

Brite*

Instant Economy Payment Insights

Uncovering trends | 2024

In the Age of Instant – It's Time for Payments to Step Up



A transformation is underway... which reflects the instant economy's demands for speed, security, and simplicity.



**Lena
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Founder & CEO

Immediacy and convenience are at the core of today's instant economy, with consumers now expecting real-time interactions across all digital touchpoints and in all facets of their lives. However, the promise of a true instant economy remains unfulfilled, in part, because it requires an entire ecosystem of digital payment technologies that have not kept up with changing consumer needs.

This report explores consumers' changing needs and payment preferences and shines a light on how digital payments must evolve to cater to them. Our in-depth analysis of six selected key markets across Europe reveals how consumer payment behaviour is changing and shows a growing appetite for new payment methods. A transformation is underway across countries and demographics, reflecting the instant economy's demands for speed, security, and simplicity.

The emergence of Pay by Bank – a category of payments based on the direct transfer of funds between bank accounts – can play an important role in this transformation. The growing maturity of open banking, coupled with a new generation of instant account-to-account (A2A) or Pay by Bank solutions, is helping to address merchant pain points and catering to consumer appetite for payment methods suited to the instant economy.

However, despite a strong regulatory framework underpinning innovation drivers like open banking, Europe remains a diverse and, at times, fragmented

region. This is revealed through different payment preferences and the highly variable level of familiarity with Pay by Bank. In the United Kingdom, Spain, and the Netherlands, familiarity is already at over 90 percent, indicating that these countries are primed to adopt the new generation of Pay by Bank payments as merchant acceptance increases.

Contrastingly, other countries, such as France, exhibit a more cautious approach, highlighting the continued dominance of legacy forms of payment, even as the world becomes ever more instant. Nevertheless, there's potential for Pay by Bank to provide consumers with a more immediate and convenient form of payment.

The growth potential is also evident through consumers' online purchasing habits, with regular Pay by Bank users making more purchases, on average, than non-users, especially in high-engagement sectors like hotels and travel, tickets and digital subscriptions.

Indeed, the allure of Pay by Bank and its more specific variations, such as the Instant A2A Payments offered by Brite, is particularly striking with younger generations. 36 percent of all 18-29 year-olds are already utilising it weekly, suggesting we are nearing a critical mass of consumers ready to break with traditional payment habits.

At Brite, we are committed to seeing our brand of instant A2A payments help Pay by Bank achieve its enormous potential. Our inaugural Instant Economy Payment Insights report acts as a valuable touchpoint for this development.

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Introduction



The instant economy is how we all buy and sell online in the 21st Century.

As digital devices and fast payments become ubiquitous, the way we pay online is changing. An instant revolution is gathering speed.

Together with YouGov, Brite Payments surveyed six key European markets during January 2024 – these selected markets showcase the complete spectrum of payment method usage and help detail the current state of online payment methods.

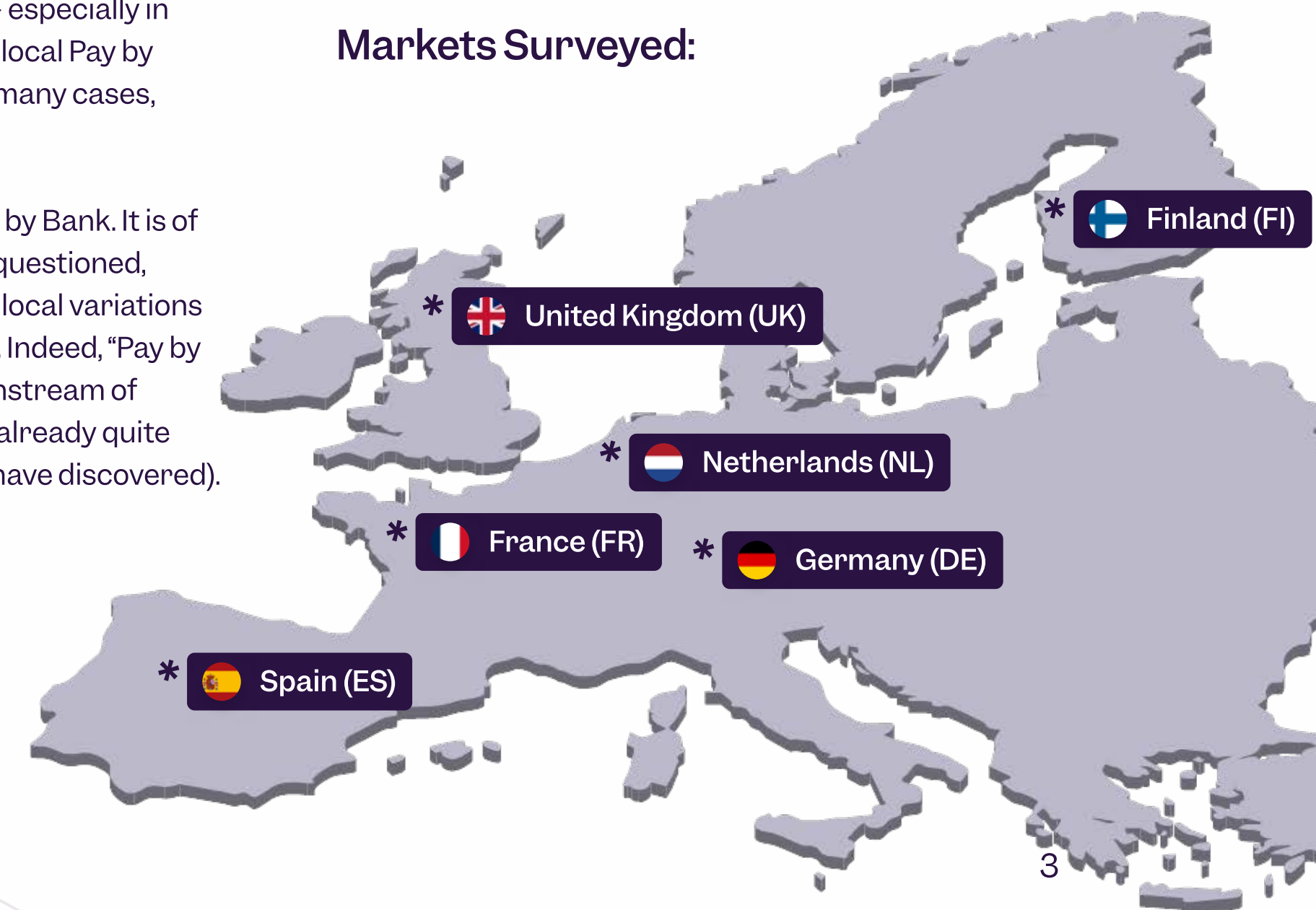
At the centre of this research is a tale of changing consumer behaviour and payment preferences. Generation Z does indeed have different priorities from the older generation when it comes to online payments. Yet, far more binds these generations – especially in markets where account-to-account or local Pay by Bank methods are mainstream and, in many cases, every day.

Throughout this report, we refer to Pay by Bank. It is of consideration to the reader that when questioned, respondents were offered appropriate local variations of Pay by Bank to gauge understanding. Indeed, “Pay by Bank” is still finding its way into the mainstream of consumer consciousness – even if it is already quite well known to many consumers (as we have discovered).

Finally, the instant economy is the digital transformation of financial transactions and consumer interactions, marked by speed, convenience, and personalisation. It is how we all buy and sell online today, in the 21st Century. As we highlight in this report, technological advancements, changing consumer behaviours, and increasing digital payment integration into our everyday lives are helping to define and shape it further.

One thing that looks likely is that using Pay by Bank and adopting digital wallets could be key payment trends for the instant economy now and in the immediate future.

Markets Surveyed:



Key Findings

73% of all those surveyed are very familiar, familiar, or somewhat familiar with Pay by Bank.

Evolving Preferences and the Rise of Pay by Bank

Pay by Bank is staking its place at the heart of the instant economy, from local A2A payment methods such as iDEAL in the Netherlands, to solutions that leverage open banking and enable instant bank payments.

