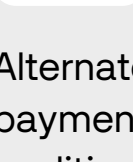
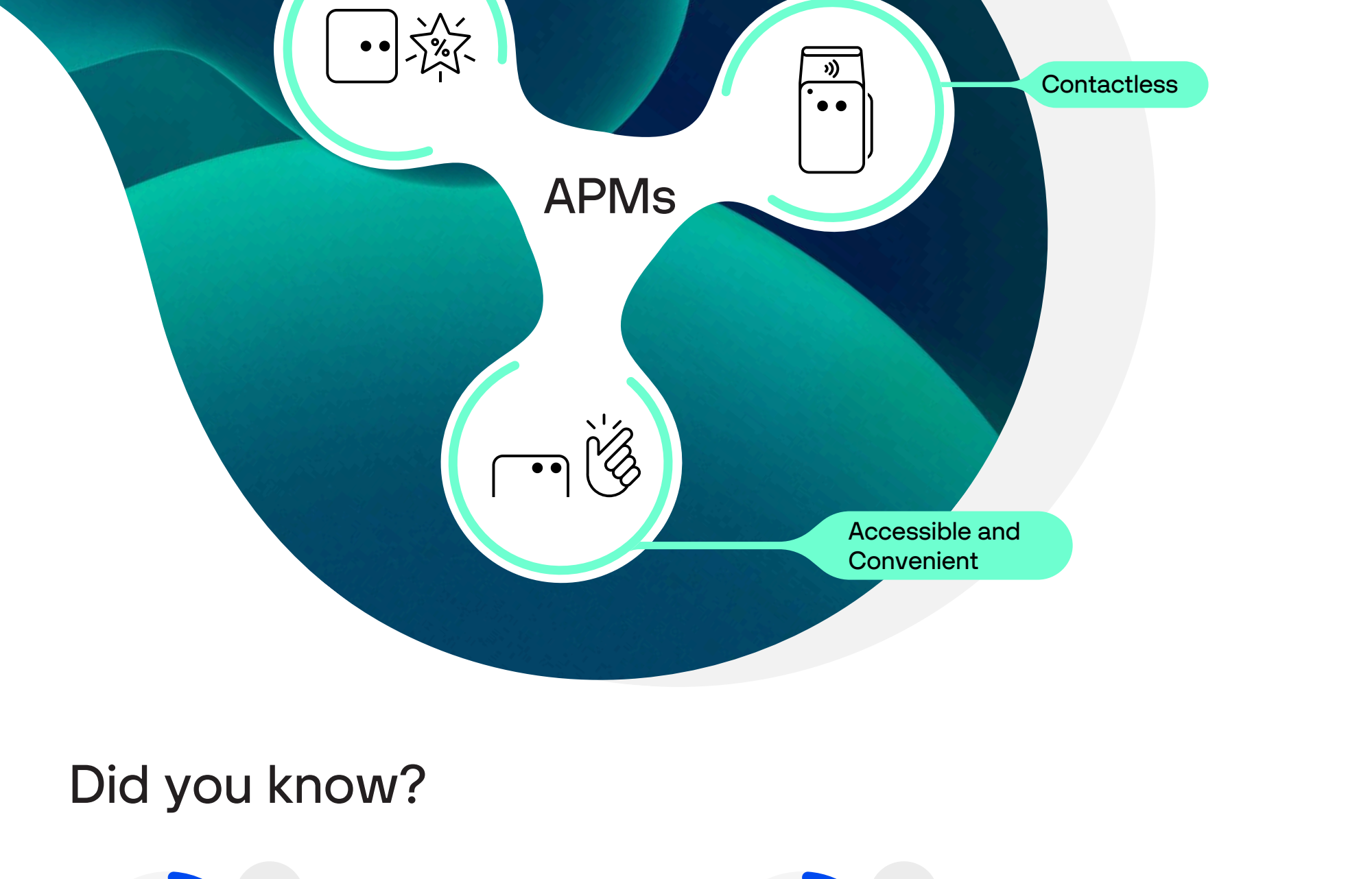


Verifone Infographic

Popular APMs in Nordic Countries



Alternate Payment Methods (APMs) offer new cashless payment options for online shoppers, reducing reliance on traditional banking. To thrive in the projected \$880bn European online shopping market by 2028, online merchants must accept payments in APMs, to welcome a wide range of shoppers.



Did you know?

50* Mobile payment apps continue to gain popularity in the Nordics where almost 50% of all consumers use such an app at least once a week.

80* More than 80% of customers in the Nordics were using digital wallets in 2021.

73* COVID-19 led to increased online shopping: in Europe, 63% of internet users shopped online in 2019, 73% in 2021, and adoption is still on the rise.

66* Globally the Digital Payments market is projected to reach US\$9.46tn in 2023, with Digital Commerce leading at 66% (\$6tn).

