





YouGov analysis of mobile payment in the Nordics

# What motivates mobile payment?

**YouGov<sup>®</sup>**

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# Intro

This report is in two parts. The first part analyses the current state of mobile payment in the Nordics and looks at the usage of different apps for mobile payment across the Nordic populations.

The report also offers a deep-dive profile of the heavy users of mobile payment apps, showing you how to target them and the optimal messages to use.

The second part profile the group who have not adopted mobile payment and shows barriers to adoption in this group.

This report pulls data from YouGov Profiles and YouGov Omnibus surveys. Survey information by country is broken down as follows:

Sweden n= 2,039 adults aged 18+ between 14 August – 3 September 2019  
Denmark n= 2,045 adults aged 18+ between 14 August – 3 September 2019  
Norway n= 1,016 adults aged 18+ between 14 August – 3 September 2019  
Finland n= 1,879 adults aged 18+ between 14 August – 3 September 2019

# Mobile payment

Initially, the Nordic countries were introduced to mobile *peer-to-peer* payment. The more broad use of mobile payment that includes in-store payment came later. Swish was launched in Sweden as a cooperation between 6 large banks in late 2012 – and was thus the first peer-to-peer mobile payment app in the Nordics. The app linked bank account details to a phone number, and enabled consumers to transfer money in real time. The following year Danske Bank introduced MobilePay in Denmark (May 2013) and in Finland in December. Vipps was launched in Norway in May 2015.

Both Swish, MobilePay and Vipps are now also available for in-store payment.

# Nordic overview

Sweden and Denmark  
take the lead when it  
comes to how  
widespread mobile  
payment is

## Denmark



47%

Use mobile payments apps at least once a week

7% of the population use a mobile payment app every day

11%

Do not use mobile payment apps

Of those not using mobile payment apps  
25% don't have a smartphone vs 11% in the other Nordic markets

85%

Use MobilePay for mobile payment

## Sweden



43%

Use mobile payments apps at least once a week

4% of the population use a mobile payment app every day

12%

Do not use mobile payment apps

Of those not using mobile payment apps  
32% don't think mobile payment apps are secure vs 19% in the other Nordic markets

82%

Use Swish for mobile payment

## Norway



36%

Use mobile payments apps at least once a week

4% of the population use a mobile payment app every day

14%

Do not use mobile payment apps

Main reason for not using mobile payment:  
"I prefer to use cards (e.g. debit, credit)"

78%

Use Vipps for mobile payment

## Finland



34%

Use mobile payments apps at least once a week

10% of the population use a mobile payment app every day

48%

Do not use mobile payment apps

Main reason for not using mobile payment:  
"I prefer to use cards (e.g. debit, credit)"

20%

Use MobilePay

A photograph of a young Black man with dreadlocks, wearing a black beanie and a denim jacket over a colorful patterned shirt. He is smiling broadly and has white earbuds in his ears. He is standing on a city street with other pedestrians in the background. The entire image has a semi-transparent purple overlay.

# Mobile payment in Sweden

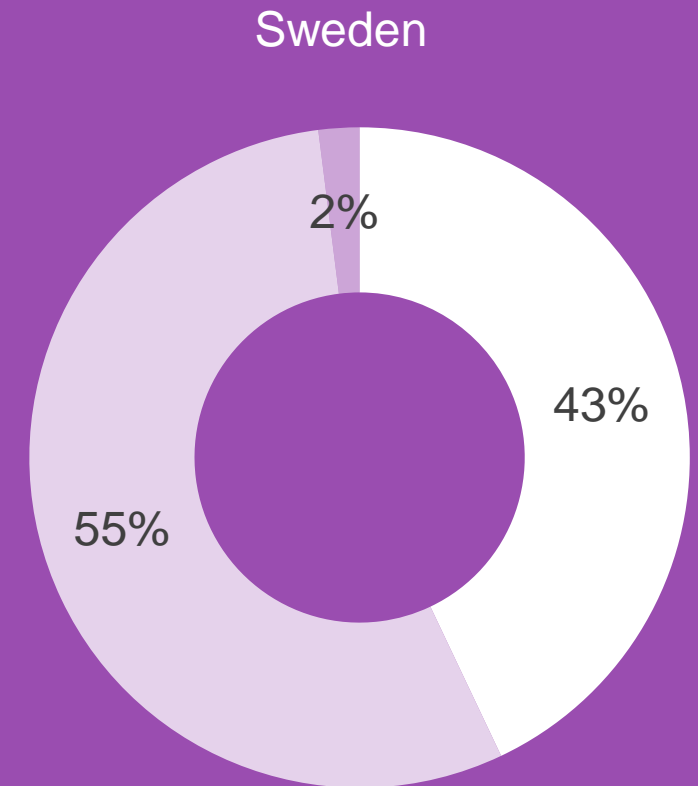
## How often do you use mobile payment

The majority of the Swedish adult population use mobile payments apps from time to time (88%). Only 12 % never use mobile payment apps.



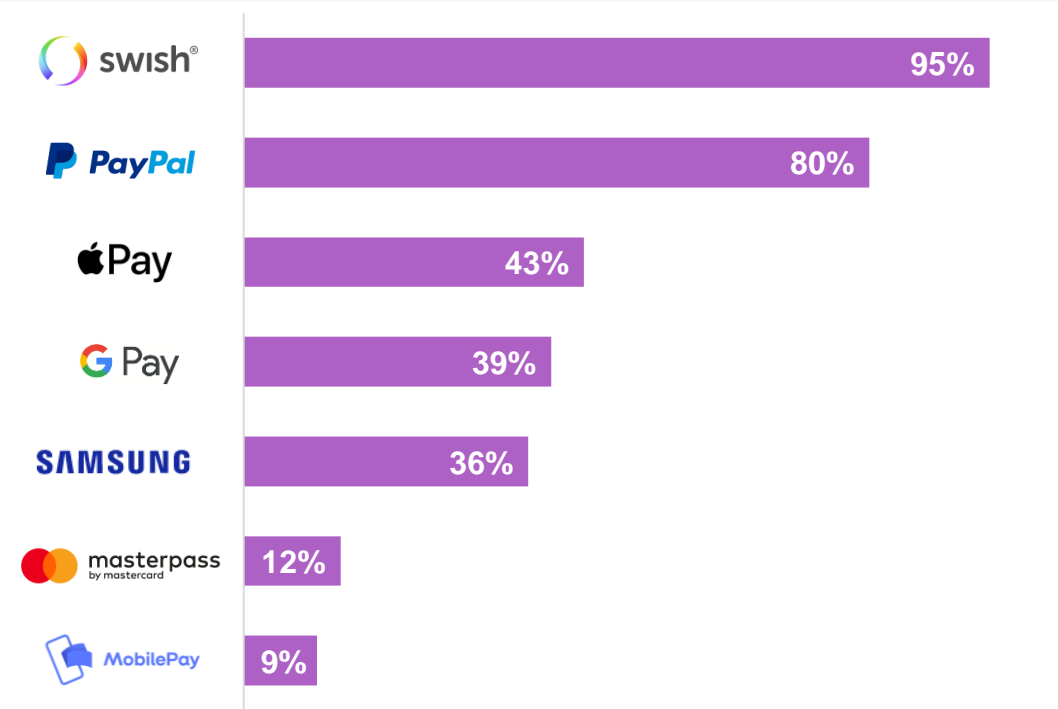
- At least once a week – 43%
- Once a month or less – 55%
- Do not know – 2%

Base: Use mobile payment apps (1792 Swedes 18+)