10% more online purchases were made by regular Pay by Bank users compared to non-users in selected verticals over a six-month period.

36% of 18-29 year-olds across all six markets use Pay by Bank daily or weekly.

42% of regular Pay by Bank users opt for the payment method because of speed.

46% of those questioned would use Pay by Bank because it offers a high level of security.

55% of regular Pay by Bank users opt for it because of ease of use.

Part: I

Understanding Online Payment Choices

Debit cards

	ALL 6	NL	FI	DE	UK	ES	FR
Daily	18%	19%	15%	8%	20%	34%	17%
Weekly	36%	42%	32%	27%	43%	34%	39%
Monthly	19%	14%	22%	19%	20%	15%	23%
Bi-monthly	7%	6%	9%	8%	5%	6%	9%
Yearly	5%	4%	11%	5%	4%	3%	4%
Never	15%	14%	9%	33%	7%	8%	8%

Credit cards

	ALL 6	NL	FI	DE	UK	ES	FR
Daily	8%	1%	4%	4%	9%	18%	12%
Weekly	20%	10%	16%	17%	24%	24%	28%
Monthly	19%	17%	21%	17%	20%	17%	22%
Bi-monthly	9%	13%	9%	10%	8%	8%	10%
Yearly	9%	15%	16%	8%	7%	6%	4%
Never	35%	44%	24%	44%	32%	28%	24%

Common Payment Methods in the Instant Economy

Payment method usage varies across markets. Yet, the most frequently used online are debit cards, Pay by Bank, and digital wallets.

01. Debit cards

The UK and Spain have the highest percentage of monthly debit card users. Meanwhile, a third of German respondents have never used a debit card online – an outlier compared to other countries.

Daily debit card usage is highest in Spain, at 34%. Looking at usage of debit cards on at least a weekly basis, Spain also leads (68%) just ahead of the UK (63%) and the Netherlands (61%).

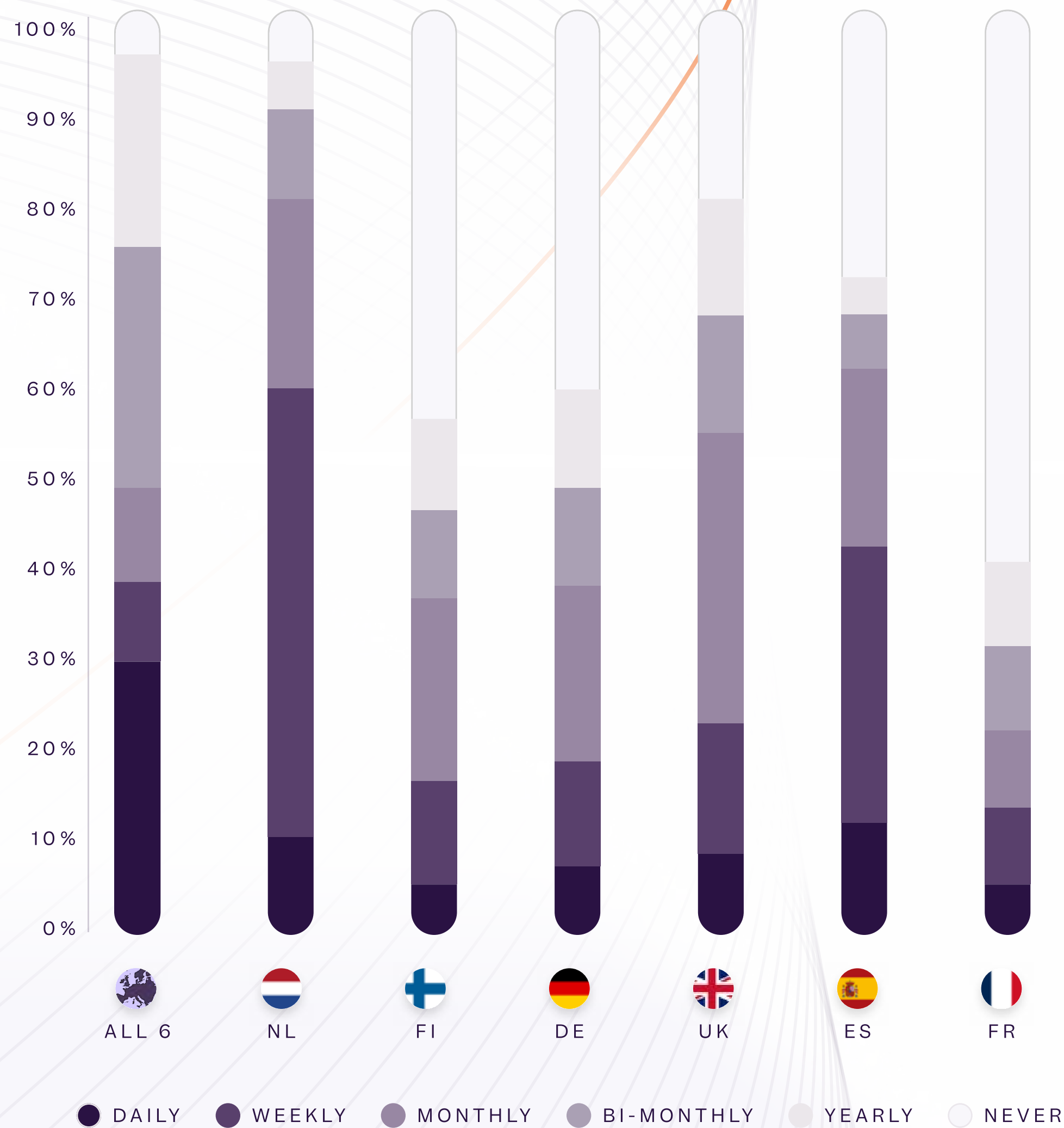
02. Credit cards

At 18%, Spain has the highest percentage of daily credit card users. Meanwhile, French credit card use is the highest for weekly purchases at 28%. Germany and the Netherlands have the most respondents who have never used a credit card online, with 44%.

Across all our markets, 22% of all 40-49 year-olds and 22% of 50-59 year-olds favoured using credit cards online to make purchases weekly.

In comparison, only 18% of 18-29 year-olds across all our markets use credit cards weekly, while 41% said they never used a credit card to purchase online.

Pay by Bank



03. Pay by Bank

Ranking the markets by the average frequency with which they use Pay by Bank methods, the Netherlands dominates, with 84% using it at least monthly.

Spain is ahead of the UK in using Pay by Bank online daily, weekly and monthly. Meanwhile, Germany has slightly fewer daily users compared to the UK.

The three countries that we surveyed that had the least regular Pay by Bank users are the same three countries that rank lowest for familiarity with this payment method. 7 in 10 French and nearly 5 in 10 Finns have never used Pay by Bank.

Across all our surveyed markets, Pay by Bank is popular among young adults aged 18-29. In particular, 59% of this age group in Spain use the payment method daily or weekly. In Germany, around 25% of those aged 18-29 use the method daily or weekly. While, in Finland, 27% of 18-29-year-olds use Pay by Bank weekly or daily.

The Netherlands is the only market where an older age groups, 30-39 (72%), uses Pay by Bank more frequently than 18-29 year-olds (65%) to make online purchases daily or weekly.

36 %

of 18-29 year-olds across all our markets use Pay by Bank either daily or weekly.



72 %

of French surveyed said they had never used Pay by Bank online.



59 %

of 18-29 year-olds in Spain use Pay by Bank daily or weekly.



Buy Now Pay Later

	ALL 6	NL	FI	DE	UK	ES	FR
Daily	2%	1%	0%	3%	1%	3%	2%
Weekly	5%	6%	5%	7%	4%	5%	3%
Monthly	12%	16%	20%	13%	8%	9%	5%
Bi-monthly	9%	16%	14%	12%	6%	5%	5%
Yearly	10%	11%	23%	11%	8%	7%	6%
Never	62%	51%	37%	54%	73%	72%	79%

04. Buy Now Pay Later

Finland has the highest number of regular (monthly or more) Buy Now Pay Later (BNPL) users, with 25%. This is slightly ahead of the Netherlands and Germany (23%)

The UK (73%), Spain (72%), and France (79%) claim the highest percentage of respondents who have never used BNPL to pay online.

