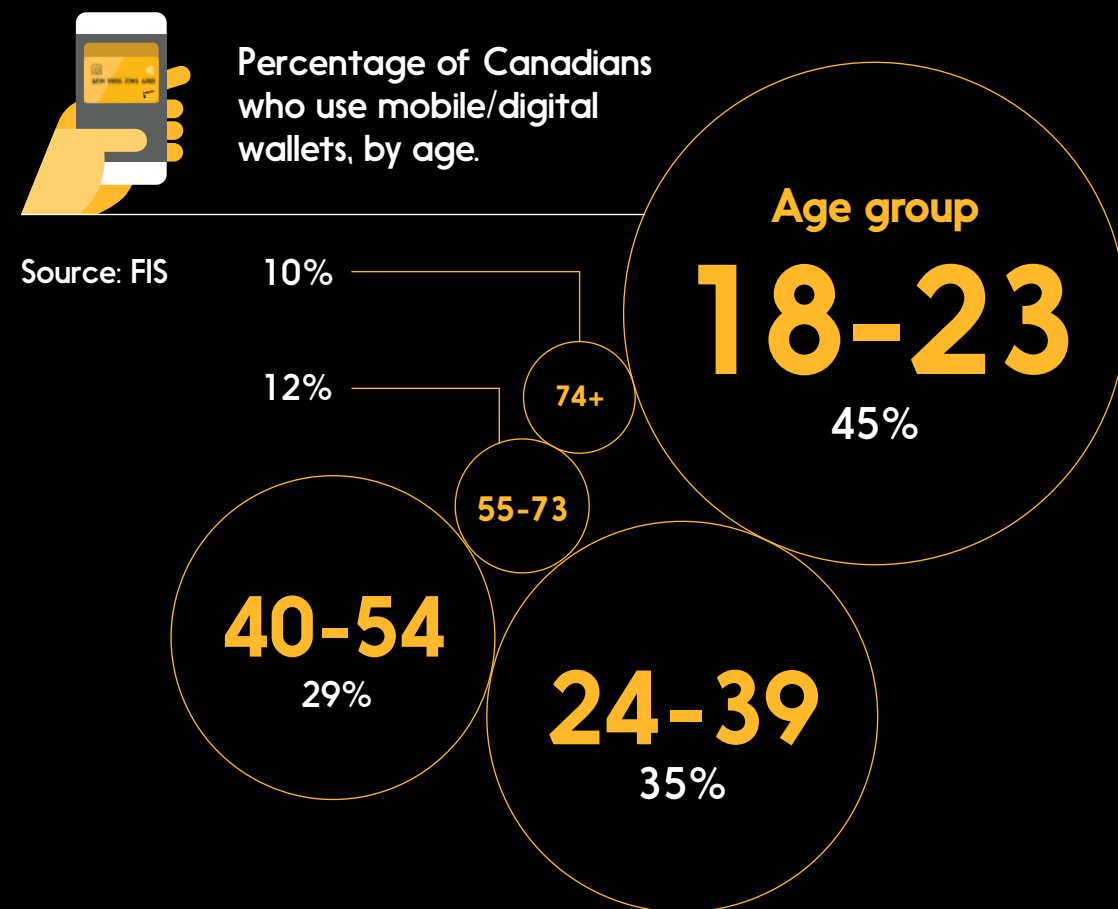


# What consumers want: Interac® Debit for e-Commerce

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.

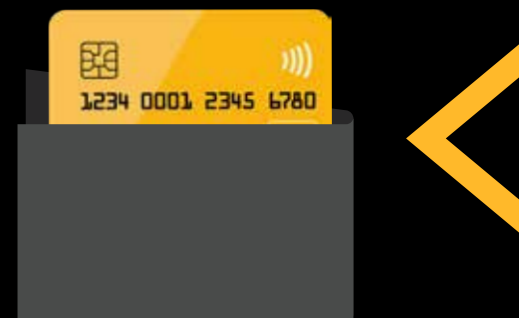
E-wallets have exploded in popularity, particularly among younger consumers



# 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

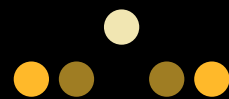
For consumers



Speed



Convenience



Choice



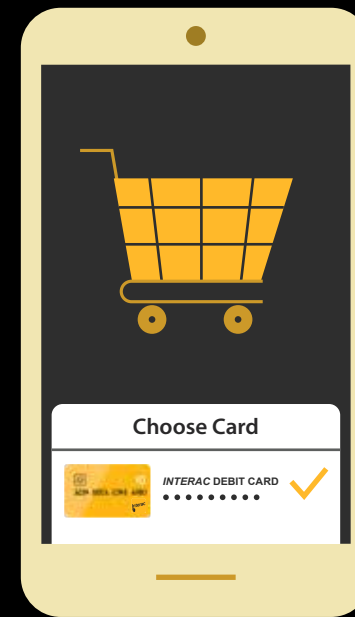
Paying with "real money"

(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.