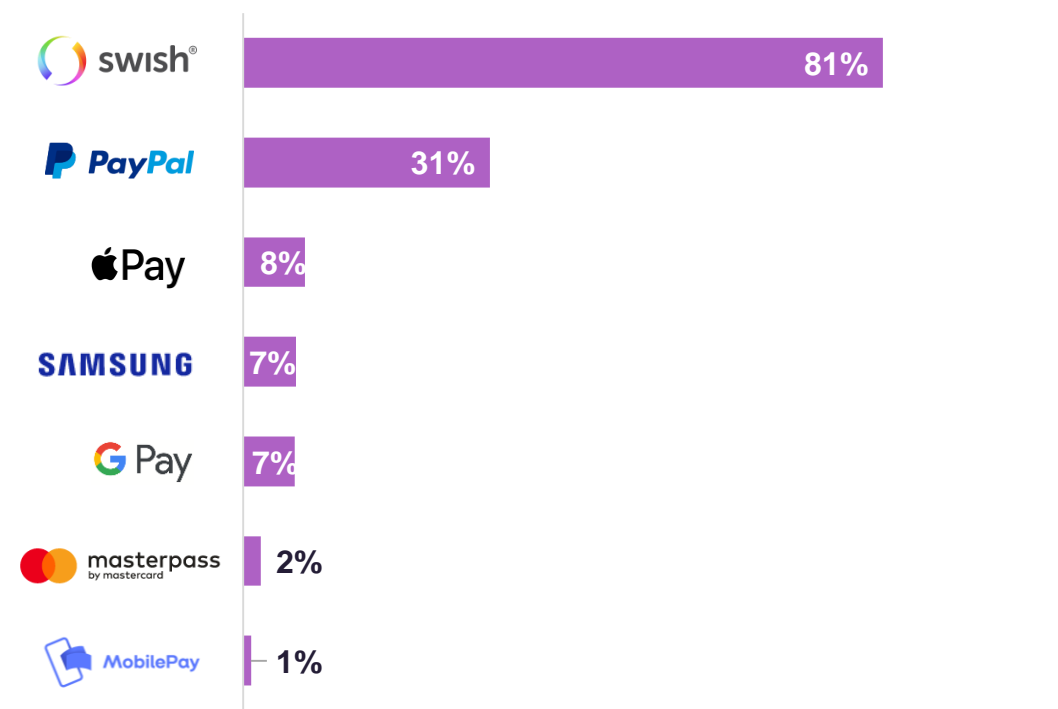


# Swish is the market leader in terms of awareness and impression

Which of the following apps have you ever heard of?



Overall, of which of the following apps do you have a positive impression?

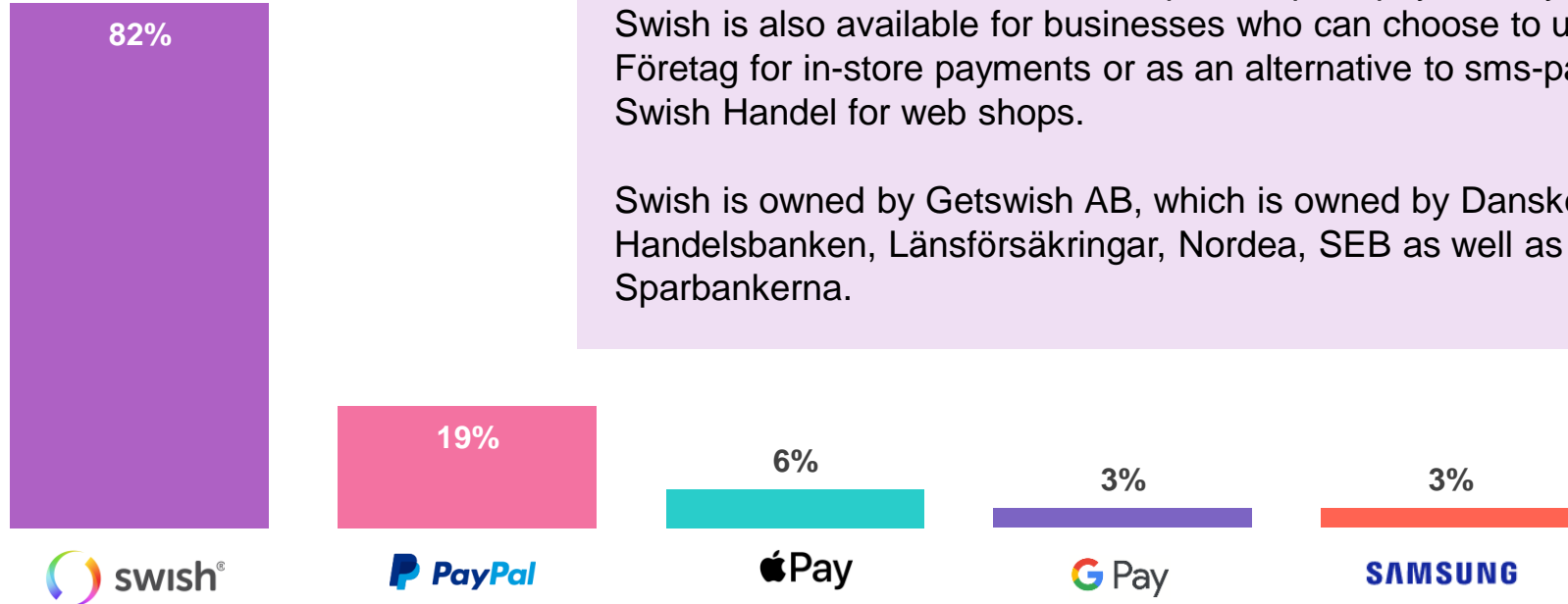


Base: 2039 Swedes 18+



# In Sweden, mobile payments are almost equal to Swish ...

## Apps for mobile payment



Base: 2039 Swedes 18+

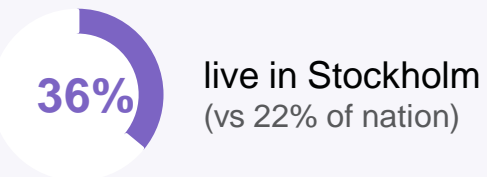
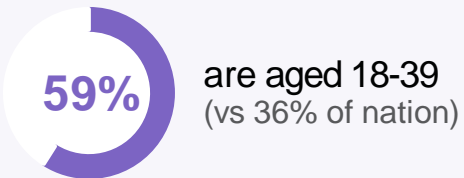


**Heavy users of mobile payment have a more favorable opinion of Apple Pay**

## Heavy users of mobile payment



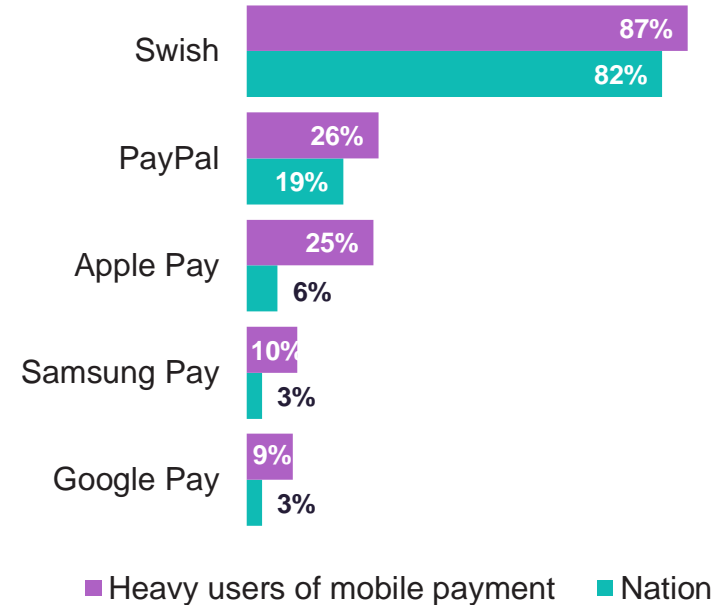
### Profile of the 4% who use mobile payment every day