Younger consumers are more likely to have used BNPL for online purchases at some point, with only 54% of 18-29 year-olds having never used it. Nevertheless, looking at 18-29 year-olds across the markets we surveyed, 63% in the UK and 68% in France were 'never' users.

Buy Now Pay Later was the second least favoured payment method across all generations and markets.

Digital wallet

	ALL 6	NL	FI	DE	UK	ES	FR
Daily	9%	7%	3%	6%	14%	14%	3%
Weekly	18%	14%	10%	21%	24%	17%	13%
Monthly	19%	14%	16%	26%	16%	20%	18%
Bi-monthly	9%	11%	9%	10%	6%	8%	10%
Yearly	7%	8%	15%	4%	4%	6%	9%
Never	38%	47%	46%	31%	35%	35%	47%

05. Digital wallet

The UK and Spain set the standard for daily digital wallet usage online, with 14% of respondents using the method online.

Elsewhere, 21% of German respondents are weekly users of digital wallets for online payments. Germans were also the highest proportion of monthly users at 26%.

Of those aged 18-29 in the UK, 27% use digital wallets daily, and 33% use digital wallets weekly – the most of any age group in the UK.

In comparison, 25% of Germans aged 18-29 use digital wallets weekly – but this is less than those aged 30-39, with 31% using the payment method weekly.

Instalments

	ALL 6	NL	FI	DE	UK	ES	FR
Daily	1%	1%	0%	2%	1%	2%	2%
Weekly	4%	2%	2%	6%	4%	5%	4%
Monthly	9%	9%	9%	8%	9%	8%	9%
Bi-monthly	7%	8%	6%	7%	6%	6%	7%
Yearly	10%	8%	18%	9%	8%	9%	12%
Never	69%	71%	65%	68%	71%	69%	69%

06. Instalments

Out of our surveyed markets, instalments payments were most popular in Finland, with 18% making use of instalment payment plans annually, and a further 17% using the payment method more frequently. The total number of instalment plan users was comparable across other markets, but with some markets (i.e. Germany and Spain) having a higher proportion of regular users.

Across all the markets we surveyed, paying by instalments was the least favoured method of all the suggested online payment methods.

Generation Z has different payment priorities

Generation Z's favoured payment methods are debit cards, digital wallets, and Pay by Bank – with usage of the latter two virtually identical.

Across the 18-29 age bracket for all our markets, weekly usage of Pay by Bank is 27%, one percentage point more than digital wallets at 26% – but not beating debit cards, which lead the way at 38%.

When looking at combined daily and weekly usage across the 18-29 age bracket for all our markets, combined daily and weekly use of Pay by Bank is 36%, eight percentage points behind digital wallets at 44%, and behind debit cards, which lead the way at 57%.

Familiarity with Pay by Bank

Consumers are broadly familiar with the concept of Pay by Bank – or its local equivalent – in all six markets surveyed.

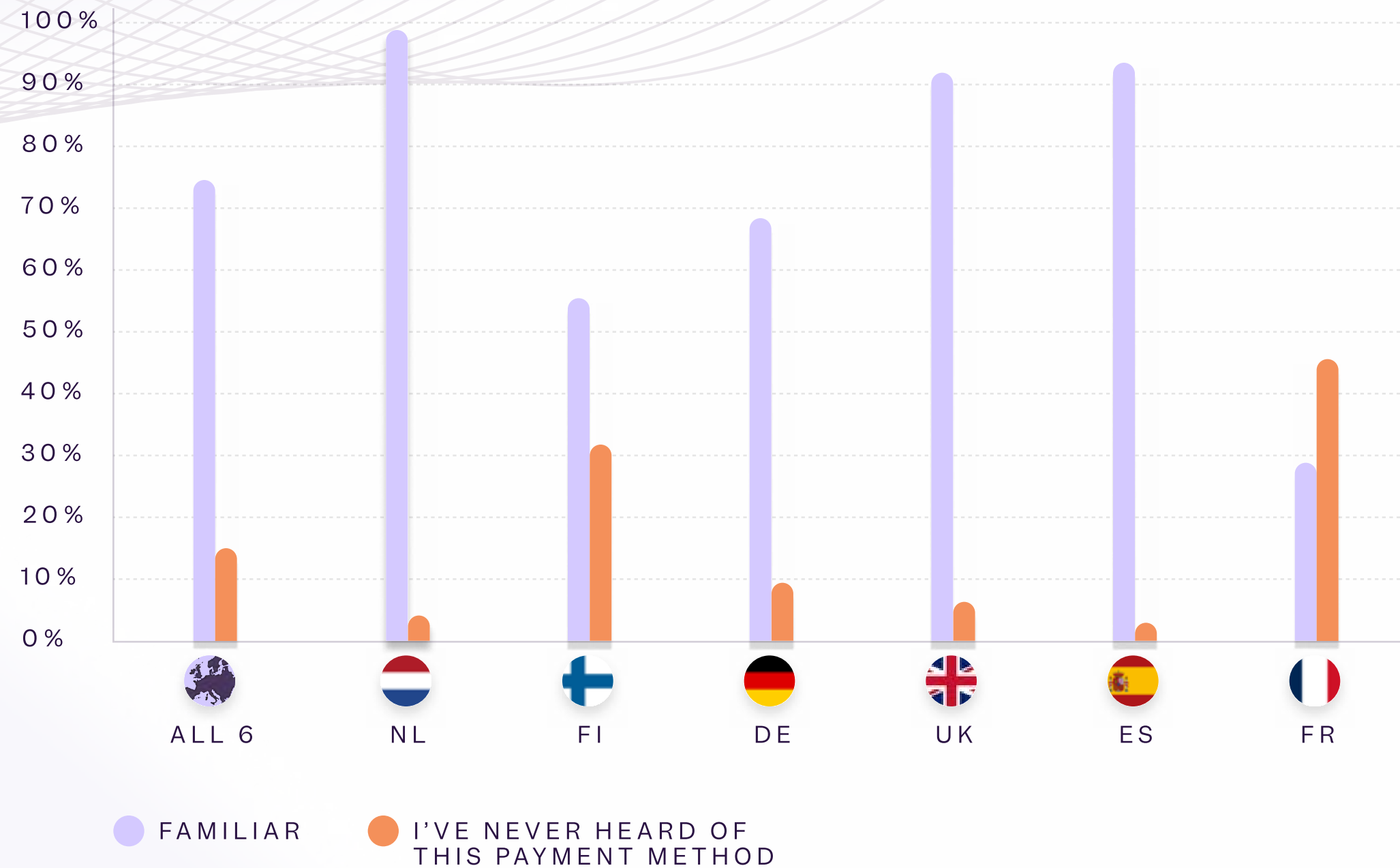
Online payment through the direct transfer of funds between a consumer’s and a merchant’s bank account – Pay by Bank – is familiar to nearly three-quarters (73%) of people we surveyed. This covers respondents who are very familiar, familiar, or somewhat familiar with this payment method.

The Netherlands, with its local payment method iDEAL, is ahead of the curve when it comes to knowing the payment method; nearly all of those questioned had at least some familiarity with it, with close to 6 in 10 saying that they are very familiar with it. Respondents from Spain (92%) and the UK (90%) were close behind the Netherlands in terms of being broadly familiar with Pay by Bank.

Familiarity with Pay by Bank is lowest in France with only 28% familiar with it. By comparison, two-thirds (67%) of Germans are familiar with Pay by Bank.

45% of respondents from France had never heard of the payment method. Only 24% of those aged 60+ surveyed were at least somewhat familiar with the method, compared to 37% of those aged 18-29.

