those who aren't interested,  
the biggest thing that would make them interested:  
**"If I were sure that this would be a safe payment method"**





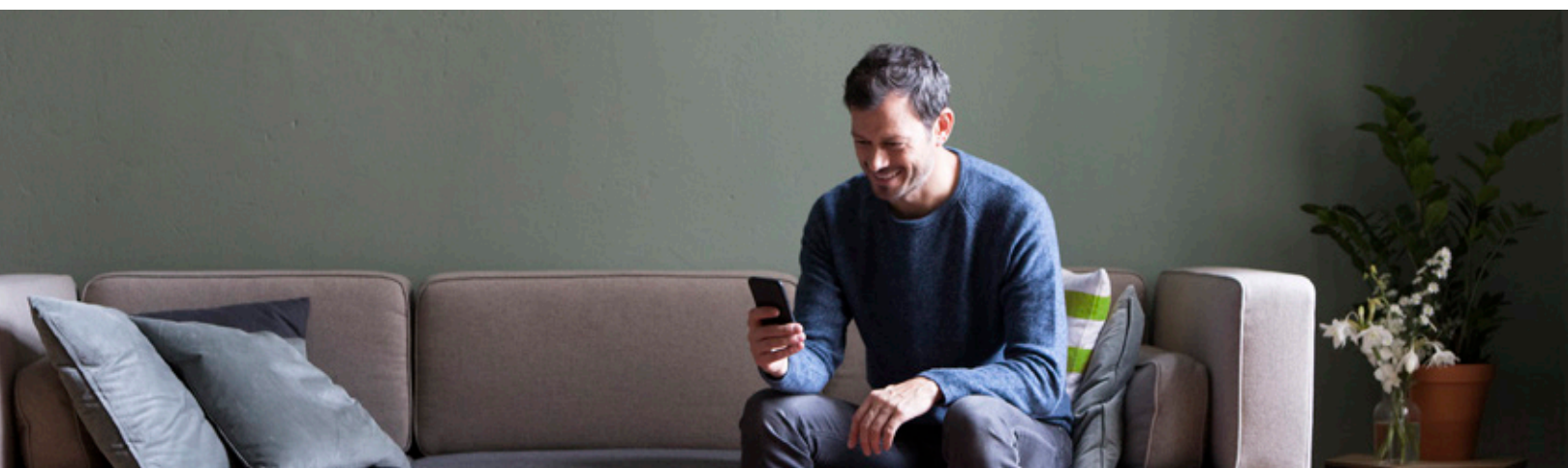
# Gift Cards

## Percent that have ever purchased a gift card

Purchased for yourself  
Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



47%

To make purchases online



31%

Easier to pay for purchases



31%

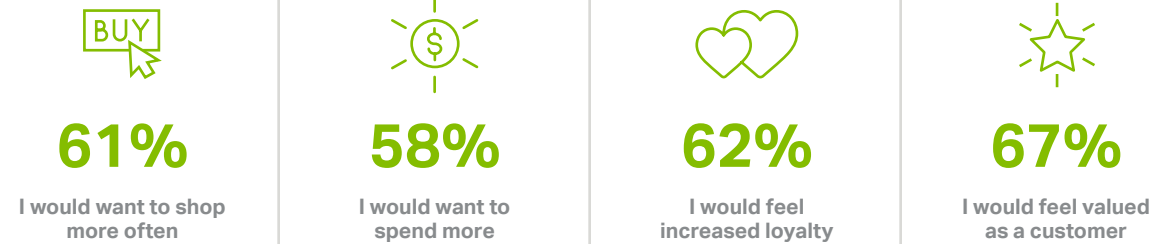
To treat myself





# Incentives

How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



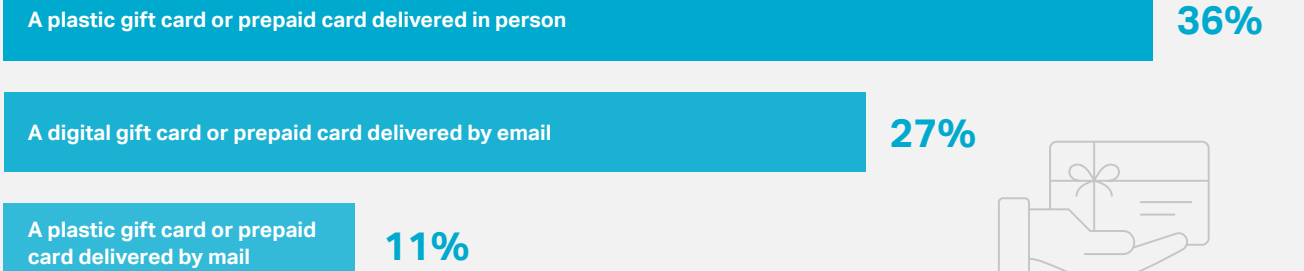
Which of these gifts would you like to receive from your employer?



...and which of these gifts have you ever received from your employer?



If your employer gave you a gift card, how would you like to receive it?



How would you feel if your employer gave you a gift card or prepaid card as a reward?



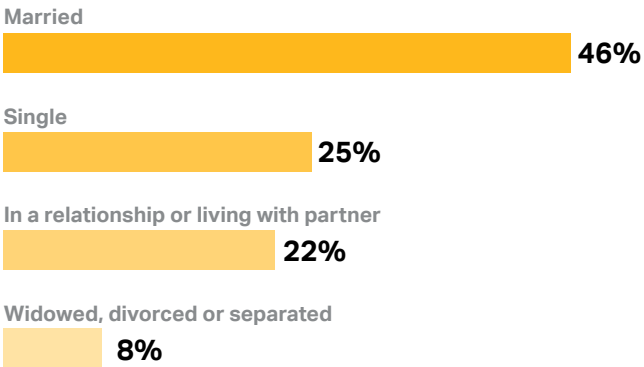


# Demographics

Do you have children under 18?



Relationship status



How would you describe yourself?





# How People Pay in the Netherlands

Shoppers in the Netherlands are in a unique position. They describe themselves as deal seekers and bargain hunters at about the same rate as any other population, but, in practice, they seek out those discounts at lower rates than anyone else in our survey.

In the same way that the extremely enthusiastic Brazilians led almost every category in our survey, the Dutch trailed near the bottom in terms of engagement with branded payments. Our survey concluded that Dutch consumers are the least likely to look out for promotions, the least likely to be motivated by loyalty points and the least likely to cite “speed of delivery” as a selling point for digital gift cards.

This resistance to gift cards and promotions may have an explanation. The strongest result in our survey of the Netherlands was in gift-giving at work; Dutch workers are twice as likely as other workers to receive a physical or digital gift card from their employers. The same respondents flipped the script to say they preferred gift cards for specific brands chosen for them—the opposite of the “let me choose my own gift” ethos that leads the rest of our surveys. The key here is that the Dutch on the whole prefer thoughtful gifts over pragmatic ones. In the Netherlands, gift cards are the type of thing that you give a co-worker, not a friend.

Dutch shoppers aren’t automatically averse to digital payment methods, though. iDEAL, an eCommerce payment system, is used in the Netherlands at the same rates as cash. Dutch shoppers are also some of the most frequent regular users of digital wallets in the eight countries we surveyed, paying with them on a daily basis at even higher rates than Brazilians.