YouGov Profiles



### APPS FOR MOBILE PAYMENT



*I'm always on the lookout for special offers*

**51%** vs. 37% of nation



### SOCIAL MEDIA



**43%** have used LinkedIn in the past 30 days (vs 24% of nation)



**33%** have used Pinterest in the past 30 days (vs 17% of nation)



**40%** have used Snapchat in the past 30 days (vs 25% of nation)



### ADVERTISING



*Online ads grab my attention*

**66%** vs. 42% of nation



*Cinema ads grab my attention*

**25%** vs. 12% of nation



# Mobile payment in Denmark

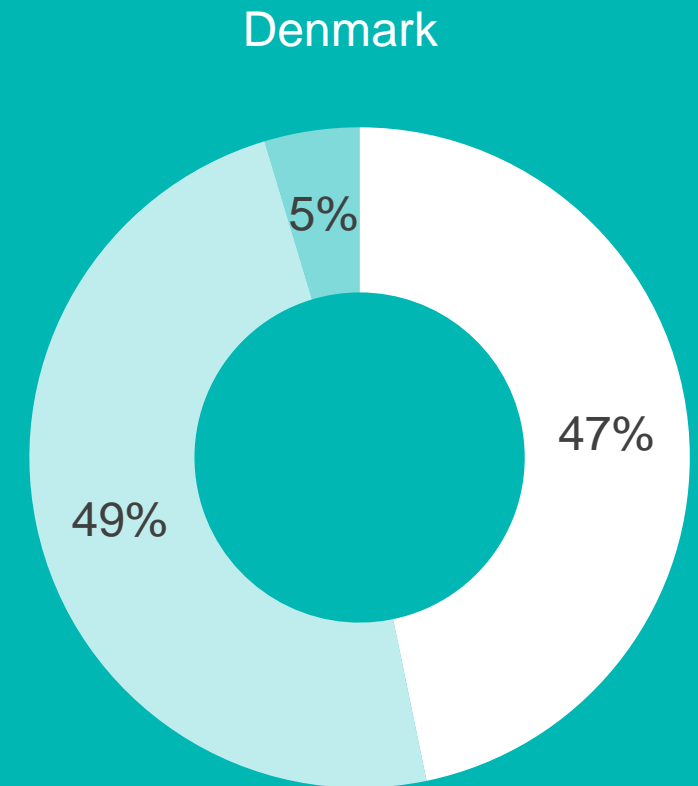
## How often do you use mobile payment

The majority of the Danish adult population use mobile payments apps from time to time (89%). Only 11% never use mobile payment apps.



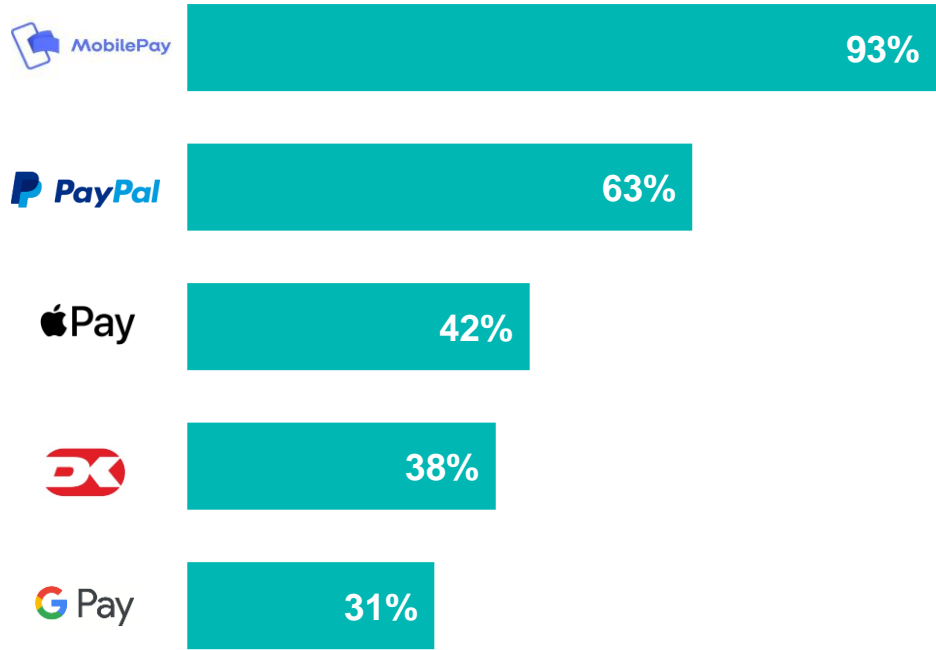
- At least once a week – 47%
- Once a month or less – 49%
- Do not know – 5%

Base: Use mobile payment apps (1829 Danes 18+)

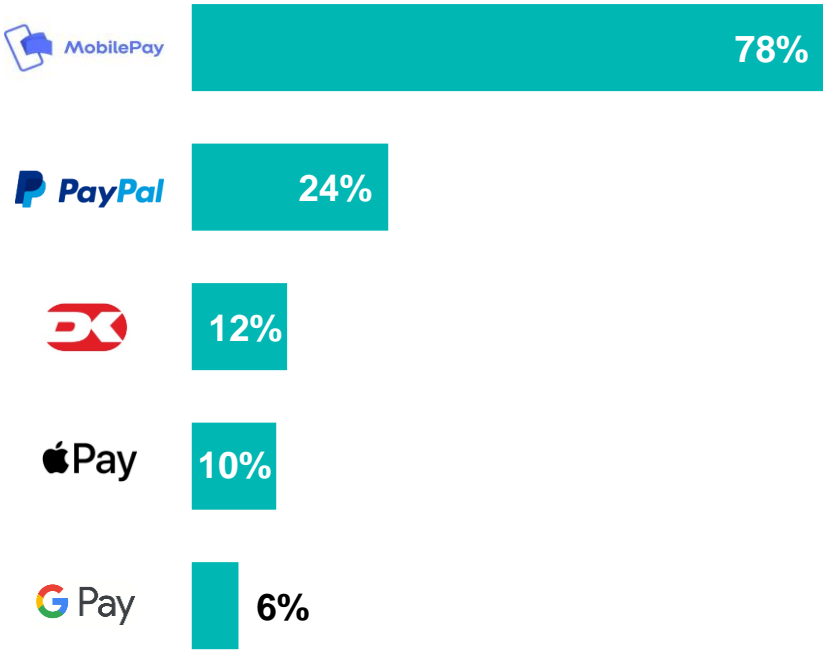


# MobilePay has a strong position in Denmark

Which of the following apps have you ever heard of?



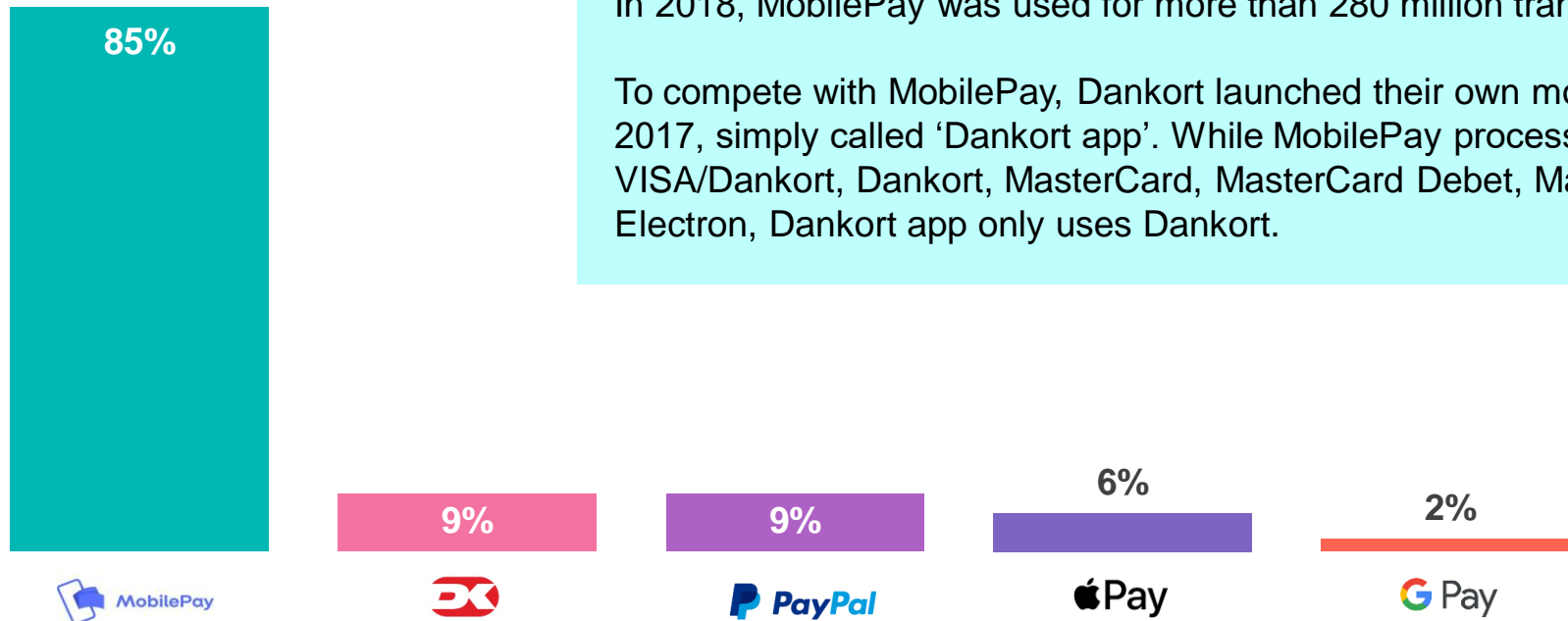
Overall, of which of the following apps do you have a positive impression?

