

# THE ITALIAN LEAPFROG: FROM CASH LOVERS TO INNOVATIVE PAYMENT ADOPTERS

*Why has a country deeply tied to cash come to adopt the latest trends in payment technology?*

## MASSIVE GROWTH OF DIGITAL PAYMENTS IN ITALY

In **2022**, the transactions with digital payment methods in Italy reached **400 billion€** in value (+18% vs 2021) and **8 billion in volume** (+19% vs 2021).

## CONTACTLESS, THE PREFERRED PAYMENT METHOD AMONG ITALIAN CONSUMERS

In 2022, **70% of the total volume** of in-store card transactions were contactless: **+43%** compared to 2021.



*" Today in Italy there are around **3 million POS** and **90% are contactless** "*

### WHAT HAPPENED?

"The contactless phenomenon has been supported by the existence of contactless POS, which was already in place prior to the surge in demand. Today in Italy among the **3 million POS** in use, **90% are contactless.**"

Paolo Temporiti  
Head of Italy, CESEE & Middle East at Ingenico

Italians increased the use of their **SMARTPHONES** or **WEARABLE** devices to make in-store payments



**+122% compared to 2021**

FURTHER INNOVATION LIES BEYOND "CONTACTLESS": THE USE OF SMARTPHONE AND WEARABLE



In 2022, 1.5 billion people use smartphone to PAY: **+13% compared to 2021.**

## A REVOLUTION AT THE POINT OF SALE!

The **inclusive payments infrastructure** started with the contactless phenomenon and is becoming even more inclusive with **Android** technology coming into place.



  
**AXIUM**

Payment is now only a default element of the POS, as Ingenico's **AXIUM Android** range becomes a tool to manage stores, enrich the customer journey, increase revenues and more.

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