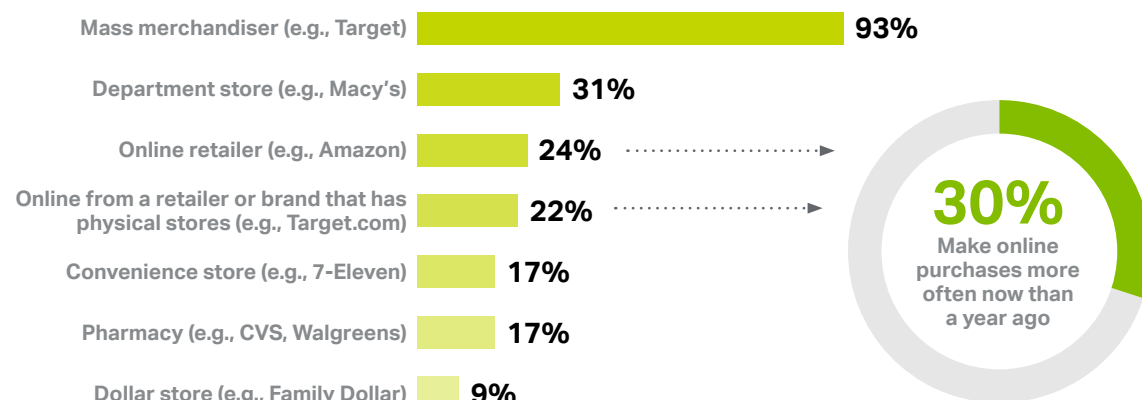
“Dutch consumers are the least likely in our survey to look out for promotions”

To break through this specifically anti-gift-card stigma, marketers should consider meeting Dutch shoppers where they already are. Almost all Dutch respondents—93%—visit their local grocer once a week or more often, more regularly than any other population. Using promotional budgets to get in front of grocery shoppers with an opportunity to “treat themselves” may be the most effective way to reach this reluctant audience.



# Habits

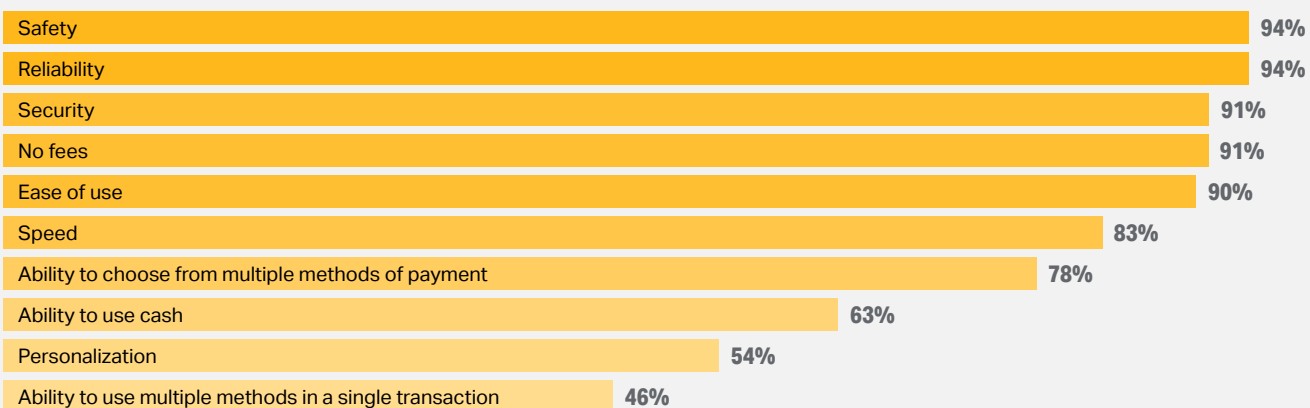
## Percent who purchase from these stores at least once a week:



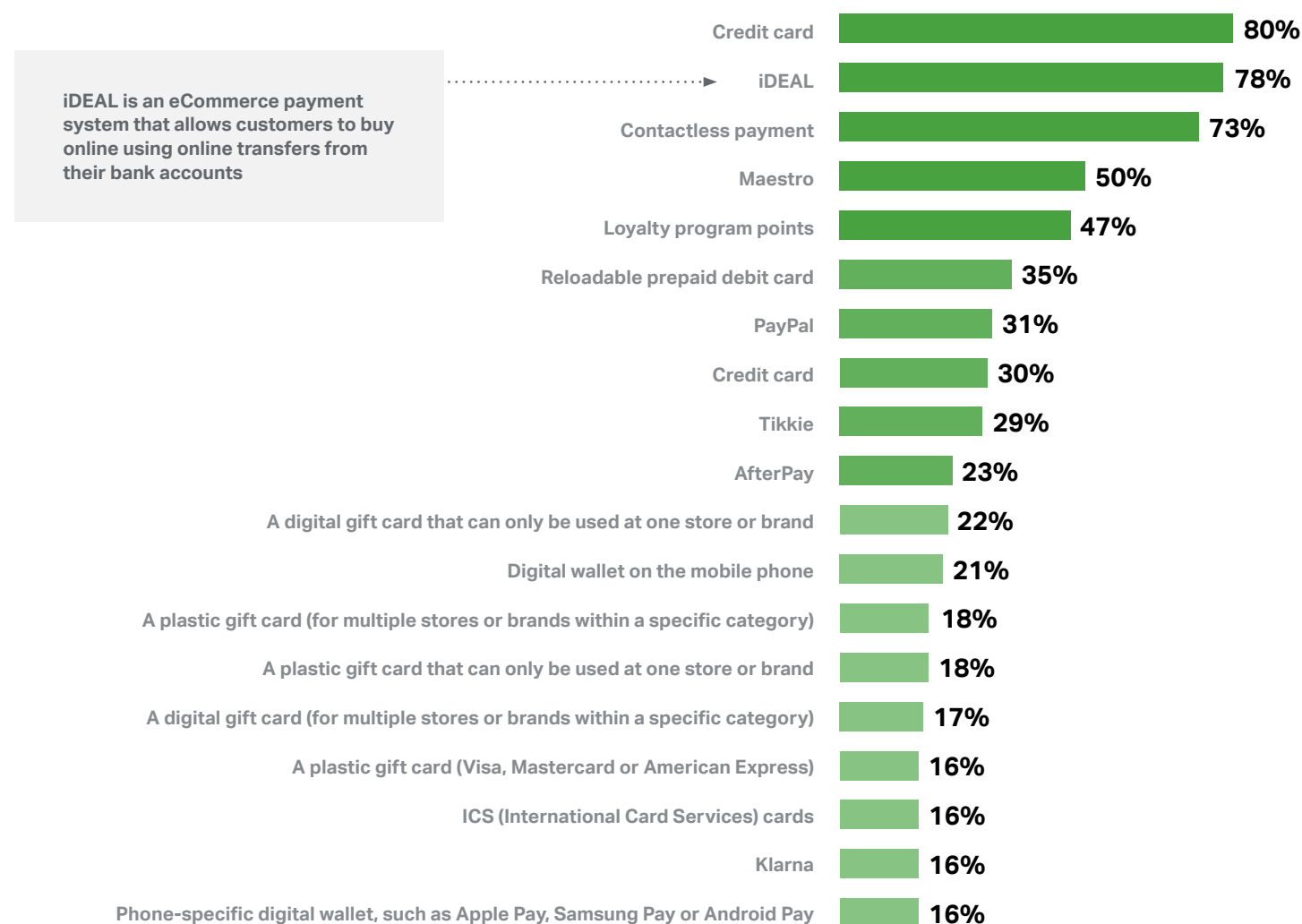
## Percent who never use these payment methods:

IN-STORE	ONLINE
85% Bank-specific digital wallet	83% bunq
82% A digital gift card for single retailer	82% Sofort
80% Debit card	80% Visa debit