30% of all respondents from Finland answered similarly – having never heard of Pay by Bank. Yet, 77% of those aged 18-29 and 68% aged 30-39 were familiar with the payment method. For the 60+ generation, the percentage dropped to 38%, with 48% having never heard of the payment method.



97 %

of all Dutch have at least some familiarity with the method.



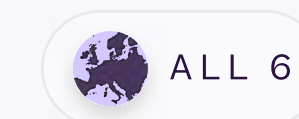
45 %

of people in France have never heard of the payment method.



12 %

of people across all our surveyed markets have never heard of Pay by Bank.



Part: II

Consumer Perspectives on Payment Methods

Top Reasons for Using a Credit Card Online

As a legacy product with over 30 years of online use, credit cards are still popular – and in many ways, this longevity is part of its appeal to users.

Among those who use credit cards to pay online at least once a year, ease and convenience (44%) are the top reasons – particularly for Spanish users. Meanwhile, Finland and the UK are the most likely to mention purchase protection, the second key factor overall. Third is widespread acceptance.

Notable differences between markets include the UK and the Netherlands valuing insurance. UK users are more than twice as likely to select rewards programmes as a key reason for opting for a credit card, compared to other markets surveyed. Germans are more likely to select consolidated monthly credit card statements than others. Using credit cards out of habit is most common in Spain and France.

Analysing our survey data further, credit card usage among older generations appears habitual. 62% of French surveyed aged 60+ answered ease and convenience, with 40% of that same demographic saying they use it for widespread acceptance.

In Spain, 64% of those aged 60+ also said ease and convenience were the biggest reasons for using credit cards.

Uniquely, building a credit score in the UK is why 37% of those aged 18-29 favour credit cards.

	ALL 6	NL	FI	DE	UK	ES	FR
Ease and convenience	44%	29%	44%	46%	38%	58%	51%
Because of the purchase protection (chargeback)	33%	39%	50%	27%	45%	20%	12%
Widespread acceptance – I can pay almost anywhere	33%	31%	35%	37%	23%	38%	40%
Because of the insurance that is offered with my purchase	21%	32%	23%	11%	33%	7%	14%
I use a credit card out of habit	20%	8%	14%	18%	10%	34%	39%
I need to defer payment until the end of the month (purchase on credit)	12%	16%	11%	7%	17%	14%	9%
I value the rewards programme offered	12%	6%	9%	11%	22%	8%	6%
My credit card details are already saved or stored with the merchant	12%	8%	9%	15%	15%	9%	10%
Because I get a consolidated monthly credit card statement	10%	5%	8%	18%	7%	9%	9%
I need to build my credit score	6%	3%	2%	5%	13%	5%	4%

22 %

of UK credit card users opt for the payment method because of rewards.



51 %

of French credit card users opt for the payment method because of ease and convenience.



50 %

of Finns see purchase protection as an appealing benefit.



	ALL 6	NL	FI	DE	UK	ES	FR
Security	59%	36%	69%	60%	64%	59%	63%
Ease of use	54%	63%	59%	45%	59%	54%	48%
Speed — I immediately see it reflected on my bank balance	36%	44%	36%	29%	35%	46%	32%
Trusted brand	34%	28%	27%	52%	31%	26%	26%
Habit	15%	21%	18%	12%	13%	17%	19%
Deferring payment	11%	14%	15%	10%	11%	10%	12%
Customer support	11%	10%	5%	11%	10%	16%	15%
Rewards programme	11%	5%	9%	8%	18%	9%	8%
Anonymity	7%	6%	3%	11%	5%	8%	11%
Currency options	4%	3%	2%	7%	3%	2%	3%

Understanding Why Consumers Select Payment Methods

Three standout factors influence consumers' preferences when selecting an online payment method.

Across all markets surveyed, security, speed, and ease of use were the most critical factors for our respondents when deciding which payment method to use online. Speed of payment is especially valued by those surveyed in Spain and the Netherlands.

Germans are by far the most likely to select a payment method based on it being a trusted brand at 52% – second only to security at 60%. Meanwhile, anonymity was an important selection criterion for 11% in France and Germany – the highest amongst the markets surveyed.

Of those surveyed from the UK, 18% said rewards programmes were an essential factor when selecting a payment method, about twice as important as elsewhere.

The top three factors for selecting a payment method:

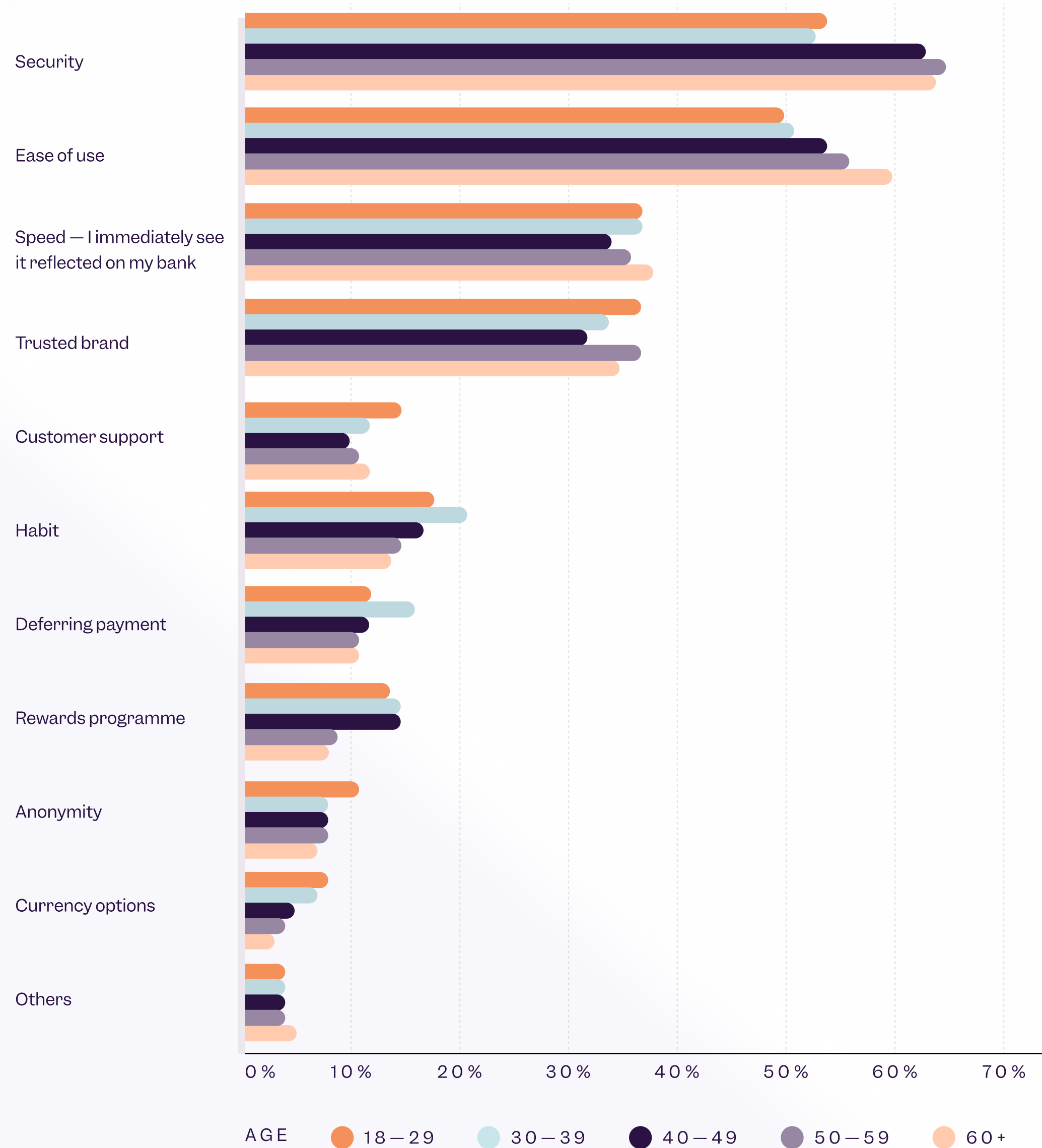


59%
Security

54%
Ease of use

36%
Speed

Most important factors in selecting an online payment method



Every generation has a priority

Looking closer at why a payment method was favoured, the importance placed on ease of use generally increases the older the age of the consumer, with 59% of respondents aged 60+ highlighting it compared to 49% of those aged 18-29.

