

# Closing the Cart Abandonment Gap

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INTELLIGENCE

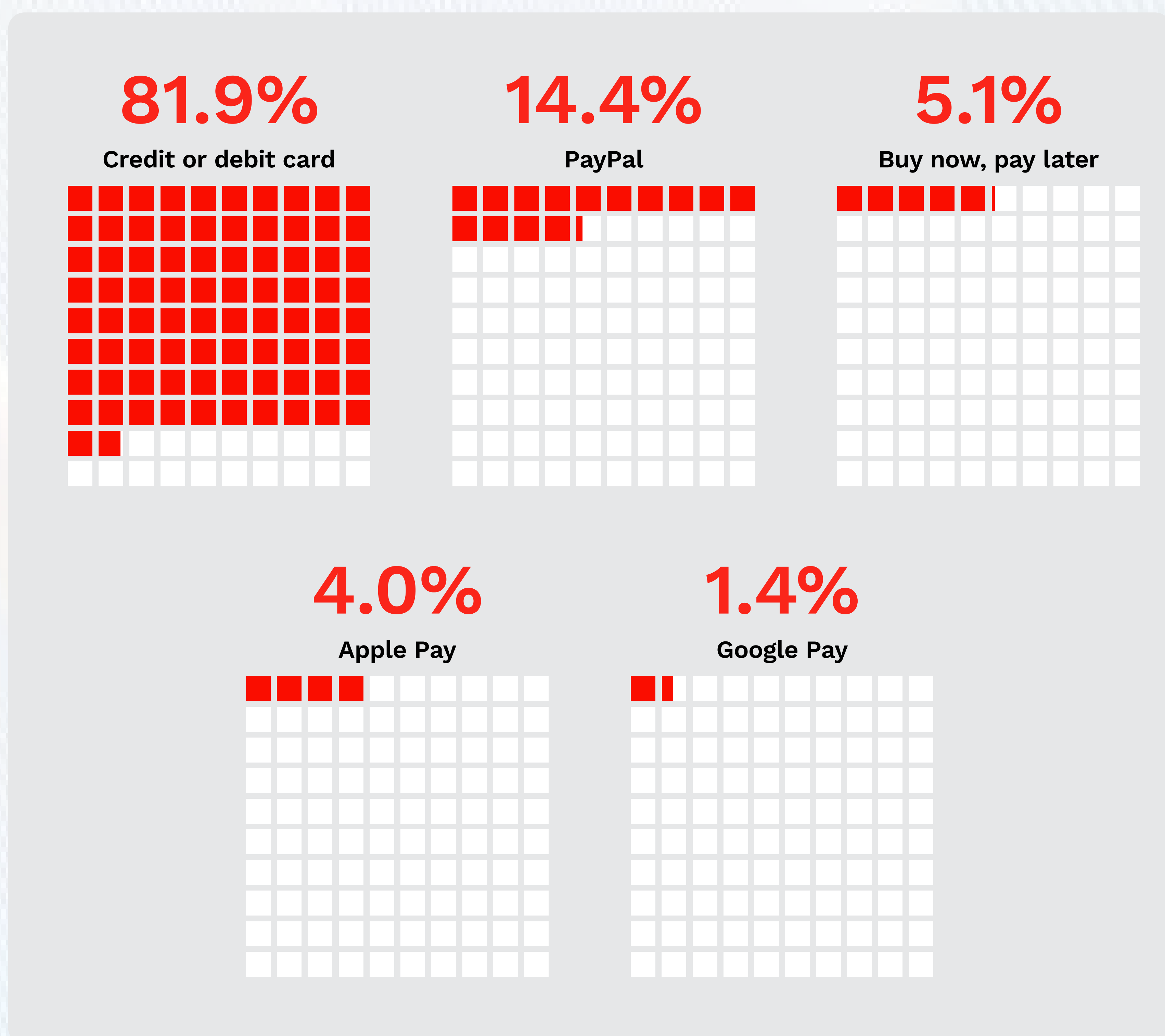


Today's digital-first consumer tends to leave purchases unfinished when the payment experience is not seamless. They increasingly expect easy access to their preferred payment methods at checkout — a fact merchants can't ignore.