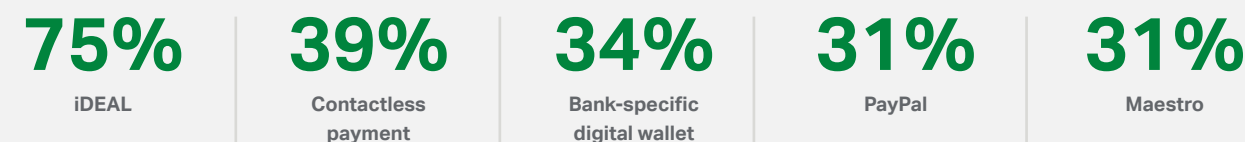
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**16% agree**

Since getting a digital wallet,  
I shop more often

**27% agree**

Using a digital wallet has  
made shopping easier



Consumers who say they have **NOT**  
used these digital wallet types:

■ In-store ■ Online

Digital wallet, such as Visa Checkout, Mastercard Masterpass or American Express Pass



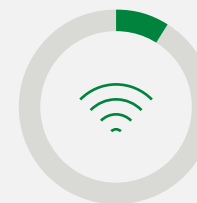
Bank-specific digital wallet



Retailer-/brand-specific digital wallet or app



Phone-specific digital wallet



Of those that don't use a digital wallet,  
**12%** are interested in using one in the future

Of those who aren't interested,  
the two biggest things that would make them interested:

**"If I felt comfortable that it was secure"**  
**"If I understood the benefits of using one"**



# Gift Cards

## Percent that have ever purchased a gift card

- Purchased for yourself
- Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



**36%**

To treat myself



**34%**

To make purchases online



**24%**

To receive a discount or take advantage of a promotion



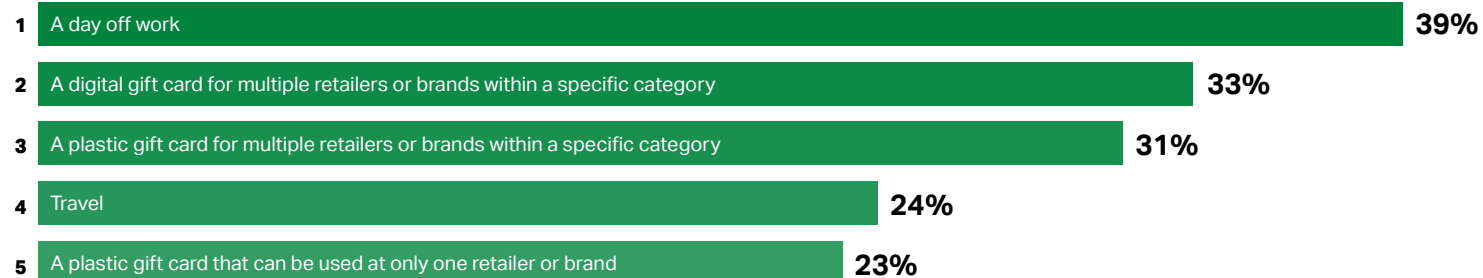


# Incentives

## How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



## Which of these gifts would you like to receive from your employer?



## ...and which of these gifts have you ever received from your employer?



## If your employer gave you a gift card, how would you like to receive it?

A plastic gift card or prepaid card delivered in person

**36%**

A digital gift card or prepaid card delivered by email

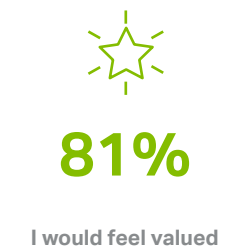
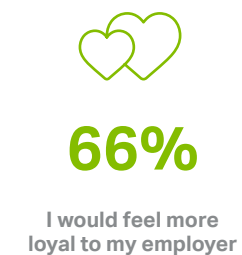
**27%**

A plastic gift card or prepaid card delivered by mail

**11%**

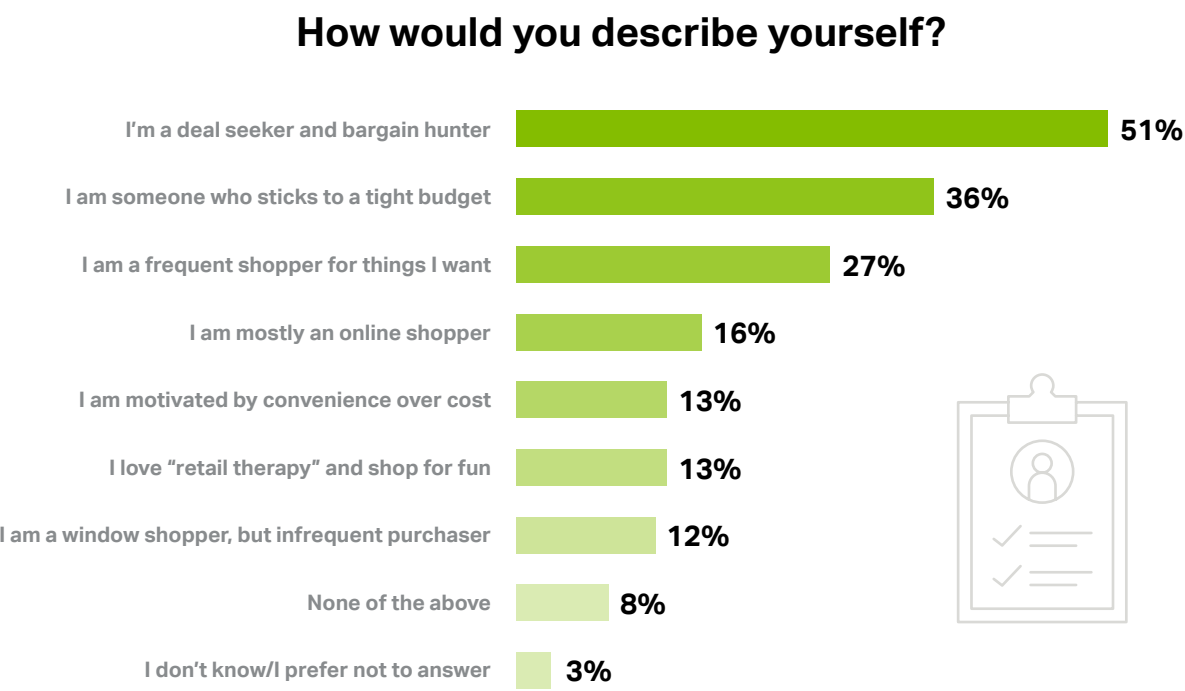
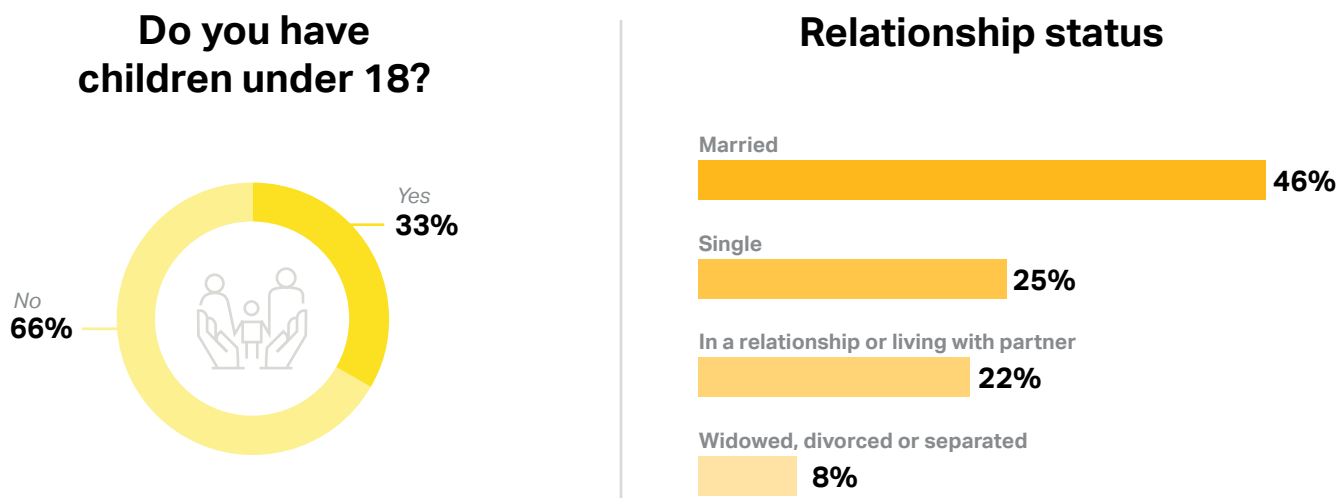