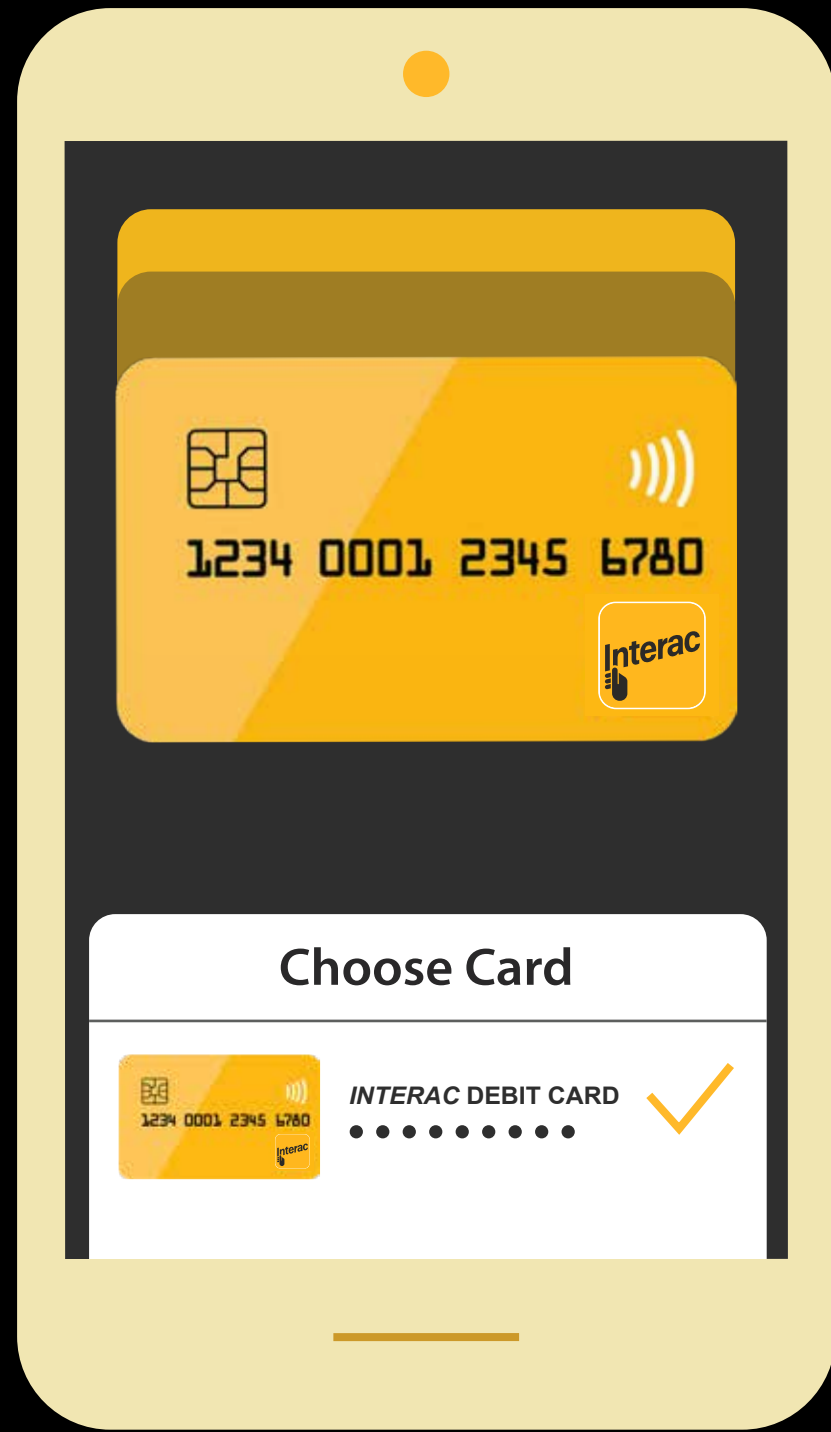


# 137%

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