52* An estimated 4.4 billion global consumers will shop with a digital wallet by 2023, accounting for 52% of eCommerce payments globally.



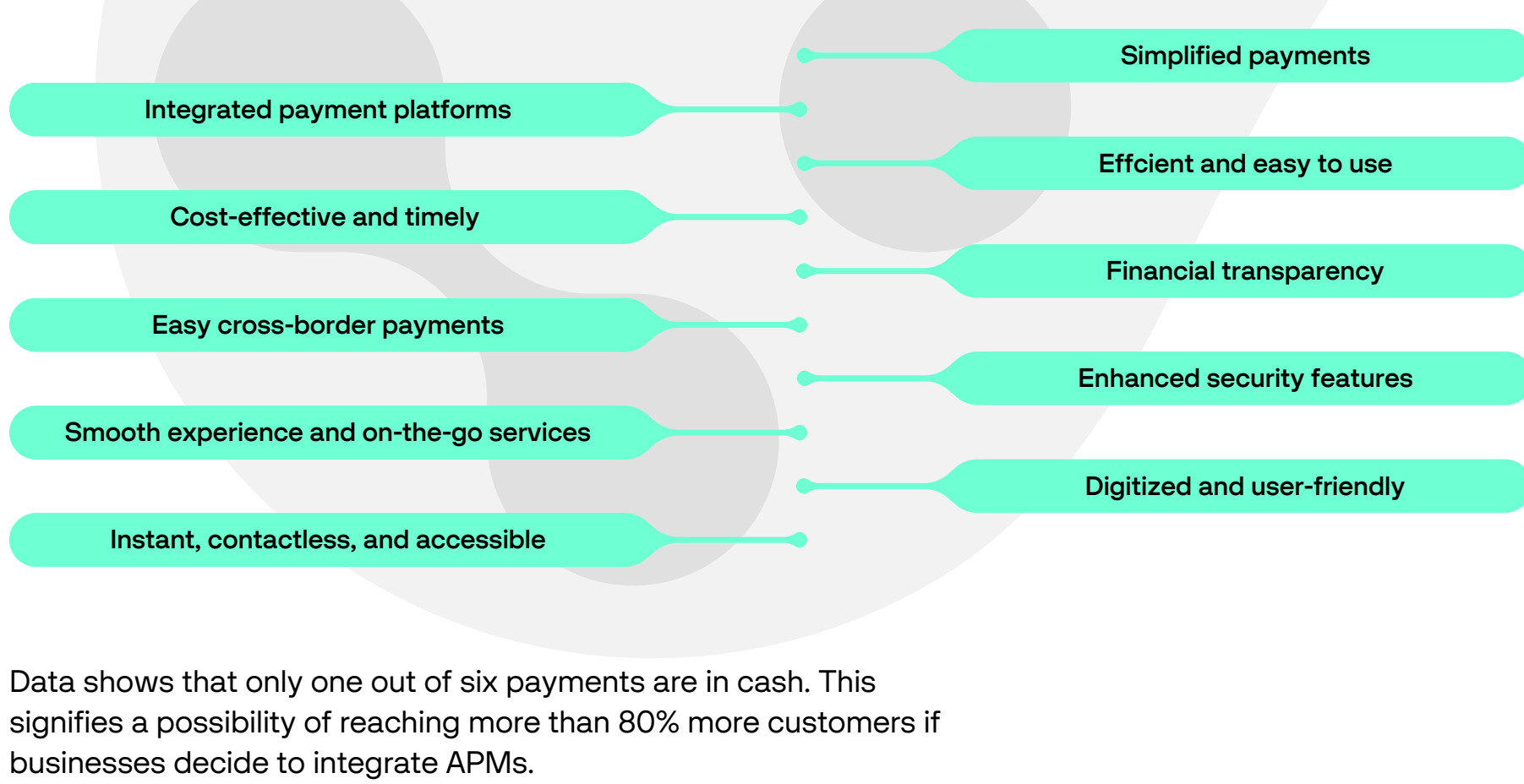
Global Buy Now Pay Later (BNPL) will reach an expected value of USD 3.68 trillion by 2030.

Social Commerce continues to increase and is expected to hit \$1.2tn by 2025.