## How would you feel if your employer gave you a gift card or prepaid card as a reward?





# Demographics





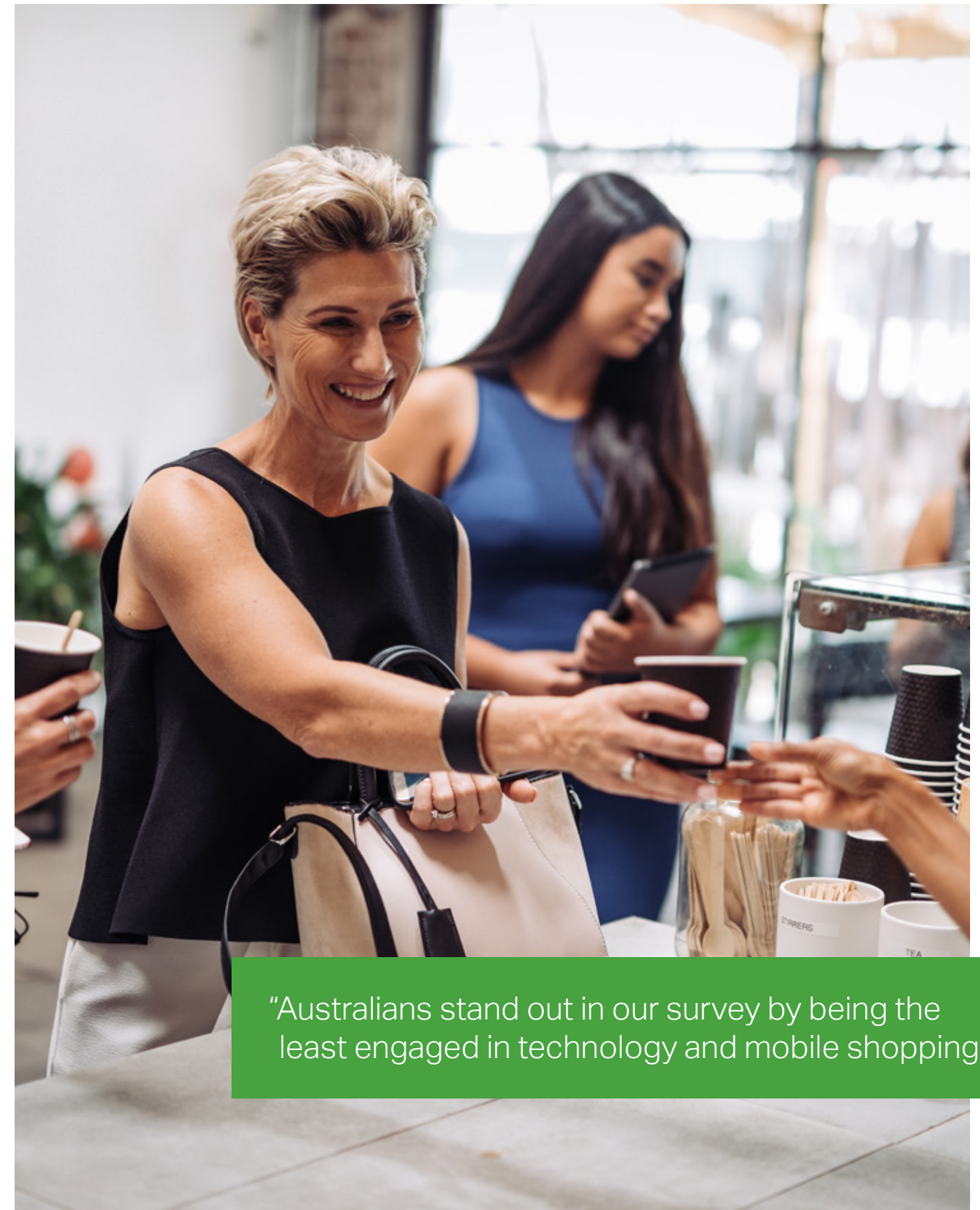
# How People Pay in Australia

In many ways, Australian shoppers line up with the consumers across the other regions in our survey. About half of them are bargain hunters and about 80% of them seek out promotions and special deals. Australians stand out in our survey by being the least engaged in technology and mobile shopping. They're the least likely in our survey to say they're shopping online more than in-person and more than half of them don't use a digital wallet of any kind—a huge departure from the international average.

Australians are engaged, though, and they don't lack in enthusiasm. Our Australian respondents said they were interested in receiving gift cards from brands and from their employers, and they clearly state these gifts would make them feel valued and loyal. Australians are also the most likely to buy digital gift cards to use as a budgeting tool.

Australians are just as deal-motivated, engaged and tech-savvy as anyone else. They may simply not have seen a reason to dive into digital wallets. In marketing to Australians, focus meeting shoppers with in-store, in-person promotions that can also be exchanged or easily used online.

For their daily shopping trips, Australians rely on cash slightly more often than debit cards and credit cards. More than three-quarters of Australian shoppers use a debit card at least once a month, and about half of them use debit cards a few times a week.

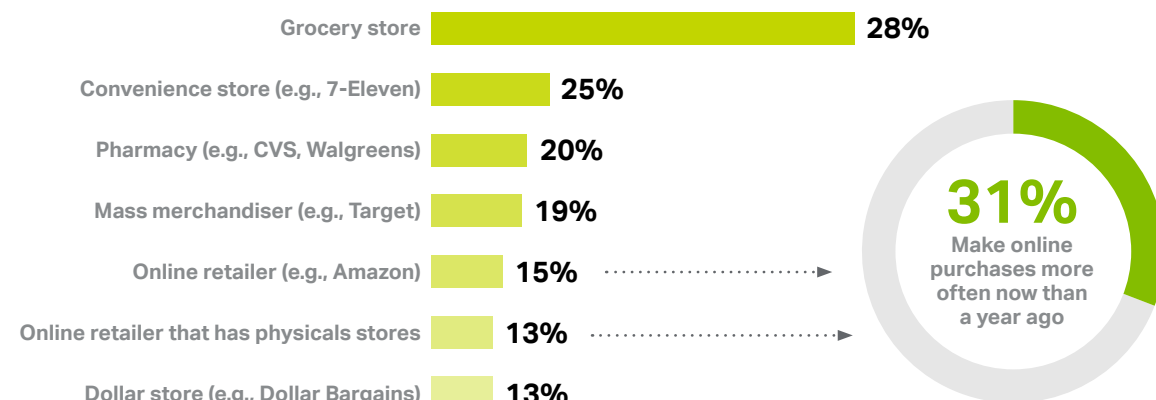


“Australians stand out in our survey by being the least engaged in technology and mobile shopping”



