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# Payment habits in Poland - study

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## „Payment habits in Poland” at a glance

- Third edition of the study (1st in 2011/2012; 2nd in 2016)
- Carried out from 15 September to 15 October 2020. Key findings of the study were published in April 2021; the full report (in Polish) in December 2021, the full report (in English) in November 2022
- Main objectives:
  - **to get representative data on the use of cash and cashless payment instruments by Polish residents to meet the needs of everyday life**
  - **to find out the scale of financial inclusion and financial knowledge as well as attitudes and opinions associated with cash and cashless transactions**
  - **effect of COVID-19 pandemic on payment behaviour.**

## Survey methodology

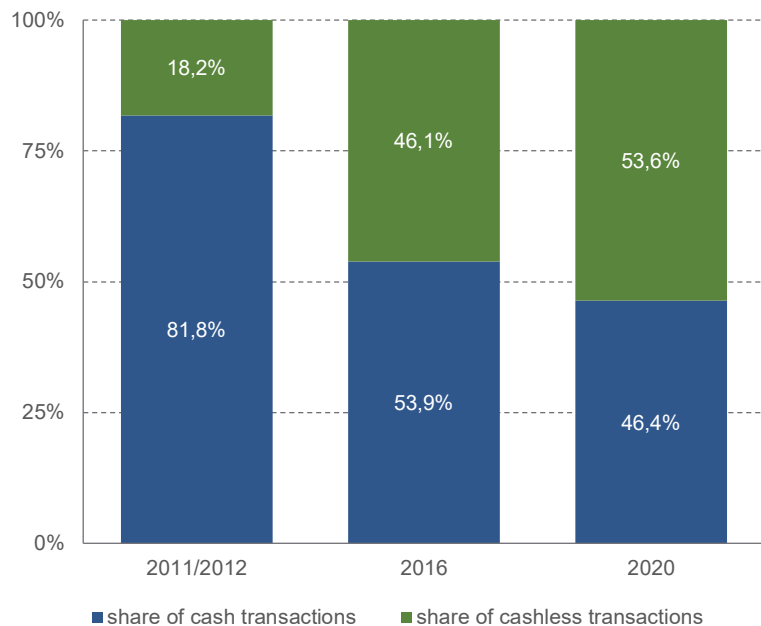
- Nationwide representative sample of 1265 inhabitants of Poland aged 15 and over
- Survey consisted of two parts:
  1. Questionnaire – direct interviews with the use of computer (the CAPI method)
  2. Payment diary – record of all payment transactions incurred during the 3 days of the survey - the total of 3,759 transactions
- Methodology that was used allows comparing the survey's results with studies carried out by other central banks



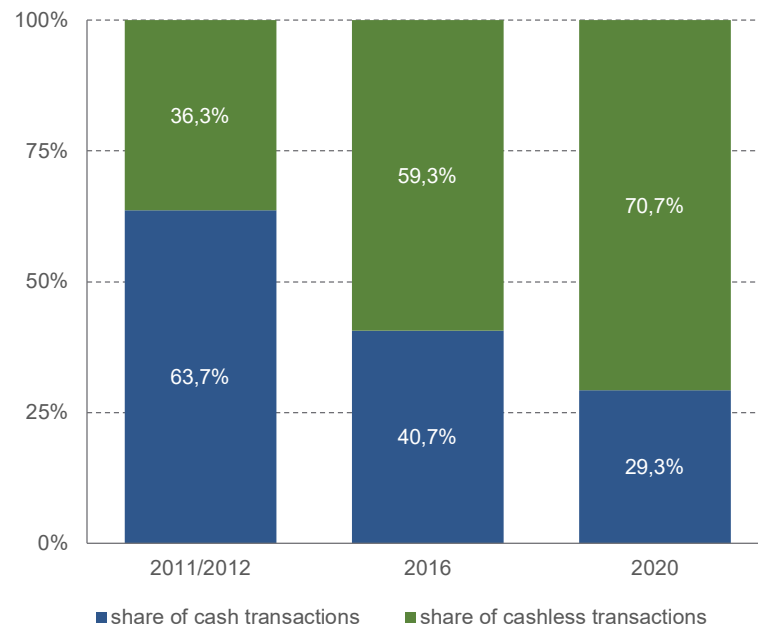
## Key findings of the study

- 88.5% of adult Polish residents had a payment account,
- payment cards were owned by 81.7% of respondents,
- according to the results of the payment diary survey, in daily transactions in physical shops and service outlets – compared to previous years' surveys – **cash** has lost its dominant position in retail payments. It was used for payment for **46.4%** of the **number** and **29.3%** of the **value** of transactions. In 2012 cash payments accounted for 81.8% of the number of transactions and 63.7% of their value, while in 2016 they accounted for 53.9% of the number and 41.1% of the value of transactions,
- in case of remote payments (online shopping), cashless payments were the prevailing payment method – about 98 % of the number and value of all transactions.