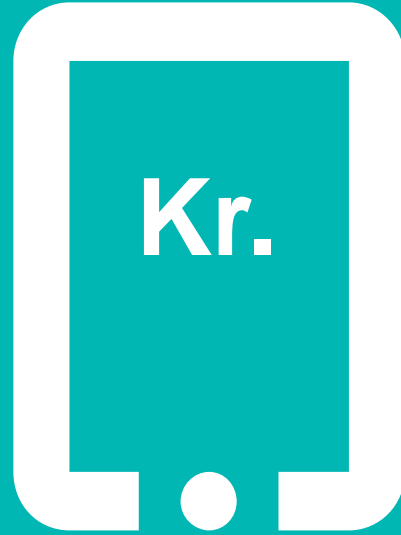


Base: 2045 Danes 18+

# Most Danes use MobilePay while Dankort App is struggling to gain a position and Apple Pay is just making its entrance on the market

## Apps for mobile payment



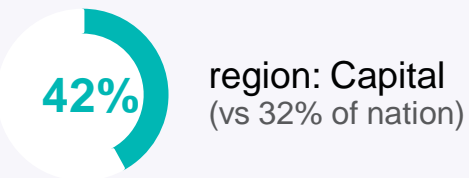
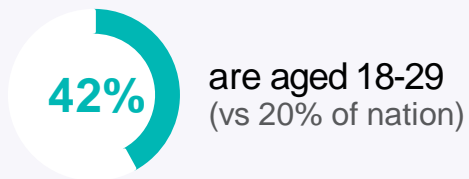
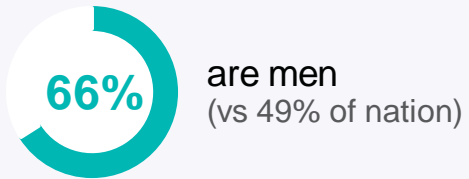


**Heavy users of mobile payment in Denmark are using several mobile payment apps**



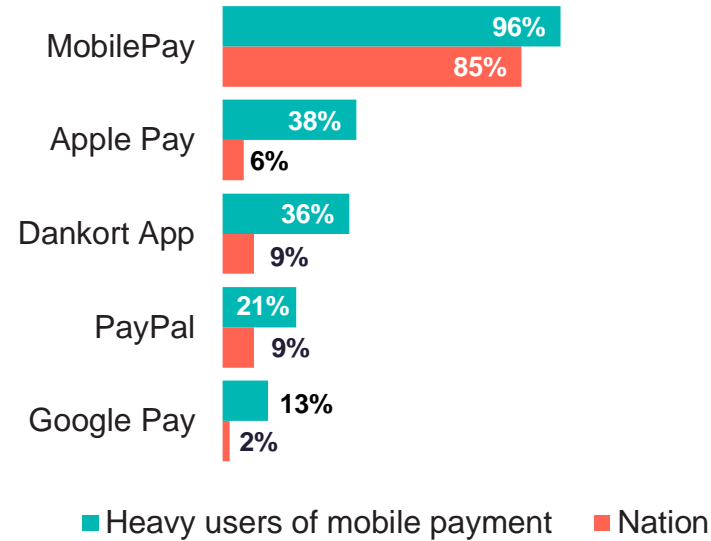


## Profile of the 7% who use mobile payment every day

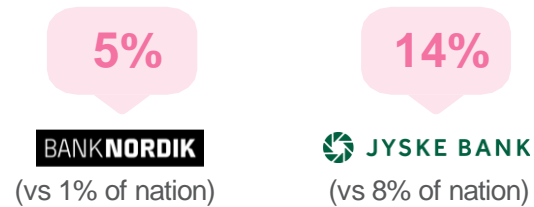


YouGov Profiles

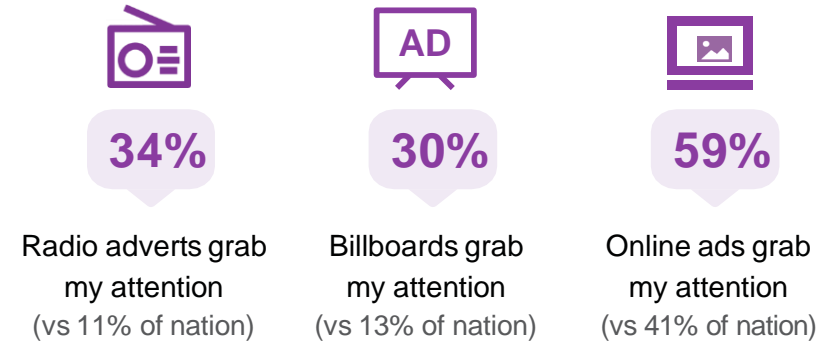
### APPS FOR MOBILE PAYMENT



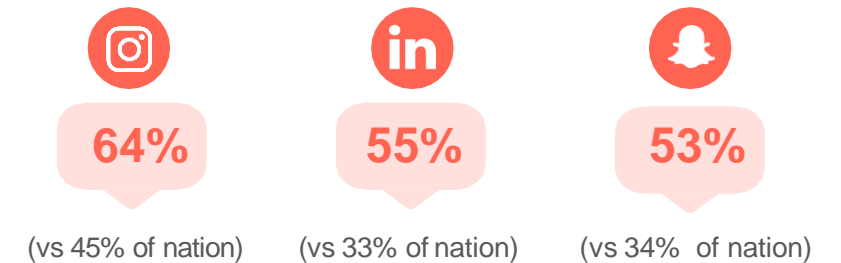
### PRIMARY BANK



### ADVERTISING



### SOCIAL MEDIA USE

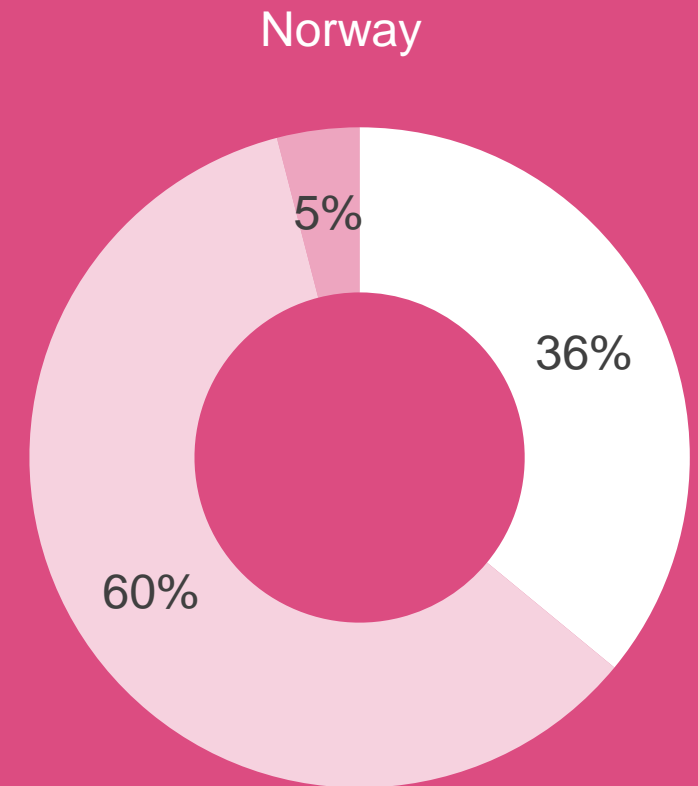
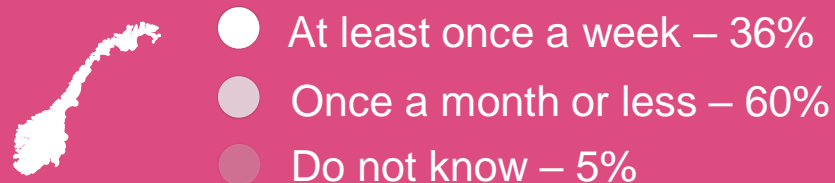


A person with long blonde hair is seen from behind, looking out at a city at night. The background is filled with blurred lights and structures, creating a bokeh effect. The overall image has a soft, pinkish-purple tint.