Rise of APMs in European Markets

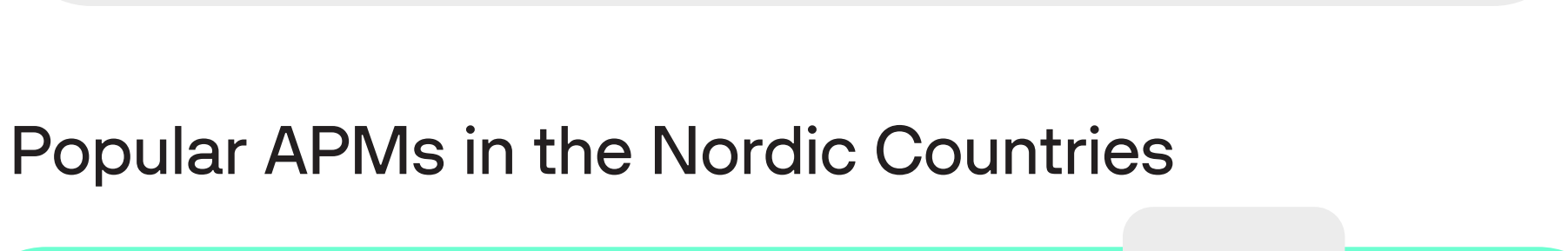
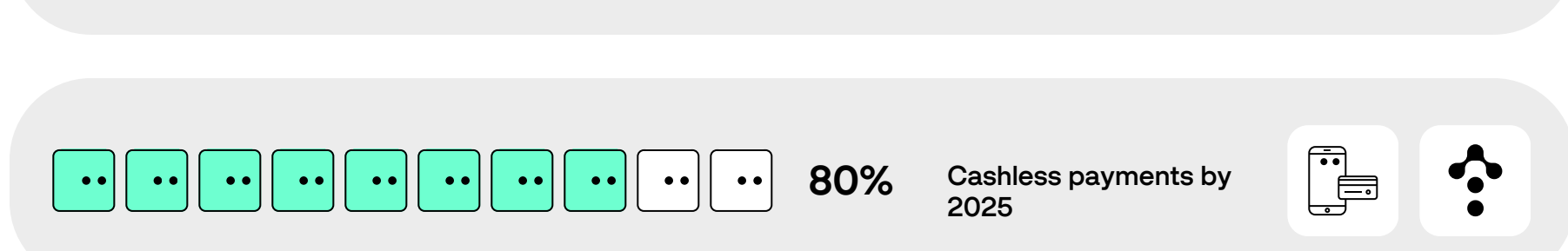
The changing landscape in European countries is moving towards more convenient, secure, and user-friendly payment methods. Consumers favor APMs over traditional banking because APMs diminish challenges associated with cross-border transactions, ensuring a positive customer experience.

More reasons why customers love APMs:



Data shows that only one out of six payments are in cash. This signifies a possibility of reaching more than 80% more customers if businesses decide to integrate APMs.

Cashless payments will reach over 80% by 2025.



Popular APMs in the Nordic Countries

Norway

In Norway, close to 92% of the population shop online, so digital solutions are an absolute must.

BNPL Options

Klarna. Klarna - Founded in Sweden in 2006, Klarna has a dominant position in Norway for BNPL purchases. Currently, nearly 25% of Norwegians use BNPL in online shopping.

two. Two (formerly know as Tilit) - A new player in Norway's BNPL space, Two was only launched in 2020.

Mobile Wallets

vipps Vipps - With 3.9 million users Vipps leads the way in Norway with a dominant position in the market.

PayPal PayPal - A widely used method in Norway.

Apple Pay Apple Pay - A new entrant to the market, Apple Pay is facing challenges despite the widespread use of smartphones



Sweden

Sweden has a vibrant fintech sector that has produced globally popular digital payment services like Swish and Klarna. 25% of Swedes use APMs, with this number rising to 40% in the 18-44 yo demographic.

BNPL Options

Klarna. Klarna - A homegrown option, Klarna dominates the Swedish BNPL marketplace with 70% of Swedes indicating they'd used the service over the previous 12 months.

afterpay & **PayPal** AfterPay & PayPal Pay Later - both compete with Klarna in Sweden, making them worthwhile alternatives while still accounting for a substantial share of the market.

Mobile Wallets

Apple Pay & **Google Pay** Other alternatives include ApplePay and Google Pay.

Swish Swish - Originally designed for peer-to-peer payments, Swish has a commanding lead of 73% of the market. It is far and away the preferred choice of Swedes, followed in a distant second at 14% by PayPal.

Denmark

Online commerce currently accounts for 60% of digital payments in the country. APMs are popular, rivaled only by the Danes' preference for the Dankort card - Denmark's national debit card.

BNPL Options

Klarna. Klarna is a popular BNPL option in Denmark. Klarna is currently installed on 784 ecommerce stores in Denmark.

PayPal Approximately 13% of Danish online shoppers used PayPal in 2021.

Mobile Wallets

MobilePay MobilePay is a popular digital wallet that is used by close to 70% of the Danish population

Apple Pay & **Google Pay** Apple and Google dominate the smartphone market and this holds true in Denmark, where Apple makes up 60% of all device sales. Currently, Apple Pay supports Dankort.

Finland

User privacy is of utmost concern and has been the driving force behind the popularity and widespread adoption of bank transfers (or net banking) in Finland.