## The payment methods millennials use most

Millennials use credit or debit cards to complete more than three-quarters of their online purchases, but they are likely to use digital wallets and buy now, pay later as well.

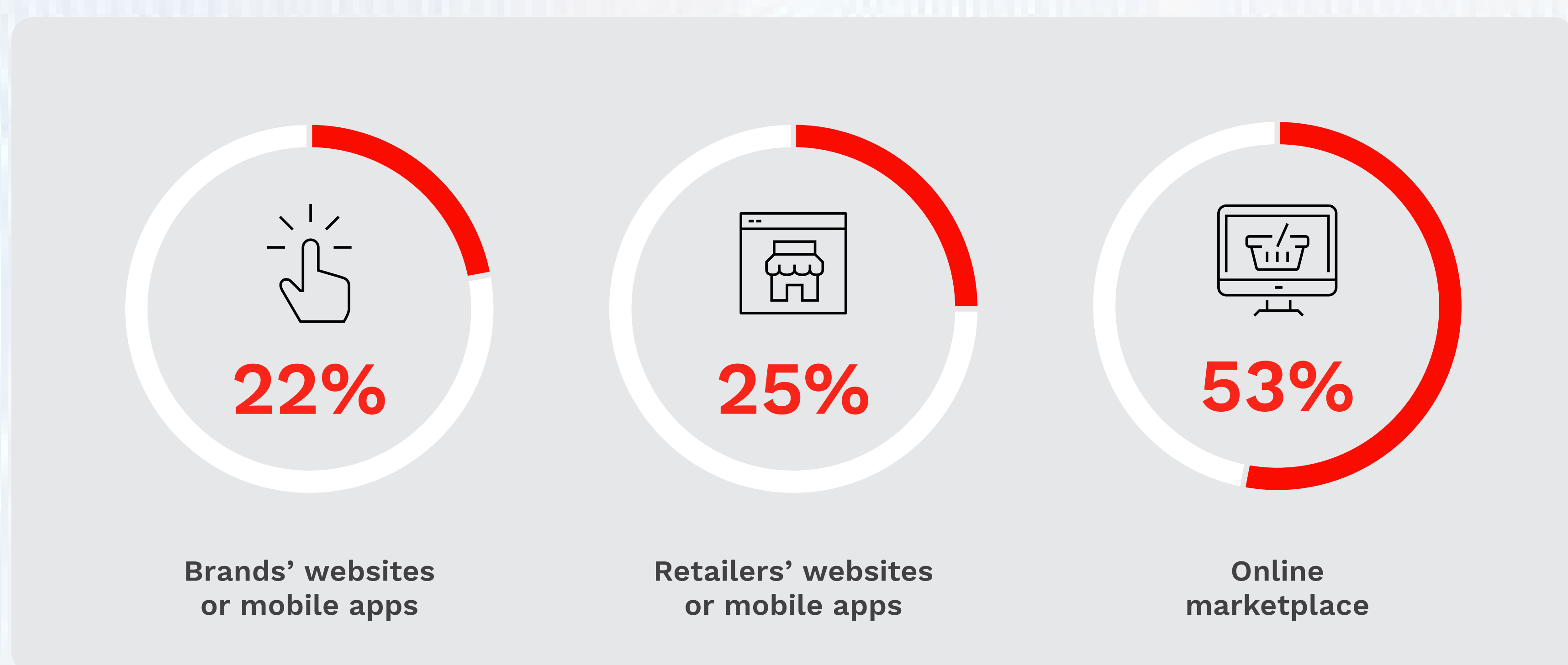
Share of millennials who used select payment methods the most when shopping online for at least one of a select group of products in the last 30 days



## Consumers' perceptions of preferred payment availability

Brands' sites are less likely to offer consumers' preferred payment methods, which might explain why they have 20% more abandoned carts.