# Mobile payment in Norway

## How often do you use mobile payment

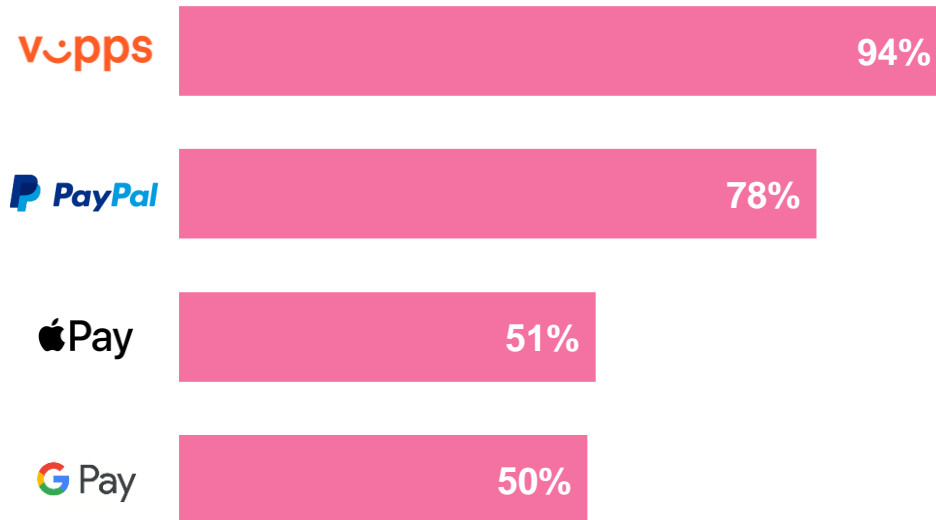
The majority of the Norwegian adult population use mobile payment apps from time to time (86%) but they do not use it as frequently as Swedes and Danes. Only 14% never use mobile payment apps.



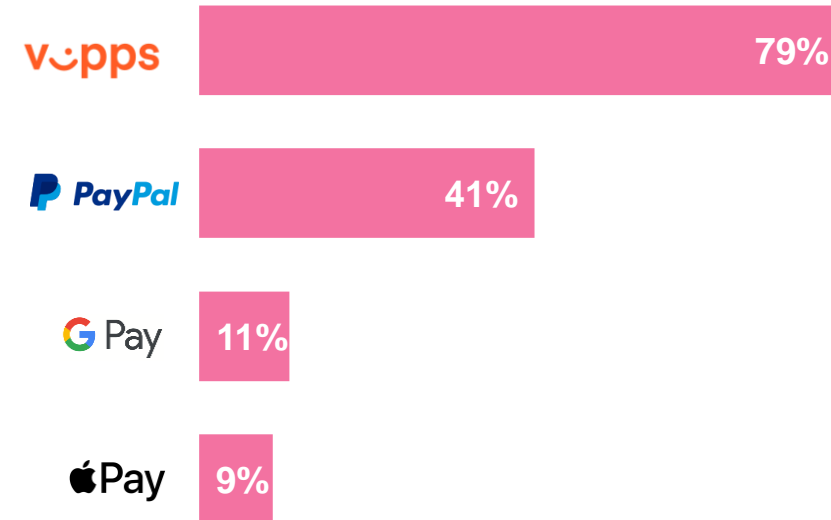
Base: Use mobile payment apps (871 Norwegian 18+)

# Vipps has a very strong position in Norway at the moment

Which of the following apps have you ever heard of?



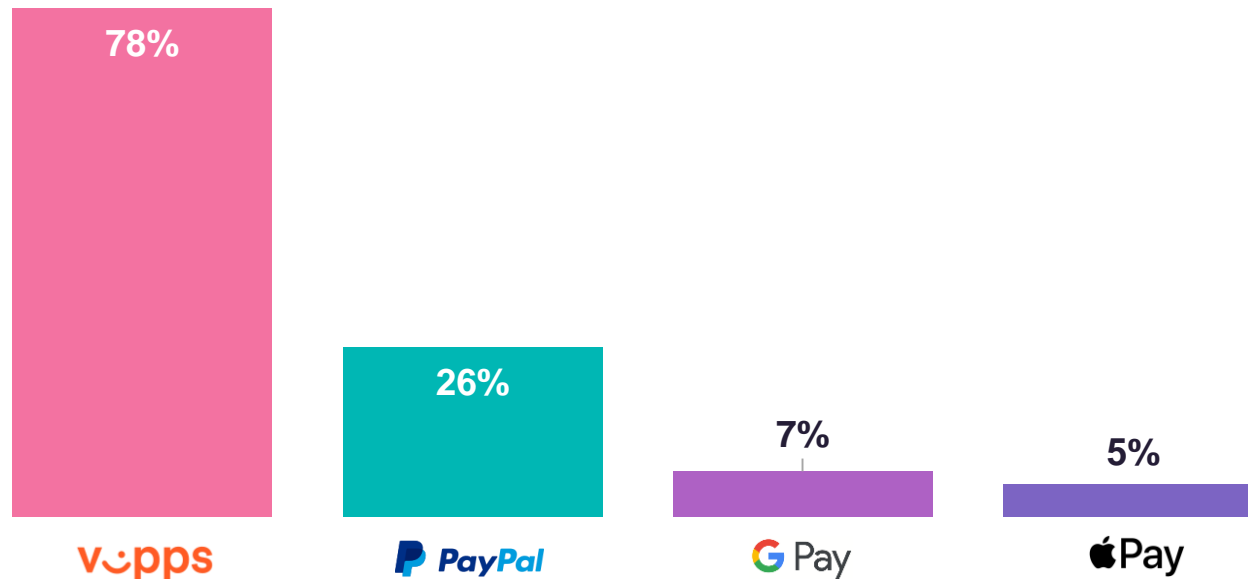
Overall, of which of the following apps do you have a positive impression?



Base: 1016 Norwegian 18+

# Most Norwegians use Vipps for mobile payment, while PayPal is the second most used app ...

## Apps for mobile payment



Paypal's 'Friends Payment Service' arrived in Norway in 2019 to offer cashless financial transactions.

Up until then, the payment application Vipps, has been the main provider of such services in Norway.

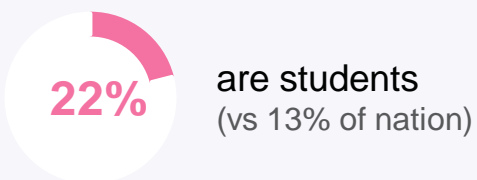
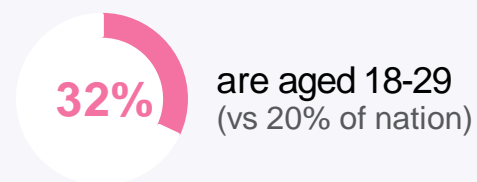
Base: 1016 Norwegians 18+