# Habits

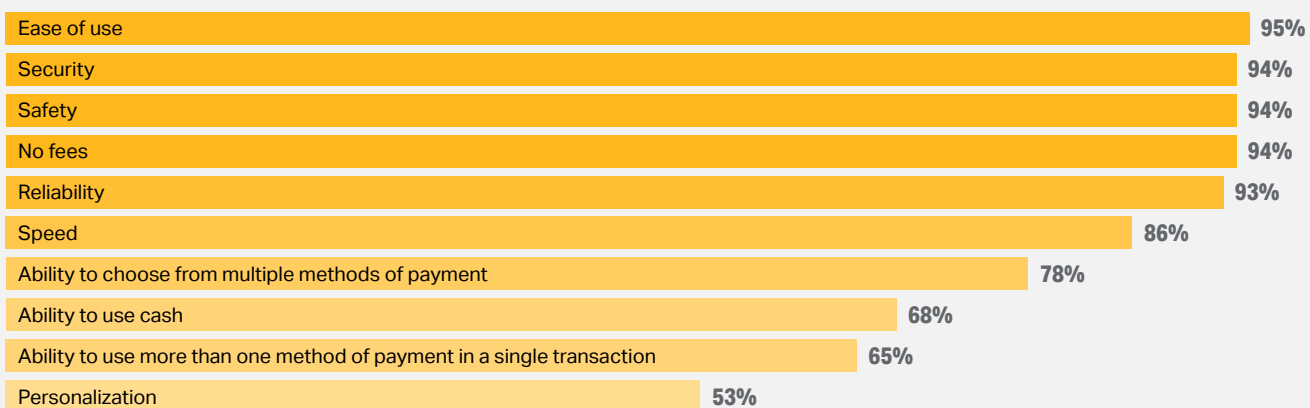
## Percent who purchase from these stores at least once a week:



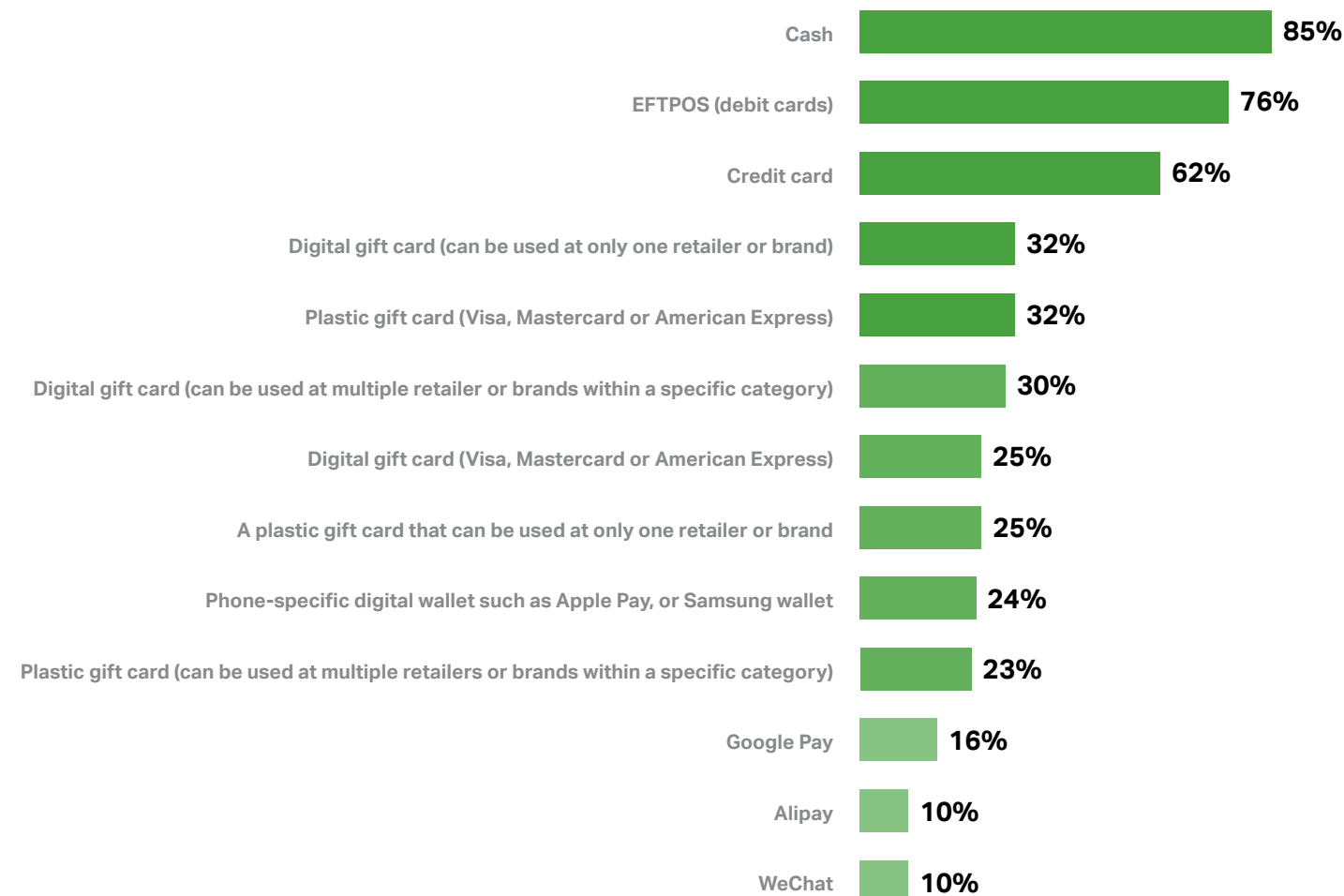
## Percent who never use these payment methods:

IN-STORE		ONLINE	
80%	WeChat	81%	WeChat
79%	Alipay	80%	Alipay
72%	Google Pay	73%	Google Pay

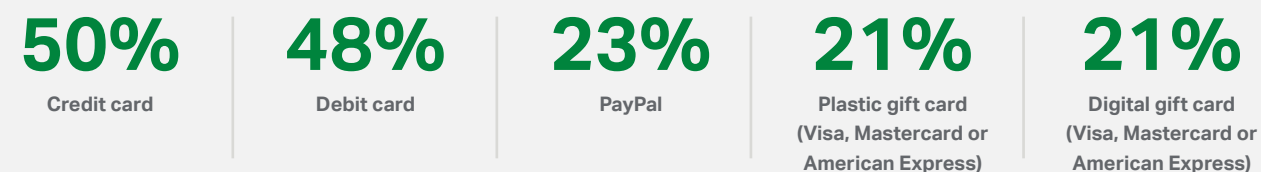
## Percent of consumers who said these reasons are important in choosing a payment method:



## Percent who use these payment types at least once a month in a retail store:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)







# Digital Wallets

Of those who use a digital wallet...

**46% agree**

Since getting a digital wallet,  
I shop more often



**63% agree**

Using a digital wallet has  
made shopping easier



How interested are consumers in  
using a digital wallet in the future?