For Generation Z, the 18-29 age group, anonymity ranks at 10%, and customer support ranks at 14%, respectively. These are the highest of any age group.

Those aged 30-39 rank highest for deferring payments at 15% and using their payment method out of habit at 20%.

Meanwhile a third of all those surveyed aged 40 and above mark security as a pressing issue when selecting a payment method.

14%

of Gen Z favours methods that offer customer support.



10%

of Gen Z favours methods that support anonymity.





Regular Pay by Bank users have a need for speed

Analysing daily and weekly Pay by Bank users, speed topped out at 42%, compared to 30% for non-users of Pay by Bank. Surprisingly, of those regular Pay by Bank users aged 60+, it had even greater importance, clocking in at 49%.

Looking closer at each of the six markets, 39% of regular Pay by Bank users in the UK selected speed as an important factor compared to 27% of non-users. In Spain 49% of regular Pay by Bank users select a payment method for its speed, compared to 38% for non-users.

For regular (daily and weekly) users of Pay by Bank, ease of use was slightly more significant at 55%. Meanwhile, security was less of an issue for regular Pay by Bank users, with 49% highlighting it.

Interestingly, 65% of regular Pay by Bank users in the Netherlands said ease of use, compared to 44% of non-users of Pay by Bank.

Pay by Bank is favourably associated with speed, ease and convenience across all surveyed markets.

42 %

of regular Pay by Bank users opt for it because of its speed.



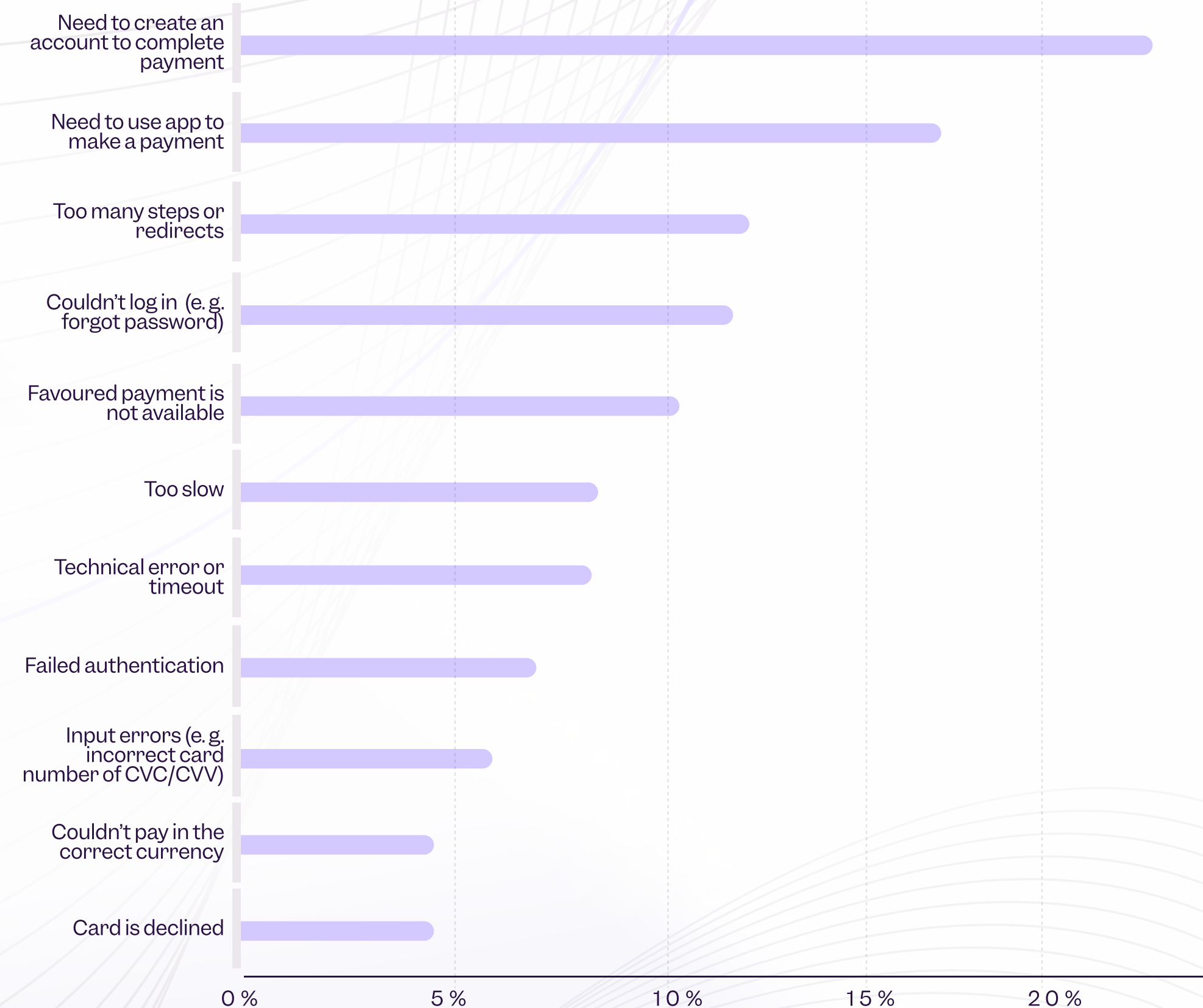
65 %

of Dutch regularly use Pay by Bank for ease and convenience.



Issues When Making a Payment Online

Respondents negatively impacted by payment issues on a regular basis



While major issues with online payments are not widespread – a result of improved infrastructure and internet connectivity – the most frequently encountered issues connect back to ease of use.

Creating an account to complete a payment is the most likely issue for online shoppers. This is more than twice as likely for the French (35%) compared to the Finns (14%). Needing to use an app to make a payment regularly affects up to 1 in 5 online shoppers per market.

Besides card declines, currency issues, and input errors, nearly a quarter of all those questioned have experienced occasional issues when making a payment online – approximately 1 in 10 have frequent or regular issues. Within our survey, the issue that the fewest people in our markets encountered when paying online was not being able to pay in the correct currency (67%).

When paying online, friction is an issue. Creating accounts, using apps, going through complex steps, and forgetting passwords are all major turn-offs. Businesses need to consider payment methods that prioritise the customer's needs. To avoid losing customers during the checkout process and negatively impacting conversion rate, businesses need to provide smooth and simple payment processes in line with the needs of the instant economy.

22 %

regularly encounter account creation or registration as an issue when completing payment.

17 %

cite app downloads as significant barrier to completing payment.

12 %

experience too many steps or redirects.

12 %

encounter log-in issues as a regular or frequent payment issue.



Important Factors When Trying a New Payment Method

Except for influencer promotion, all drivers to try a new payment method are important to a substantial share of potential users.

Security and authentication are the most important factors in selecting a new payment method, with it being chosen by 86% of respondents. 73% also consider it very important – making it the most significant of all selection factors.

Next, cost or fees, for combined importance, was 82%, with ease of use at 80%. Recognising the brand at 76% and speed, the time it takes to complete a payment was highlighted by 72% of respondents.