BNPL Options

Klarna. Klarna - Available in Finland where it is used in about 10% of all eCommerce BNPL purchases.

SOFORT Sofort - Owned by Klarna, Sofort is a popular option for customers looking to make a BNPL purchase.

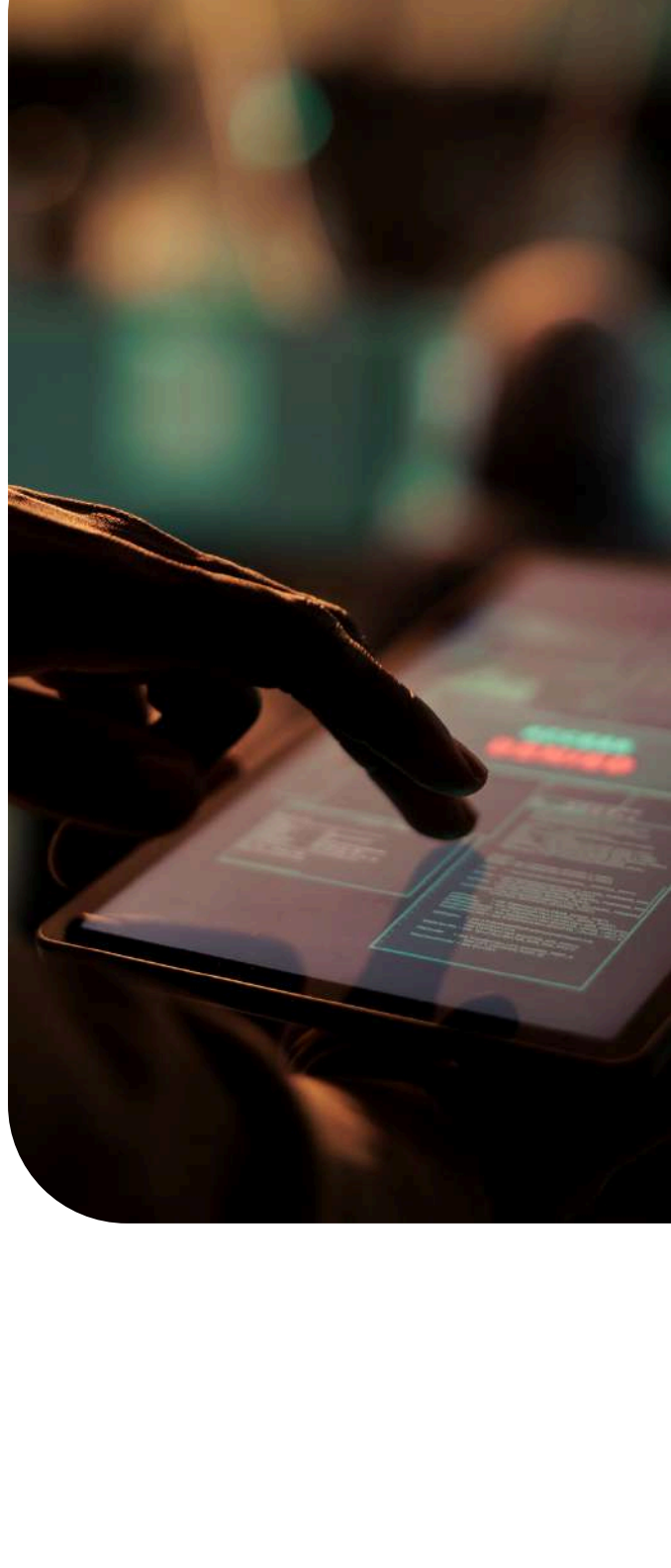
Mobile Wallets

Trustly Only 23% of online purchases are made with mobile wallets in Finland as most consumers prefer services like Trustly that provide a direct link to a bank account.

MobilePay Though not as widespread in Finland as it is in Denmark, is still used by nearly 2 million consumers in the country.

PayPal Another option in the mobile payment market in Finland is PayPal which is used by close to 21% of online shoppers.

Apple Pay & **Google Pay** ApplePay and Google Pay are both used in Finland, though not as widely adopted as other countries in Europe.



Unlock Europe's eCommerce Potential with Verifone

As Europe's online shopping market sears towards a staggering \$880 billion by 2028, it's critical for merchants to stay ahead of the curve. With 73% of European users already embracing online shopping, the future is cashless.

Why Choose Verifone?

Seamless Integration

Easily integrate popular APMs like Apple Pay, Klarna, MobilePay, Vipps & Google Pay.

[LEARN MORE](#)

Trust & Security

Ensure your customer's data privacy, which is especially critical in markets like Finland.

[LEARN MORE](#)

Expand Your Reach

From Norway's Vipps lovers to Denmark's MobilePay users, serve them all.

[LEARN MORE](#)