Very Interested



Somewhat interested



Not very interested



Not at all interested



Of those that don't use a digital wallet,  
**41%** are interested in using one in the future

Of those who aren't interested,  
the biggest thing that would make them interested:

**"If I felt comfortable that it was secure"**





# Gift Cards

## Percent that have ever purchased a gift card

- Purchased for yourself
- Purchased for someone else



## Percent of consumers who bought gift cards more frequently this year than last year:



## Why did you buy a digital gift card for yourself?



30%

To receive a discount or take advantage of a promotion



29%

Easier way to pay for things



28%

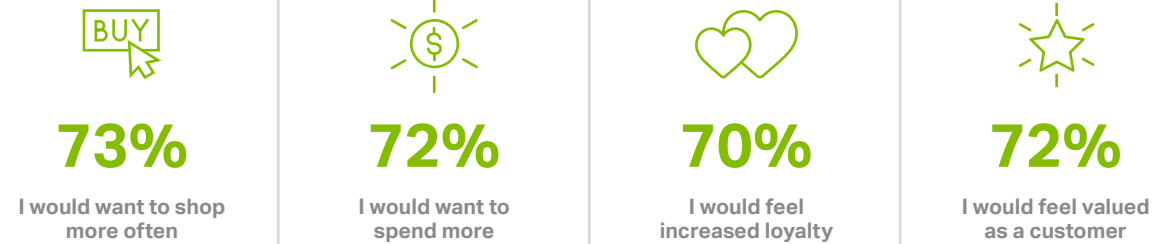
To make purchases online



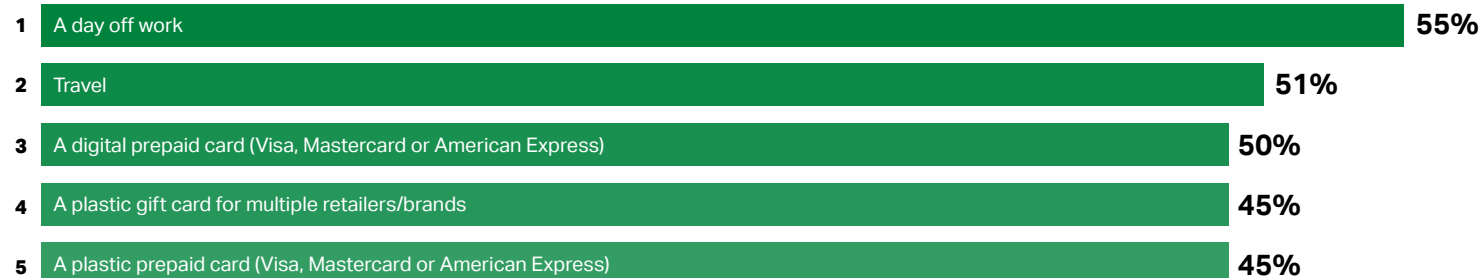


# Incentives

## How would you feel if a retailer sent you a gift card or prepaid card as a promotion?



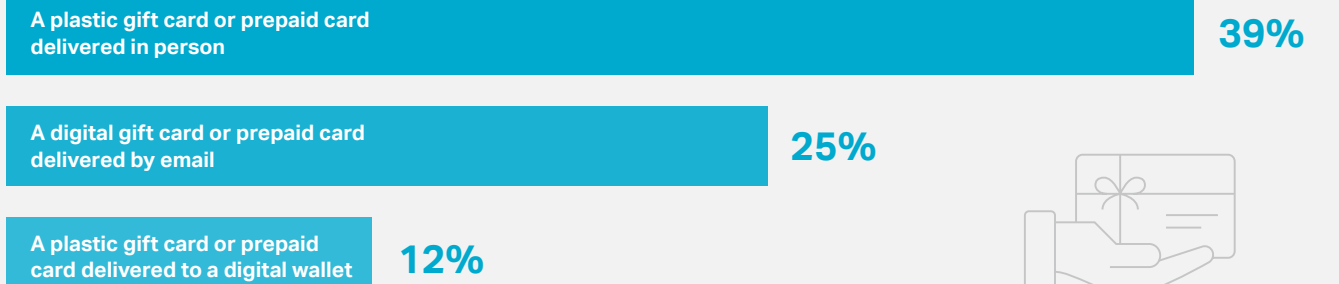
## Which of these gifts would you like to receive from your employer?



## ...and which of these gifts have you ever received from your employer?



## If your employer gave you a gift card, how would you like to receive it?



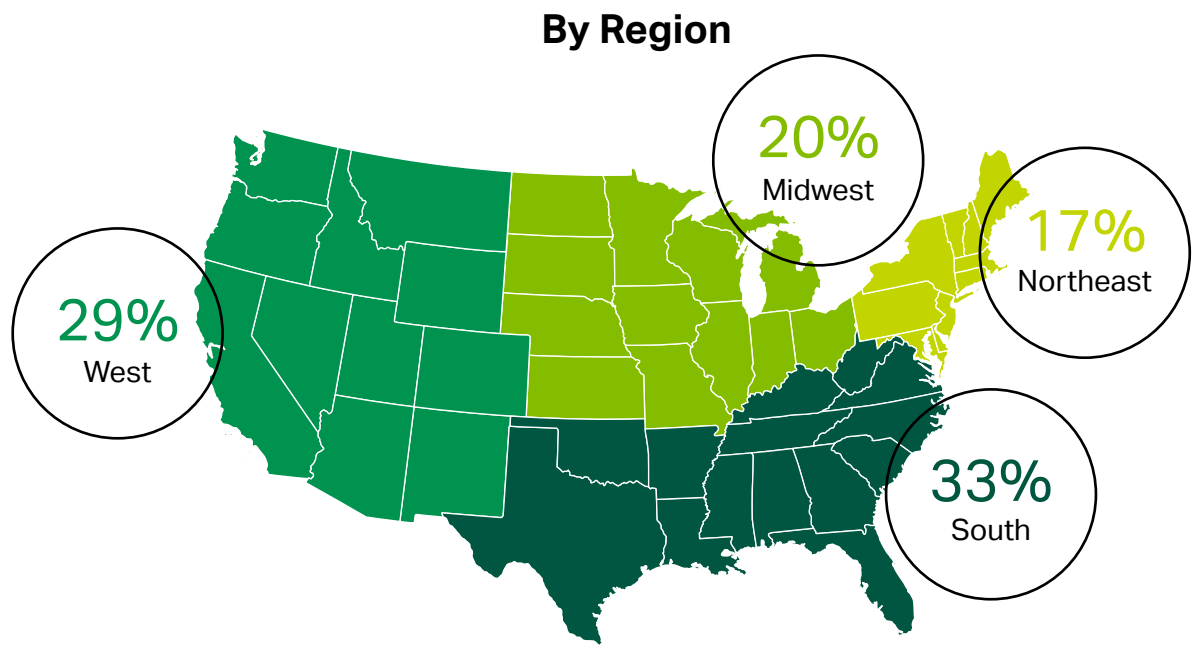
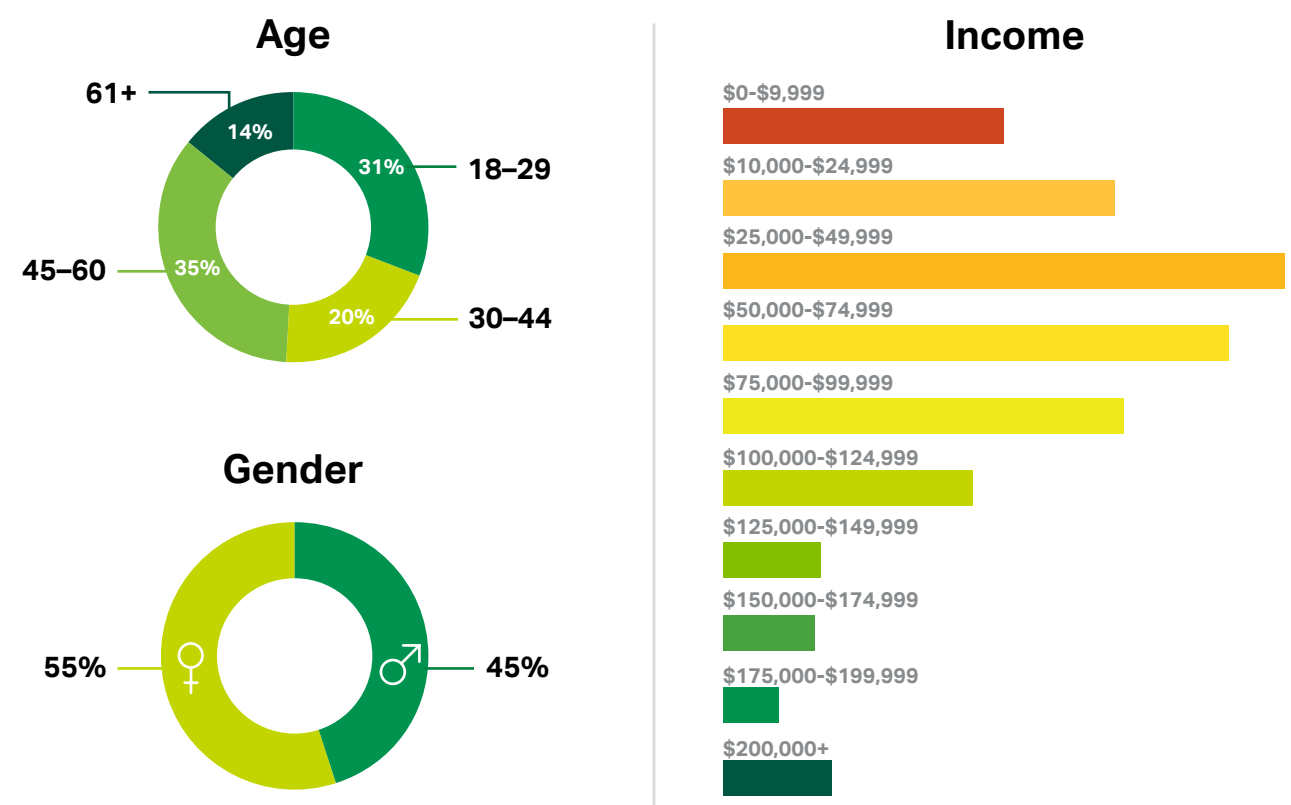
## How would you feel if your employer gave you a gift card or prepaid card as a reward?