**The 36% who use mobile payment at least once a week**

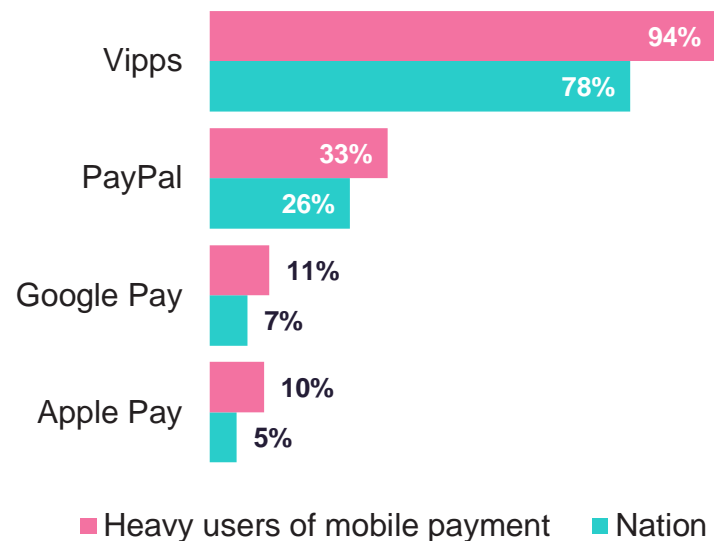


## Profile of the 36% who use mobile payment at least once a week

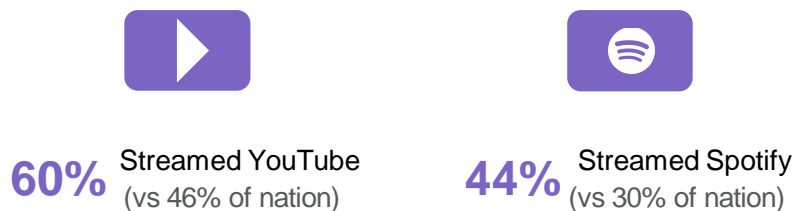


YouGov Profiles

### APPS FOR MOBILE PAYMENT



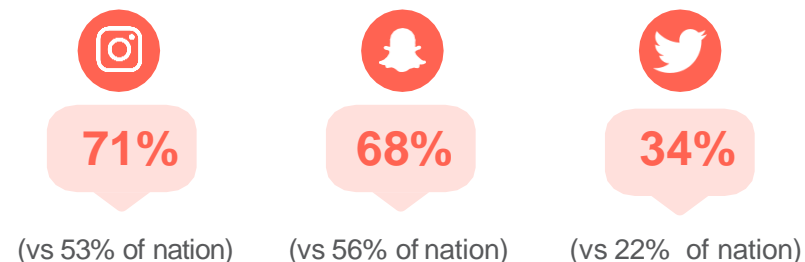
### MEDIA USE LAST 30 DAYS



### PRIMARY BANK



### SOCIAL MEDIA USE



**“** I often notice the advertisements on the Internet

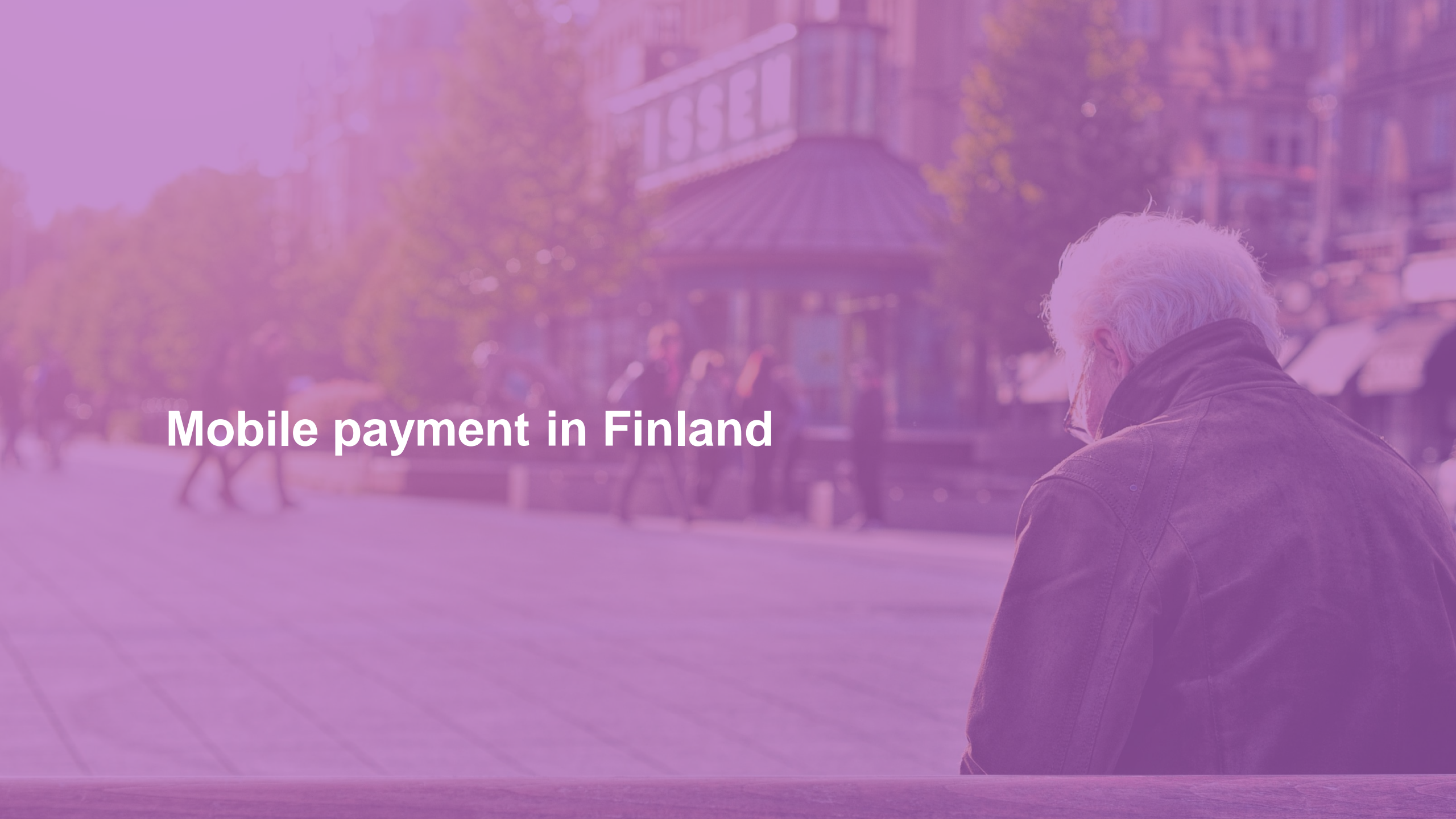
**22%** vs. 10% of nation

**“** Celebrity endorsements have an effect on the things I buy

**12%** vs. 6% of nation



# Mobile payment in Finland





## Smallest rates of mobile payment

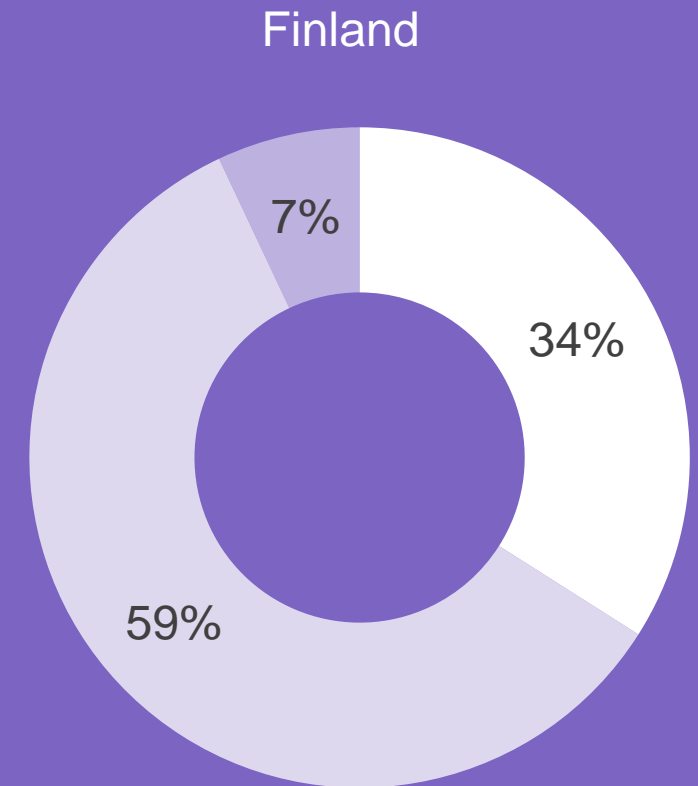
Finland is the Nordic country with the smallest rate of mobile payment usage. Half the adult Finnish population use mobile payment apps from time to time (52%) while 48% never use mobile payment apps.