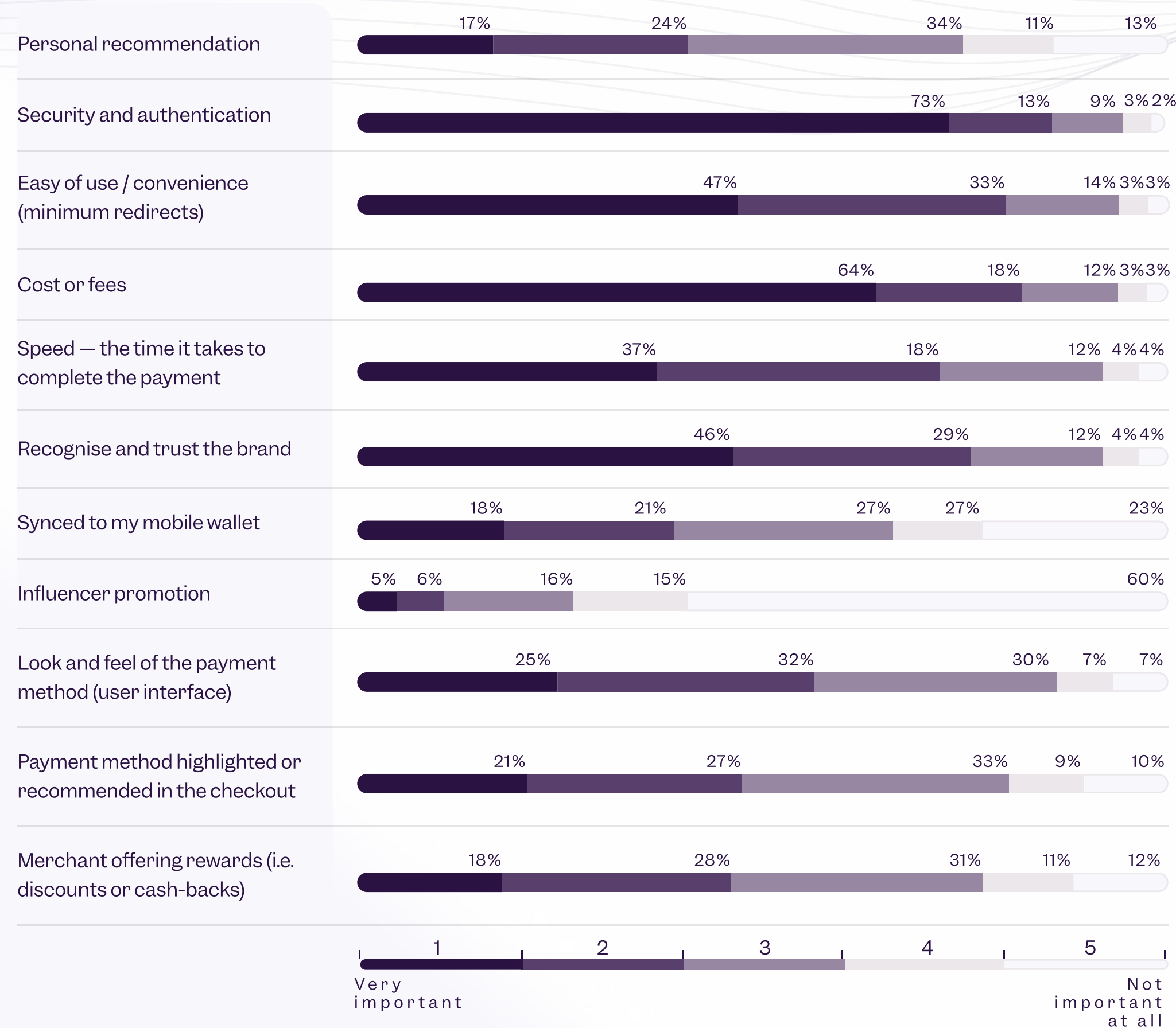
Influencer promotion was the lowest driver across all our markets, with two thirds of all those surveyed saying it was the least important.

Looking closer at our markets, 88% of those surveyed from the UK and 85% from Spain said that cost or fees were important factors for them when trying a new online payment method.

83% of those questioned in the UK remarked that recognising and trusting the brand was important too – the most significant proportion of all our markets. 91% of respondents from the UK also highlighted security and authentication as important – the highest percentage of all our markets.

Spain polled the highest rate of respondents who said merchants offering rewards influenced them at 61%. Half of all respondents from France, 44% from the UK, and 45% from Finland also highlighted it as an essential factor.

Additionally, Spain had the highest percentage noting speed as an important factor at 79%, alongside a quarter highlighting a personal recommendation as very important.



86 %

highlight security as the most important factor when trying a new payment.



82 %

of all respondents highlight cost or fees as essential when trying a new payment method.



80 %

of those surveyed said ease of use is an important driver when trying a new online payment method.

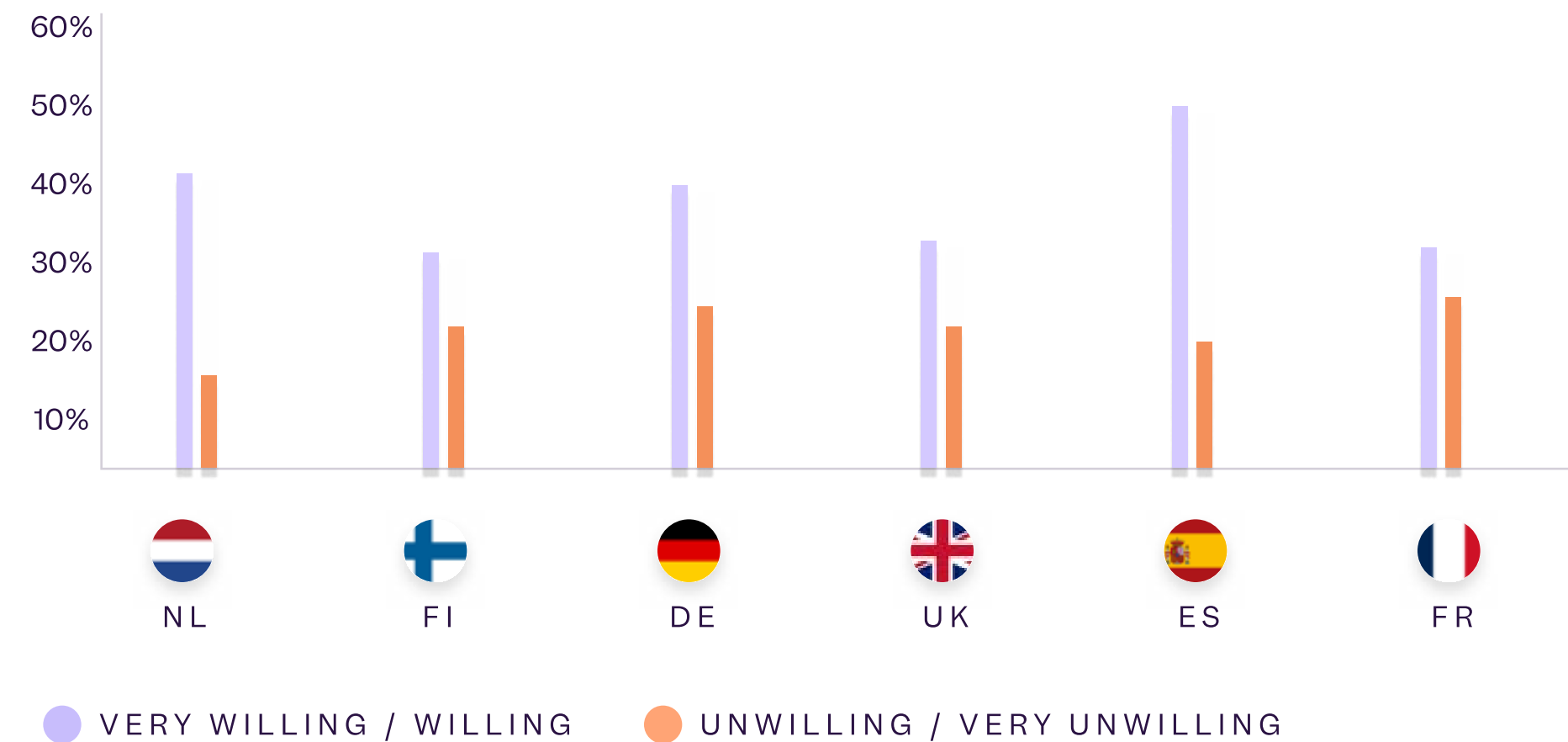


Part: III

Trends, Preferences, and Pay by Bank

Generation Z More Likely to Try a New Payment Method

How willing are you to try a new form of online payment?