# Changes due to COVID-19



## Demographics





# Adapting to the New Normal

It's hard to overstate the dramatic, historic changes brought about by the global COVID-19 pandemic that began in the spring of 2020. There are few things that the entire world has in common, but every person on every continent experienced long months of sheltering-in-place, stress and economic disruption.

The research in this report was conducted just before the new coronavirus began impacting the world at large. As a result, these numbers don't reflect the reality of how shoppers behaved during the spring of 2020. Daily shoppers instead stocked up on a month's supply of canned food; people began shopping entirely online; people started using mobile wallets to avoid exchanging paper bills by hand.

As Blackhawk Network prepared this report, the first round of shelter-in-place orders in the United States had been lifted and a second wave of infections was spiking across the country. We sent out a second survey to see how shoppers' behaviors had changed. Most importantly, we asked about how people felt about shopping and returning to normal in the ongoing world of the coronavirus.

We expected online shopping and digital payment methods to get a boost from shopping during the months of social distancing and forced business closures. We found that digital wallets in particular have taken off in popularity, possibly because they offer a contactless method of in-store payment. Before the pandemic arrived in America, less than 38% of Americans surveyed said they were using digital wallets to make purchases more often or as often than they had the year before. After the pandemic, that number jumped to 55%.



"The largest pandemic-era growth of all was in retailer-specific apps, which showed massive gains"

The largest pandemic-era growth of all was in retailer-specific apps, which showed massive gains. Only 21% of Americans surveyed were making purchases in branded apps more often than they were last year. After COVID-19, almost half of Americans are making purchases within retailer apps more often than they were last year. The number of Americans who hadn't used a retailer's app at all fell from 32% to just 13%.

What we don't know, yet, is if these changes are permanent. Some of them probably will be. Others will fade as the threat caused by the coronavirus eventually fades.

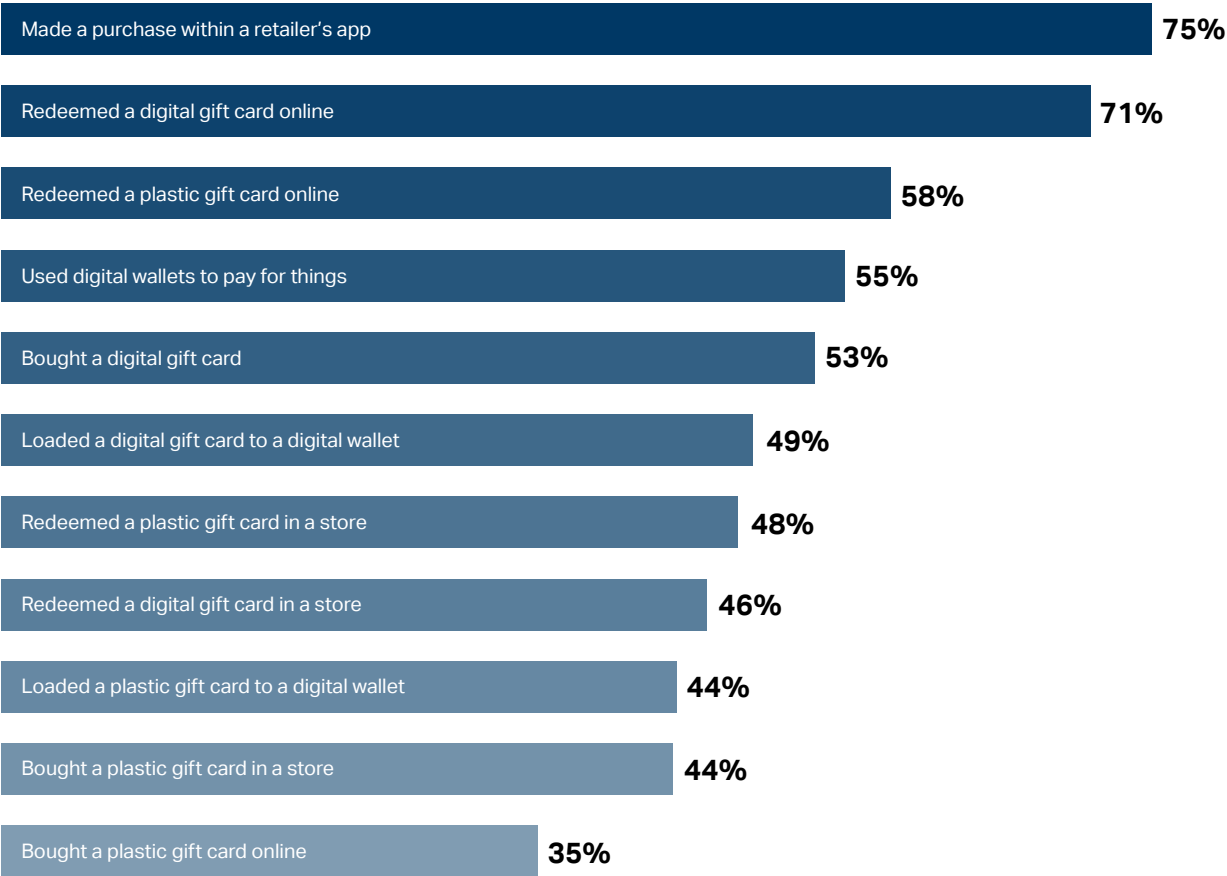


# Habits

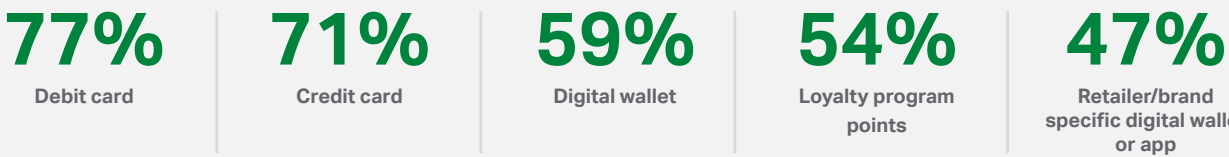
## Percent who use apps and platforms at least once a month:



## Percent who have maintained or increased the following habits:



## Top 5 payment methods used regularly online (Percent who use these methods monthly or more)

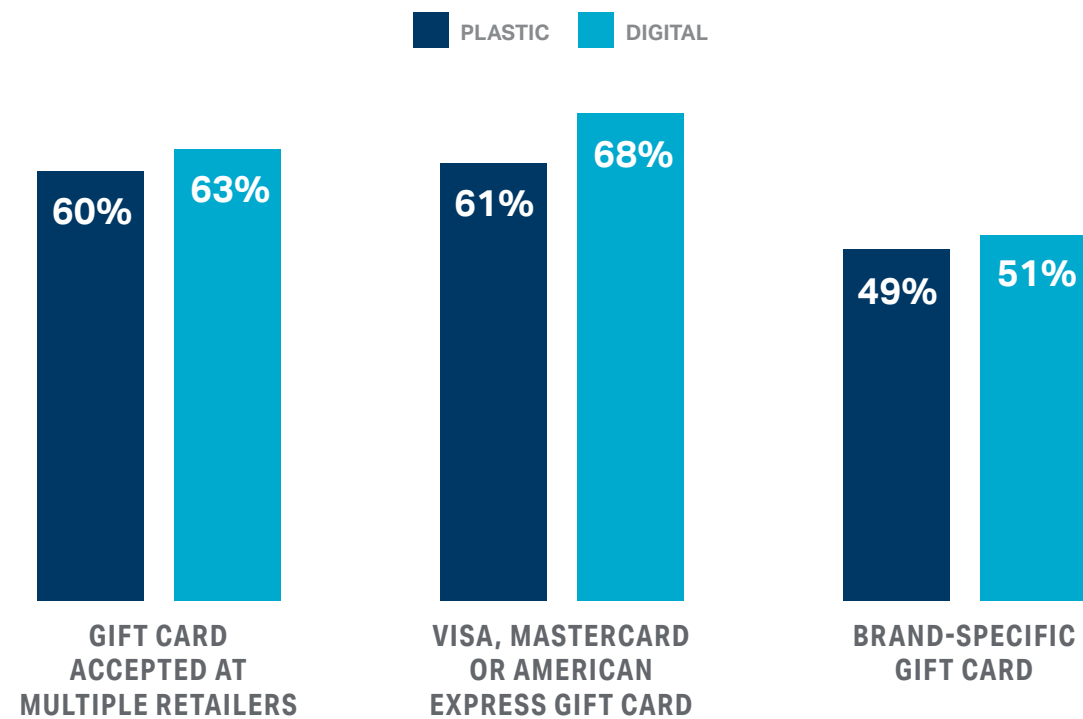






# Digital Wallets

Percent interested in purchasing:



**48%**

are interested in adding cash to an app, digital wallet or other account while in a retail store



**15%**

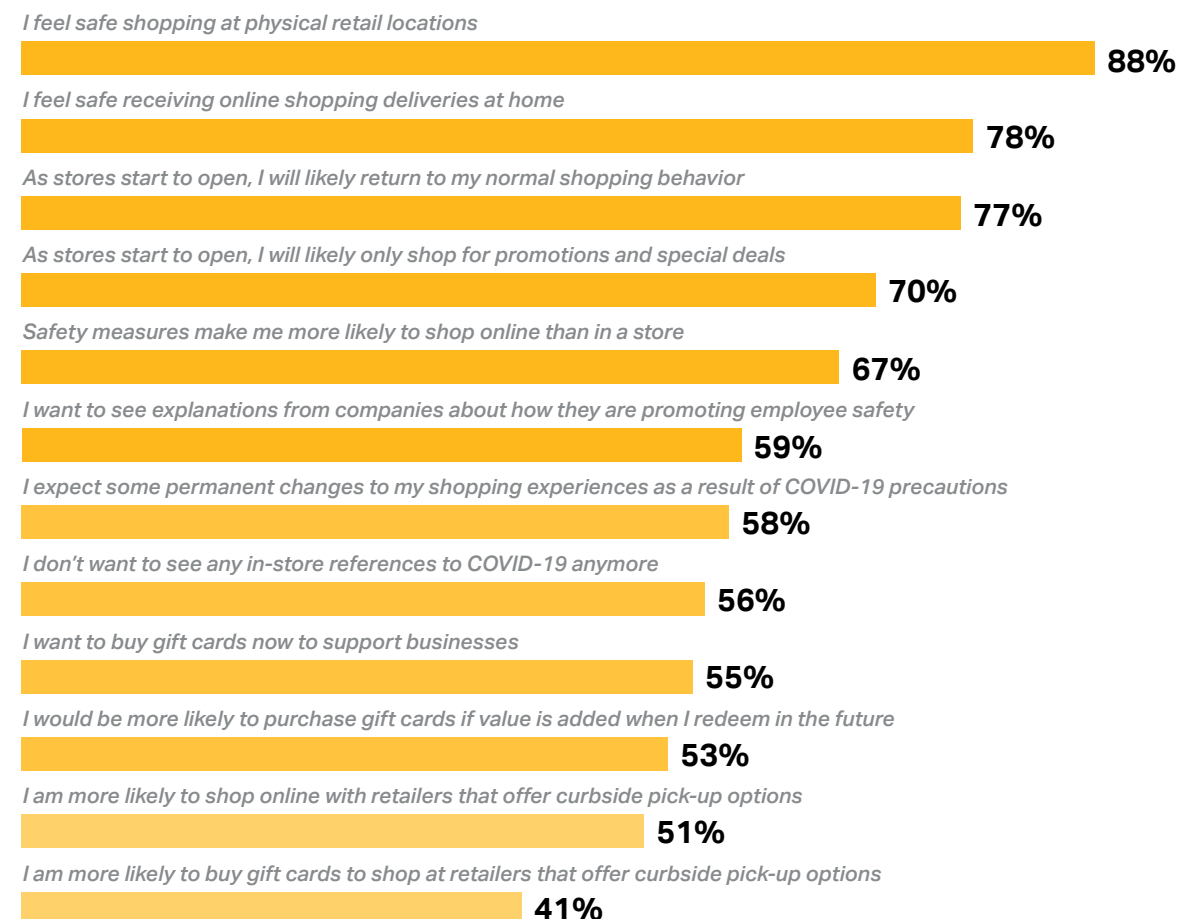
already have





# Shopping

Percent who agree with the following after shelter-in-place has been lifted:



# Promotions

Percent who agree with the following after shelter-in-place has been lifted:

65%

I want brands to promote and advertise like they did before COVID-19

48%

I am looking for special "After COVID-19" sales offers

44%

I feel negatively when brands reference COVID-19 in promotions and discounts

42%

I think brands should only promote essential goods and services right now

40% AGREE

"I think it is too soon for brands to run promotions and discounts like they did before COVID-19"