### How often do you use mobile payment?



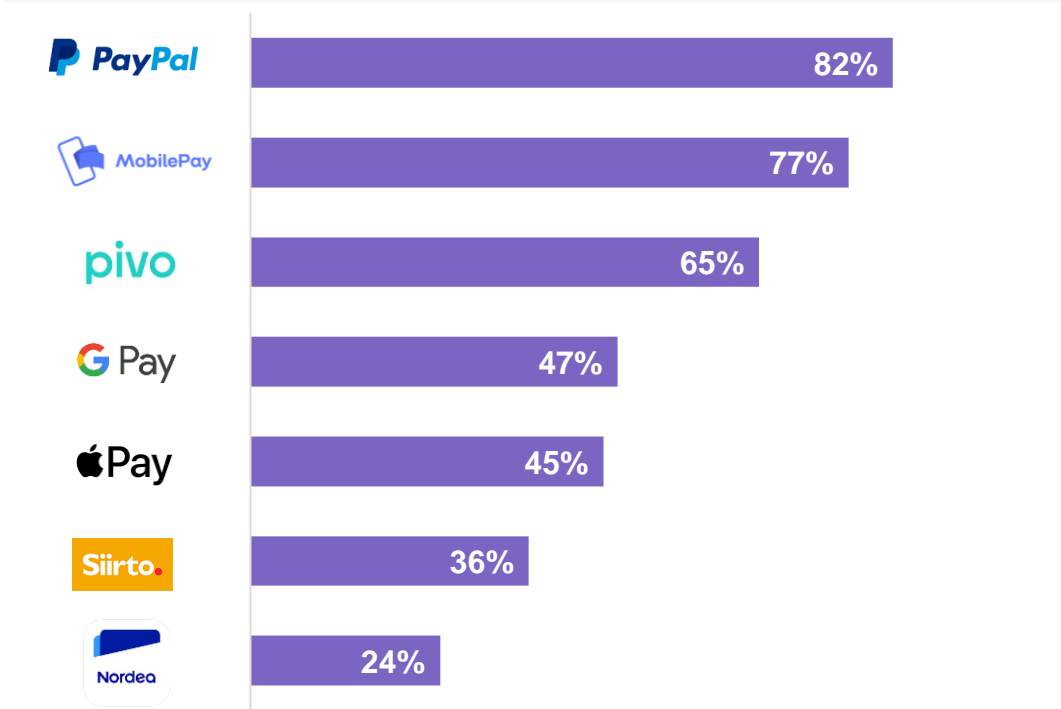
- At least once a week – 34%
- Once a month or less – 59%
- Do not know – 7%

Base: Use mobile payment apps (982 Finns 18+)

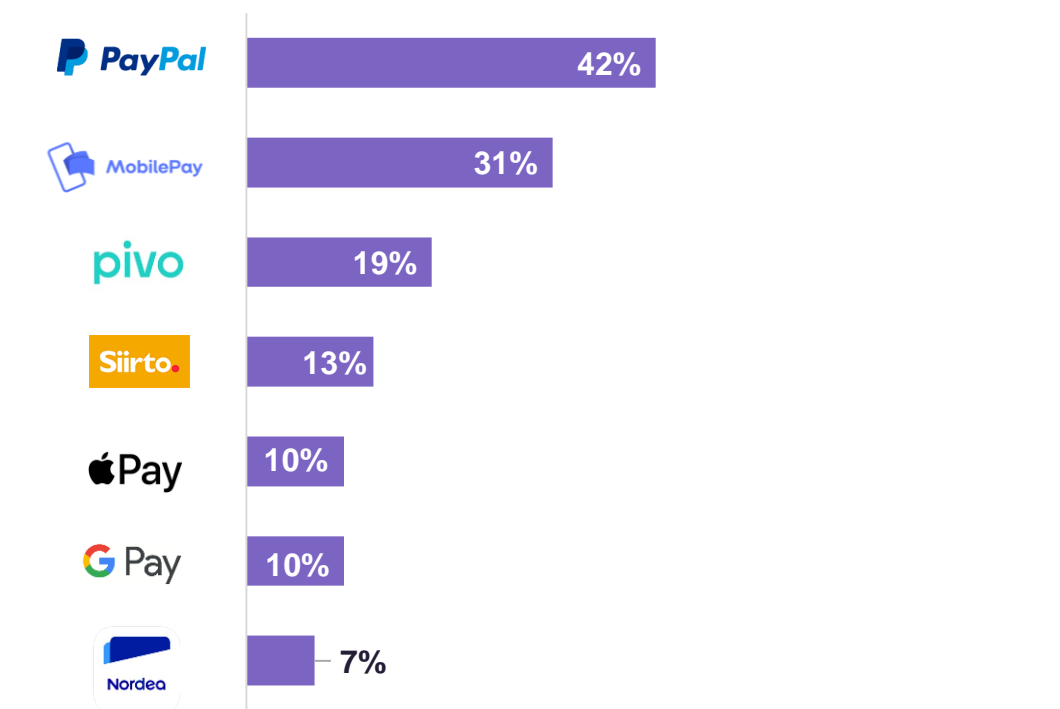


# Many players but no market leader on the Finnish market

Which of the following apps have you ever heard of?



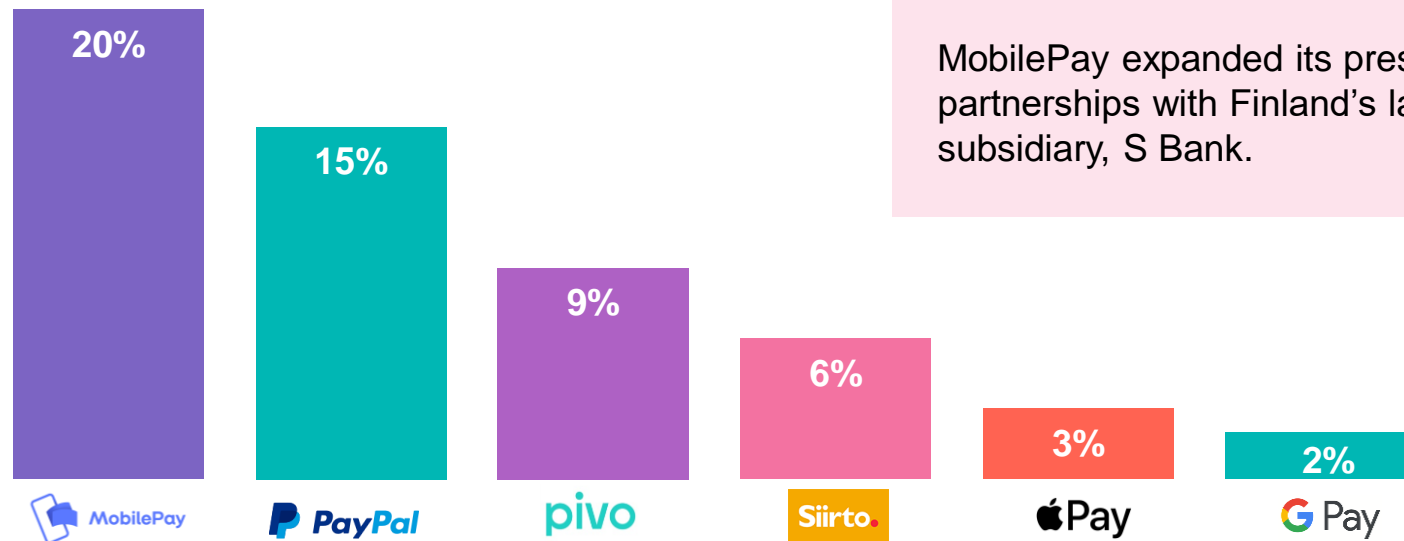
Overall, of which of the following apps do you have a positive impression?



Base: 1879 Finns 18+

# Most Finns use MobilePay for mobile payment, while PayPal is the second most used app ...

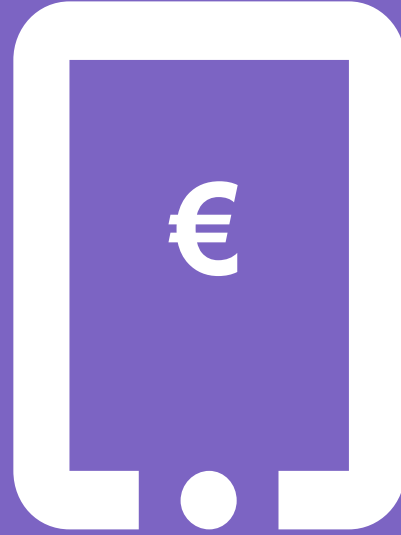
## Apps for mobile payment in Finland



MobilePay, launched by Danske Bank in Denmark and Finland in 2013, has the largest market share in Finland.