Younger generations of consumers are more willing to try a new online payment method.

Across all age groups, willingness to try a new online payment is highest in Spain, with 50% being either very willing or willing. While both the Netherlands (41%) and Germany (40%) were also keen to try a new payment method. In the UK, France and Finland, around 3 in 10 fall into this category.

However, the countries with the highest unwillingness to try a new payment method were Germany (28%) and France (27%) – with 13% of French respondents being very unwilling, the highest out of all our markets.

Generation Z (ages 18-29) willingness to try new online payment methods:



How willing are you to try Pay by Bank?

	ALL 6	NL	FI	DE	UK	ES	FR
Very willing	12%	19%	7%	9%	12%	19%	12%
Willing	34%	39%	32%	32%	36%	43%	27%
Neither willing nor unwilling	30%	25%	40%	28%	32%	23%	33%
Unwilling	10%	6%	11%	13%	8%	9%	9%
Very unwilling	10%	4%	8%	16%	8%	5%	17%

61 %

would use Pay by Bank based on the description.



40 %

would use Pay by Bank based on the description.



20 %

of respondents from all our markets would not use Pay by Bank based on the description.



Pay by Bank as the Primary Payment Method of the Instant Economy?

When provided with a definition of Pay by Bank or A2A payments, and the key differentiators to other payment methods, nearly half responded that they would be willing to use it to pay online.

Based on the description provided in our survey, 46% of respondents across all six of our markets would be willing to try a Pay by Bank payment method online. Only a fifth of respondents would be unwilling to use such a method.

Of those surveyed from Germany, 40% are willing to pay online using this method, but 29% would be unwilling – the largest of all our markets and the most significant difference between willingness and unwillingness. France was similar, 39% willing but 26% unwilling to use the payment method.

61% of those questioned were from Spain, and 58% of those polled from the Netherlands said they would be willing to pay using a Pay by Bank method as described. However, it is worth noting that a large proportion of respondents are already using this method.

Across generations, 45% of those aged 18-29 in Germany were willing to try Pay by Bank, 46% of 30-39 year-olds and 45% of those aged 40-49 would do the same.

In Finland, half of those aged 40-49 are willing to pay using Pay by Bank, while the same was true for 49% of 30-39 year-olds questioned and 45% aged 18-29. This suggests that the willingness to pay online using a Pay by Bank method is high within younger demographic groups.

Features that Make Pay by Bank Attractive to Consumers

Which features or benefits of Pay by Bank do you find the most appealing?

	ALL 6	NL	FI	DE	UK	ES	FR
No additional costs or fees	50%	52%	53%	47%	49%	54%	49%
High level of security (log-in via bank credentials)	46%	44%	47%	40%	52%	48%	42%
Paying with money that I have in my account (not using credit)	26%	35%	21%	23%	26%	30%	23%
No need to download app/create an account	25%	27%	30%	23%	26%	25%	22%
No need to input credit/debit card information	25%	22%	38%	16%	28%	30%	24%
Transactions are quickly reflected on my bank balance	24%	28%	18%	20%	27%	30%	20%
Possibility to select the bank account that I wish to use	16%	22%	13%	14%	15%	18%	16%

According to our research, Pay by Bank has many appealing features for instant economy consumers.

Freedom from additional costs or fees and a high level of security are the top perceived advantages of Pay by Bank, according to respondents. Even the possibility of selecting which bank account to use is rated a significant factor option by more than 10% in each market.

Looking deeper, we see that many of the features or benefits of Pay by Bank described to our respondents are appealing. Again, the main drivers are issues related to ease of use, control, and speed.

54% of those questioned from Spain found having no additional costs or fees to be the prime reason for selecting Pay by Bank as a new payment method.

Meanwhile, in the UK, 52% felt that they would use the payment method because of its high level of security.

For 38% of those from Finland, not having to input credit/debit card information was the preferred reason – the highest among all the markets.

35% of those surveyed in the Netherlands like paying with money in their account and not using credit – this number grows to 42% for Dutch Gen Z.

In Spain, 38% of those aged 18-29 consider having transactions quickly reflected on their bank balance as a key benefit of Pay by Bank.

46 %

of all those questioned would use Pay by Bank for a high-level of security.



50 %

would use Pay by Bank because there are no extra costs or fees.



35 %

of respondents from the Netherlands like Pay by Bank as they don't use credit.



In the past six months, which of the following products or services have you purchased/ordered/booked online?

	ALL 6	Regular Daily and Weekly Pay by Bank	Non-Pay by Bank users	The difference in the likelihood of purchasing
Insurance	21%	29%	13%	123%
Travel and hotels	39%	48%	30%	60%
Event tickets	31%	41%	23%	78%
Online gambling	13%	19%	9%	111%
Digital subscriptions	27%	36%	20%	80%
Security trading	9%	12%	7%	71%
Fast loan / Consumer loan	4%	6%	2%	50%

Pay by Bank regular users (daily and weekly combined – 2071 users) compared to non-Pay by Bank users (non-Pay by Bank users doesn't include monthly, bi-monthly and yearly Pay by Bank users – 2,847).

Regular Pay by Bank users make

10 %

more online purchases in selected verticals than non-users over six months.

ALL 6

Pay by Bank: An Important Part of the Payment Mix

Offering Pay by Bank as a checkout option (if you are not already doing so) is essential.

The products and services purchased online in the past six months are broadly similar across countries. Yet, cross-referencing regular daily and weekly users of Pay by Bank across our markets to those who never used Pay by Bank, the likelihood of purchasing online at least once in the last six months increases.

On average across all selected verticals, regular Pay by Bank users make 10 percentage points more online purchases than non-users. Suggesting heavy online shoppers are more likely to use Pay by Bank at checkout.



Is the Instant Economy Truly Instant with Payouts?

Consumer expectations of a reasonable amount of time to receive a payout depend significantly on previous experience with instant payment methods.

Analysing the six markets, 32% of all those questioned want to receive a payout in five minutes or less. At the opposite end of the scale, only 16% believe receiving a payout in 2-3 days is reasonable, while just 5% of respondents are happy to wait a week. Most of our respondents, 50.1%, believe anything over an hour is unreasonable.