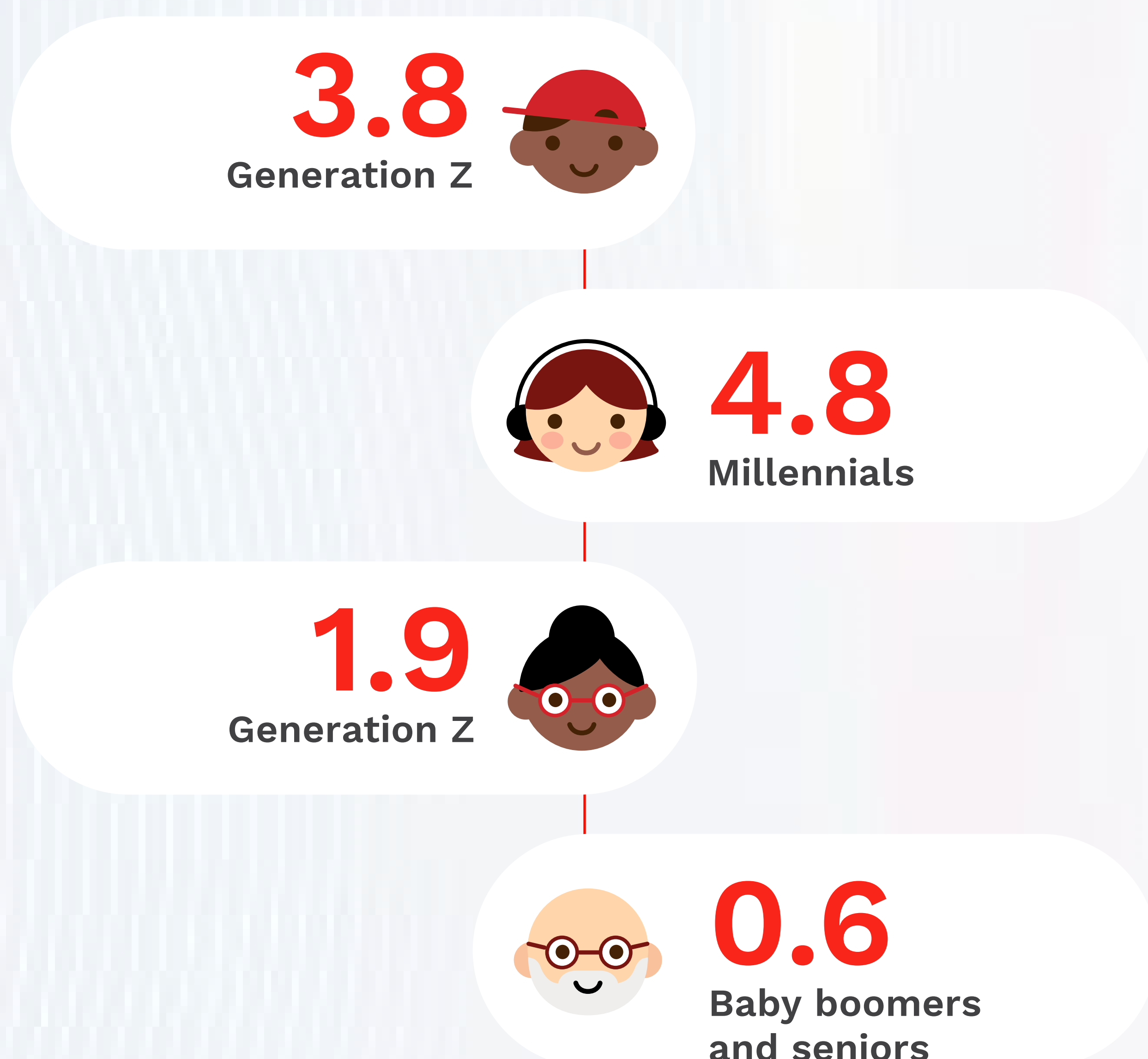
Share of consumers who believe select shopping platforms are the best online option for offering consumers' preferred methods



## Browse or buy?

Baby boomers come to buy, while millennials come to browse: Millennials abandon seven times more carts than baby boomers and seniors.

Average number of carts abandoned in the past 30 days, by generation



By prioritizing user-friendly, seamless checkouts with a variety of payment methods, online shopping platforms can close the cart abandonment gap and foster greater loyalty.