MobilePay expanded its presence in Finland in 2018 with partnerships with Finland's largest retailer, S Group, and its subsidiary, S Bank.

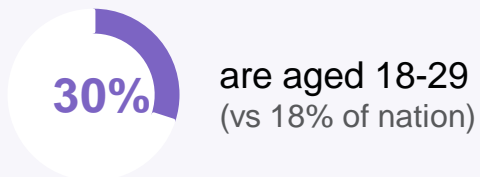
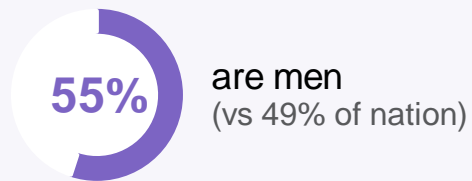
Base: 1879 Finns 18+



**The 34% who use mobile payment at least once a week**



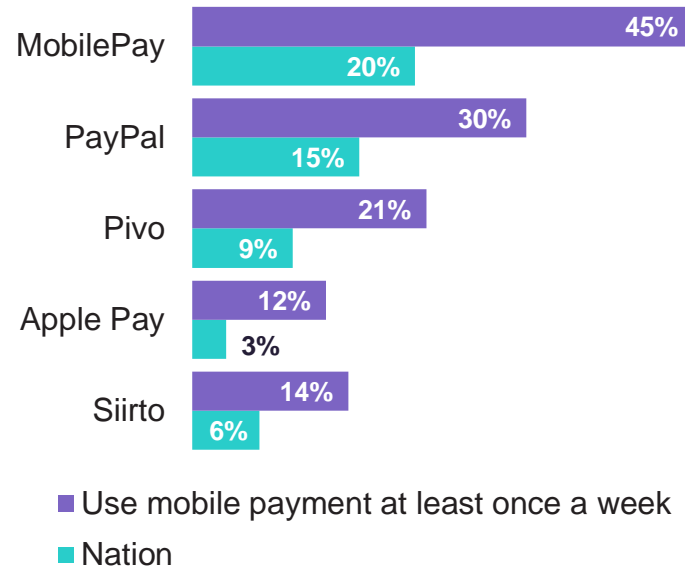
## Profile of the 34% who use mobile payment at least once a week



YouGov Profiles



### MOBILE PAYMENT APPS



*I often notice the advertisements  
on the Internet*

63% vs. 52% of nation



*Shopping online makes my life  
easier*

66% vs. 54% of nation



*I like trying new brands*

61% vs. 51% of nation



### SOCIAL MEDIA USE



57%

(vs 40% of nation)



27%

(vs 13% of nation)



29%

(vs 19% of nation)





**Reaching those  
who do not use mobile payment apps**

# These are the Nordic barriers ...

Security concerns  
are stopping the  
wider adoption of  
mobile payment  
systems

## Why do you not use mobile payment apps?



Base: Do not use mobile payment apps; 1504 (SE 247, DK 216, NO 145, FI 897)

## However, the greatest barriers are habits ...



50%

“I prefer to use cards (e.g. debit, credit)”



24%

“I don’t see the point of them”



22%

“I prefer to use cash”

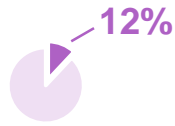
**Half the Nordic population who are not using mobile payment apps prefer cards.  
1 in 4 just do not see the point of mobile payment – so they stay with what they know**

**Explaining the advantages of mobile payments would help engage more consumers**



# Who are the non-users in Denmark, Sweden and Norway?

## Sweden

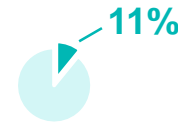


**51%** are aged 60+  
(vs 32% of nation)

**43%** are retired  
(vs 23% of nation)

**26%** don't use social media  
(vs 10% of nation)

## Denmark

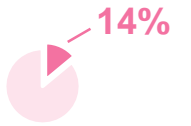


**55%** are aged 60+  
(vs 32% of nation)

**58%** are male  
(vs 49% of nation)

**31%** don't use social media  
(vs 10% of nation)

## Norway



**52%** are aged 60+  
(vs 28% of nation)

**43%** are retired  
(vs 18% of nation)

**22%** don't use social media  
(vs 7% of nation)

# The 48% of the Finnish population who are not using mobile payments

**44%** are aged 60+  
(vs 34% of nation)

**38%** are retired  
(vs 31% of nation)

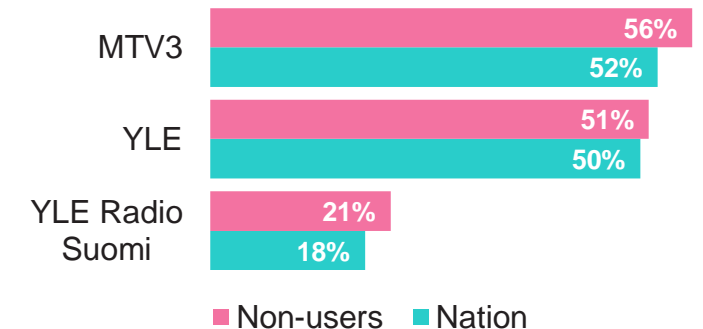
**“** *I only replace technology products  
when they go wrong or are broken*

**46%** vs. 30% of nation

**27%** have not used social media in the  
past 30 days (vs 18% of nation)

**67%** watch news programs on TV  
(vs 61% of nation)

## **MEDIA USE**



# Summary

As we move towards a cashless world, mobile payments *are* the future.

The results show that Norway, Sweden and Denmark have a very high market penetration of mobile payment. Furthermore, each of the Scandinavian countries have a strong market leader that drives adoption locally.

International mobile payment solutions are not that visible in Scandinavia but this could change during the next couple of years. The heavy users of mobile payment are, in general, more inclined to use several apps for mobile payment and new players in the market such as Apple Pay and Google Pay have a larger market share among these consumer groups.

Finland, unlike it's Nordic peers, does not have a dominating market leader on mobile payment and as a result a relatively weak market penetration. MobilePay has the largest market share in Finland with 20%.

Those who do not use mobile payments prefer credit or debit cards. One of the main reasons for not adopting mobile payment solutions is a concern with fraud that the providers of the services need to acknowledge and address.

## Get in contact

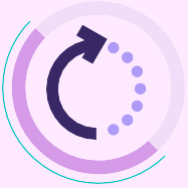
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[sales@yougov.fi](mailto:sales@yougov.fi)

# The tools behind the research

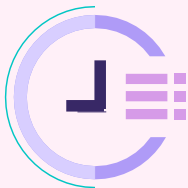


## Plan and Track

YouGov's Plan & Track service combines the detailed audience segmentation power of Profiles with the brand tracking capabilities of BrandIndex. It helps clients understand and target key consumer segments, track the effectiveness of advertising, marketing and public relations strategies and campaigns, and measure brand perception on a continuous basis.



## Discover



## Omnibus Research

YouGov Omnibus research provides survey results within 48 hours from our industry-leading omnibus and targeted research services. Whether you are looking for domestic or international research, YouGov's vast, engaged and highly profiled panel enables you to reach consumer and business audiences at a fraction of the cost of a typical ad-hoc study.



## Discover



# 7 MILLION

PEOPLE WHO PARTICIPATE IN  
YUGOV PANELS WORLDWIDE



# 25 MILLION

NUMBER OF SURVEYS COMPLETED  
GLOBALLY BY YUGOV PANELLISTS



# #1

YUGOV IS ONE OF  
THE MOST QUOTED  
RESEACH SOURCE

#1 IN UK  
#1 IN DENMARK  
#2 IN GERMANY  
#2 IN SINGAPORE



# 260K+

DATA VARIABLES OF OPINIONS, ATTITUDES  
AND BEHAVIOURS FROM OUR PANELLISTS



# 160K+

MEDIA  
MENTIONS  
AUG 17- JUL 19



# 2000+

CLIENTS SERVED IN 2019



# 43

YUGOV  
PANELS  
WORLDWIDE



# 24

YUGOV GLOBAL  
RANKING IN THE  
AMA GOLD  
TOP 50 REPORT