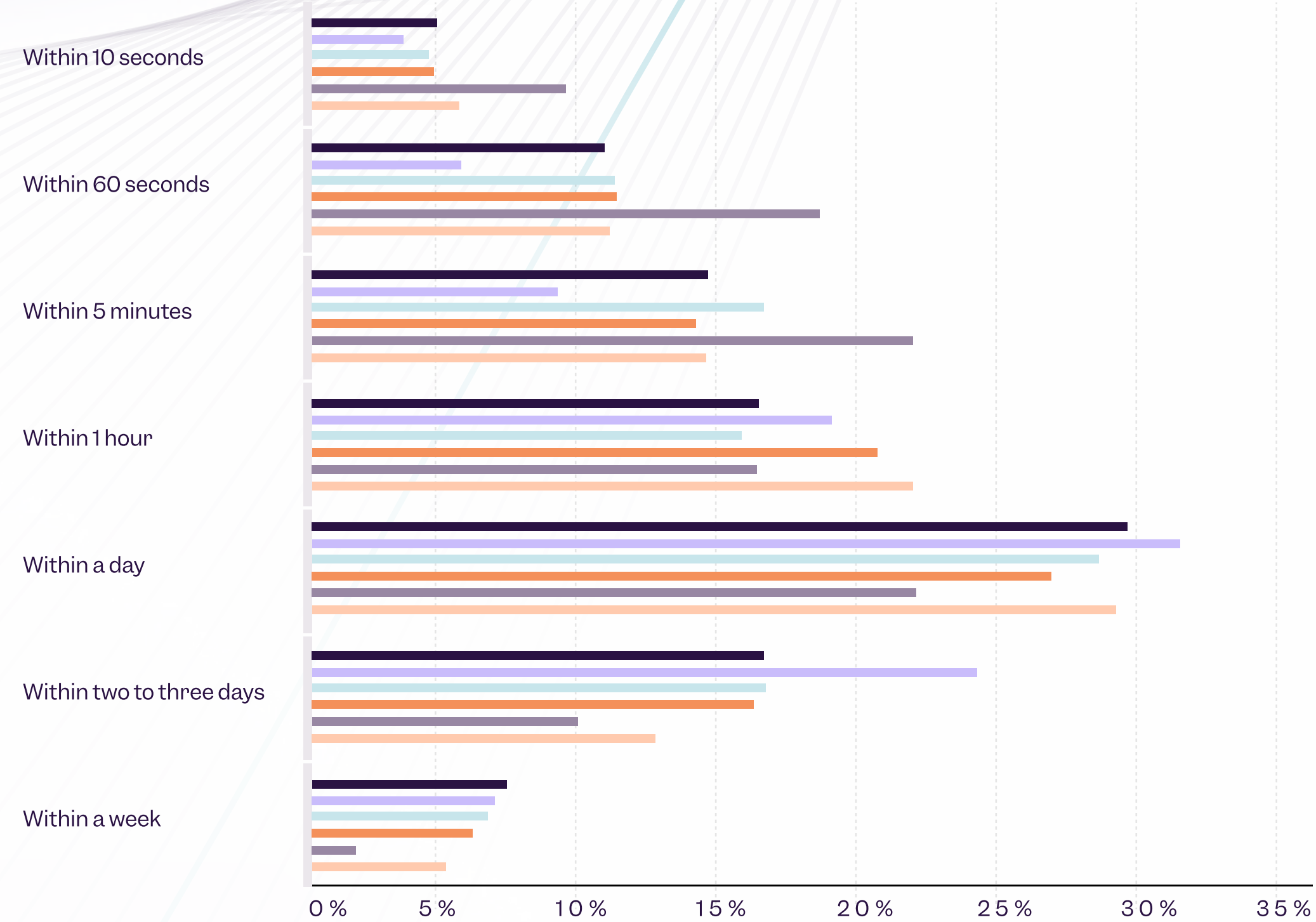
Overall, those questioned from Spain had the highest expectations regarding the time it takes to receive a payment, with 9% of respondents only willing to wait 10 seconds, 19% 60 seconds, and 22% five minutes.

Finns are the most patient, with 32% happy to wait a day, and a further 24% saying 2-3 days was reasonable – 7% responded a week was fine.

Notably, 60% of regular Pay by Bank users have received some form of online payout, compared to 40% of non-users.

21% of all regular (daily or weekly) Pay by Bank users believe anything above 60 seconds is unreasonable to wait for a payout.

In Spain, 32% of daily or weekly Pay by Bank users are only willing to wait 60 seconds to receive a payout – likewise, 24% of daily or weekly German Pay by Bank users and 20% of daily or weekly French Pay by Bank users.



COUNTRY: ● NETHERLANDS ● FINLAND ● GERMANY ● UK ● SPAIN ● FRANCE

60%

of daily or weekly Pay by Bank users have received a payout.



32%

of all respondents believe a payout should take 5 minutes or less.



21%

of regular Pay by Bank users believe 60 seconds is a reasonable time to receive a payout.



INTERVIEW: Navigating Payments in the Instant Economy

Bo Liljefors, Chief Product Officer at Brite, provides his take on how payments are evolving across our six markets and how best to cater for differing generational needs.



Bo Liljefors
Chief Product Officer
Brite Payments

What key factors have led to the adoption of Pay by Bank in markets like the Netherlands and Spain? How can other markets replicate this success?

It's really interesting. In the Netherlands, for example, there is a very established payment system in iDEAL. Its popularity stems from its longevity and the fact that it's owned jointly by the banks. It has had the fortune to have been pushed by the banks, too, benefiting from the trust they have established.

Moreover, it is the market leader in the Netherlands today because of user experience. And if we look back at where iDEAL was ten years ago, it was already making strides because of its relatively user-friendly experience.

Spain offers a slightly different scenario, with Bizum, a relatively new payment method based on bank transfers, gaining popularity.



For the younger generation, a quick, frictionless payment experience is paramount.

In Spain, it's more about bringing an innovative way of paying to the market that younger consumers appreciate. It's easy to use. And I would draw some parallels to Swish in Sweden. Additionally, Spain has made significant advancements in the instantness of transfers, with most transfers in Spain settling instantly, which facilitates a good user experience and provides a solid foundation for building these types of services.

Different factors contribute to this success, but an infrastructure supporting these new forms of payment is essential. The infrastructure allows for the creation of innovative payment methods. Secondly, you need to develop a payment product that finds a good balance between user experience and not being overly complicated or constrained by regulation. This balance is crucial because, as we see in the survey consumers are looking for solutions that offer flexibility and security.

There are different payment preferences across generations. How can merchants meet these varied priorities?

For the younger generation, a quick, frictionless payment experience is paramount. In contrast, an older generation may require clearer communication about the transaction process. For payment companies, this means prioritising solutions that are not only fast and intuitive but also transparent and secure, thus ensuring all users are well-informed about what's happening during their transactions.

Interestingly, in the Netherlands, where iDEAL is widely used, we've seen that the expectation for speed and ease of use isn't just a demand for younger users. Older generations, particularly those over 60, have also shown a high expectation of these qualities – even more so than the 18 to 29 age group. This intriguing finding highlights the universal appeal of efficient and user-friendly payment solutions.

Specifically, regarding Pay by Bank and A2A payments, leveraging the inherent trust that customers have in their banks is vital. Most people, especially older generations, see banks as trustworthy. Pay by Bank solutions that make the transaction process as clear and secure as possible, ensuring that any payment showcases clearly that it is directly from the customer's bank, can significantly enhance user trust.

Payments at the speed of Brite*

CONTACT SALES



*

**Goodbye sloooow payments
Hello Instant A2A Payments!**

A Word about Brite Payments

Brite Payment's next-generation Pay by Bank products, [Instant Payments](#), [Instant Payouts](#) and [Recurring Payments](#) are designed to unleash all the benefits of Instant A2A Payments powered by open banking to consumers and businesses across Europe.

Using its own proprietary Instant Payments Network (Brite IPN) for A2A payment handling, Brite reduces the usual waiting period of one or more banking days before receiving funds to mere seconds. As such, consumers can be confident their payments have arrived safely, and businesses can enjoy real-time payment confirmation, automatic reconciliation and reporting.

Instant Payments offer consumers real-time control of their spending, and, as a result, businesses can improve cash flows. From an accounting perspective, faster payments help boost liquidity and enable merchants to rely less on credit.

Instant Payouts also [offer consumers and businesses peace of mind](#). This is particularly great for businesses that offer cashback or refunds, as waiting times can hugely [impact future purchases](#).

Finally, Brite's exclusive feature, [Time2Money](#), timestamps every instant A2A transfer, so the recipient knows precisely when they will receive their money. Boosting trust and ensuring consumers will receive any refund instantly.

Methodology

Data collection period

The survey consists of data from six countries (Finland, France, Germany, Spain, the Netherlands, and the UK) and was collected from January 2nd to 8th, 2024 by YouGov on behalf of Brite Payments.

Weighting of data

Data was weighted according to the dimensions of gender, age and geography based on an ideal weighting from local statistical agencies in the countries so that the results represent the population in relation to the aforementioned target group.

Target group and sample size

The survey was conducted online with a total sample size of 8,439 adults aged 18+ across six countries.

	 NL	 FI	 DE	 UK	 ES	 FR
Number of respondents in the survey	1002	1005	2115	2239	1046	1032

The logo features the word "Brite" in a bold, white, sans-serif font, followed by an asterisk symbol. The background is a dark purple gradient with decorative white line art patterns in the corners.

Brite*

britepayments.com