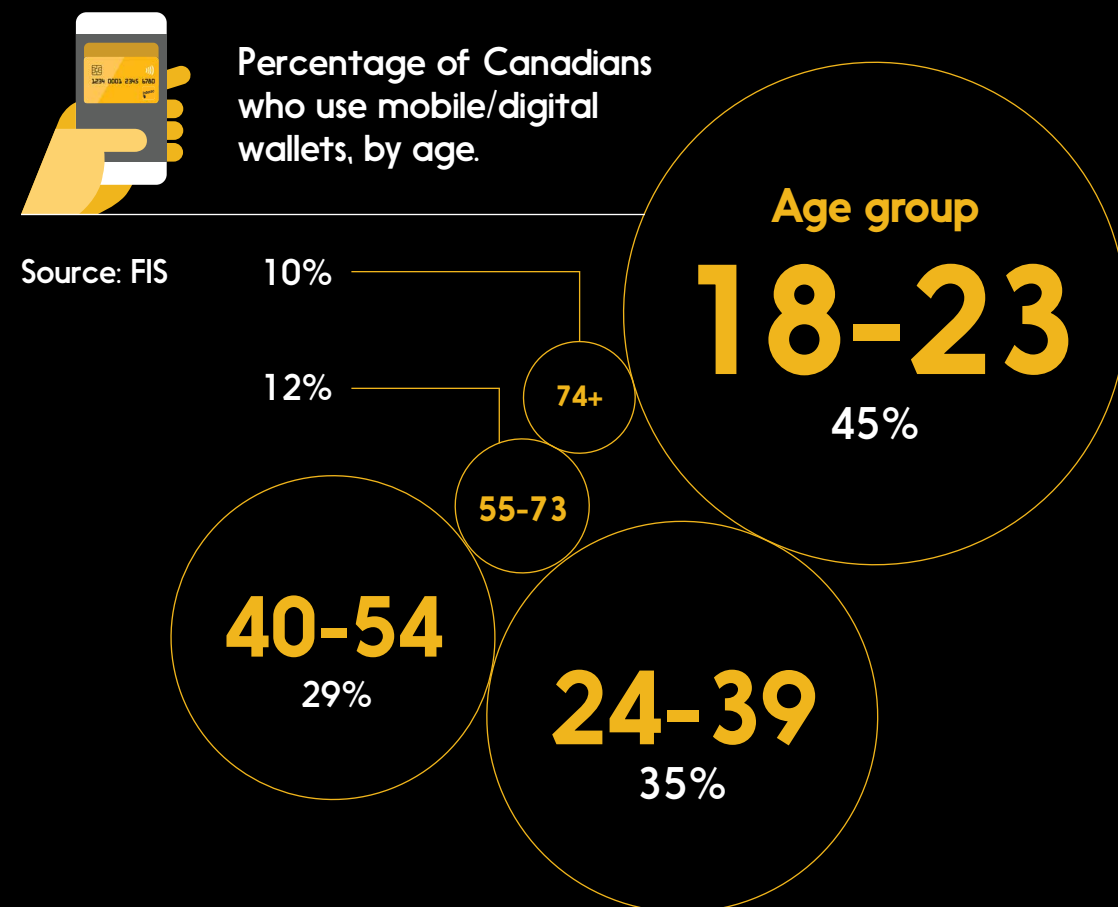


What consumers want: Interac® Debit for e-Commerce

Digital wallets were already rising in popularity before the COVID-19 pandemic. Today they're surging — especially among younger consumers, who favour paying by e-wallet, and increasingly prefer debit as their default payment method.

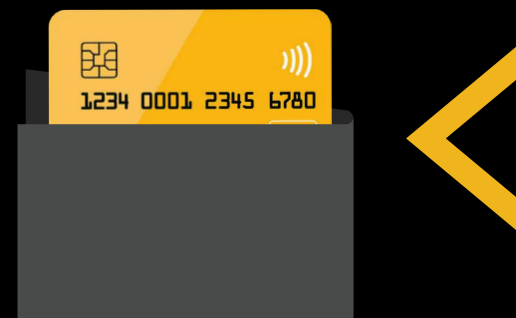
E-wallets have exploded in popularity, particularly among younger consumers



25%

of 18-to-34-year-olds would rather pay by e-wallet than with a card.

Source: Moneris/Leger



Younger consumers often prefer to use **debit cards** as their default e-wallet payment.



Debit payments + digital wallet

For retailers



No chargebacks



Low cost



Low-friction checkout
means fewer abandoned carts

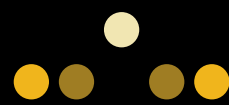
For consumers



Speed



Convenience



Choice

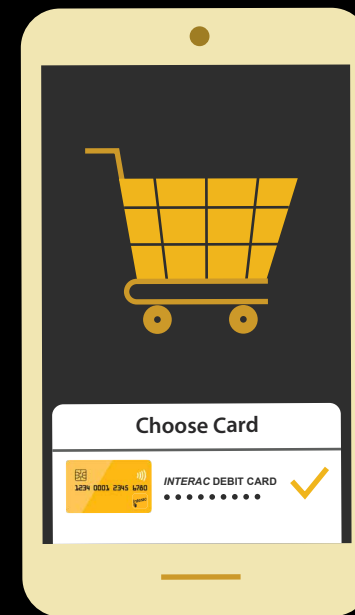


Paying with
"real money"
(not debt)



72%

Canadians believe they should have the option to use debit across multiple channels – when checking out online, making a purchase in-app, or paying in store.

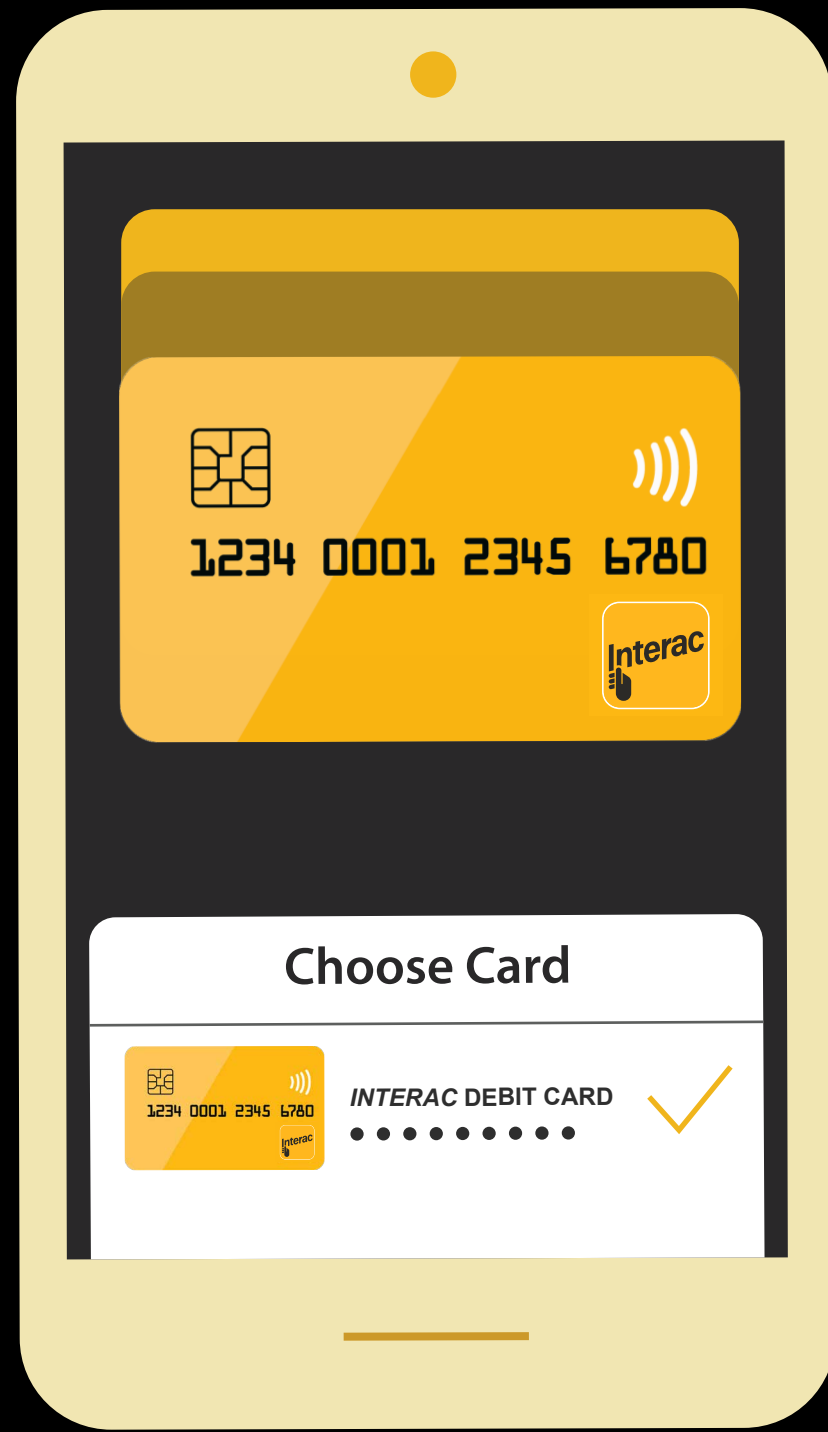


333%

year-over-year growth
in *Interac* Debit
e-Commerce payments

Source: Interac





Debit is the **most inclusive digital payment** form in terms of population reach.

E-commerce enabled cards in Canada:

Source: JP Morgan

2.1

debit cards
per capita

.79

credit cards
per capita



Around **94%**
of Canadians have
a debit card

24.2 M

Average number of
active *Interac* Debit
users per month

Source: Interac