## Key findings of the study – comparison of the share of cash and cashless transactions in the total number/value of transactions at physical POS in the years 2012-2020

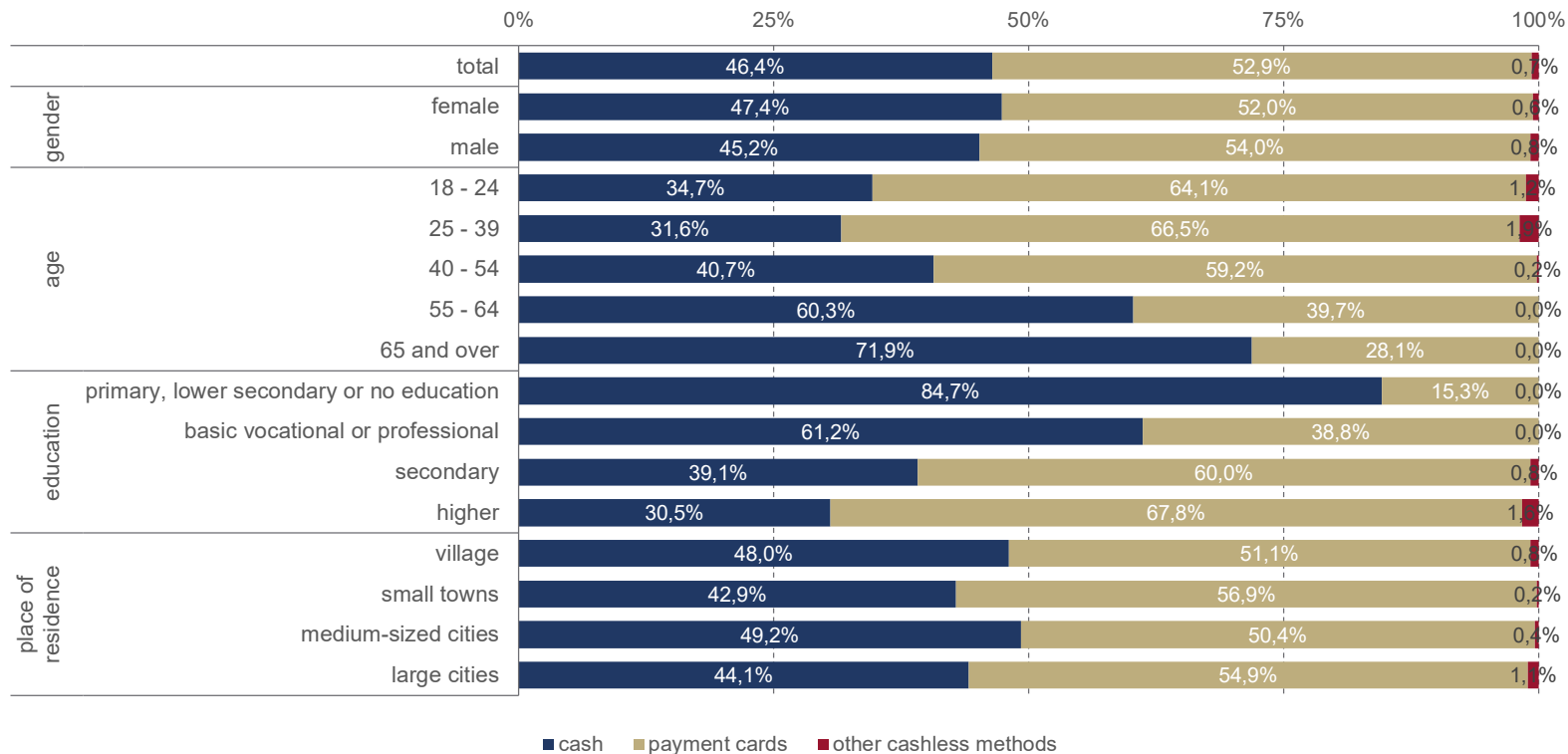


Number of transactions

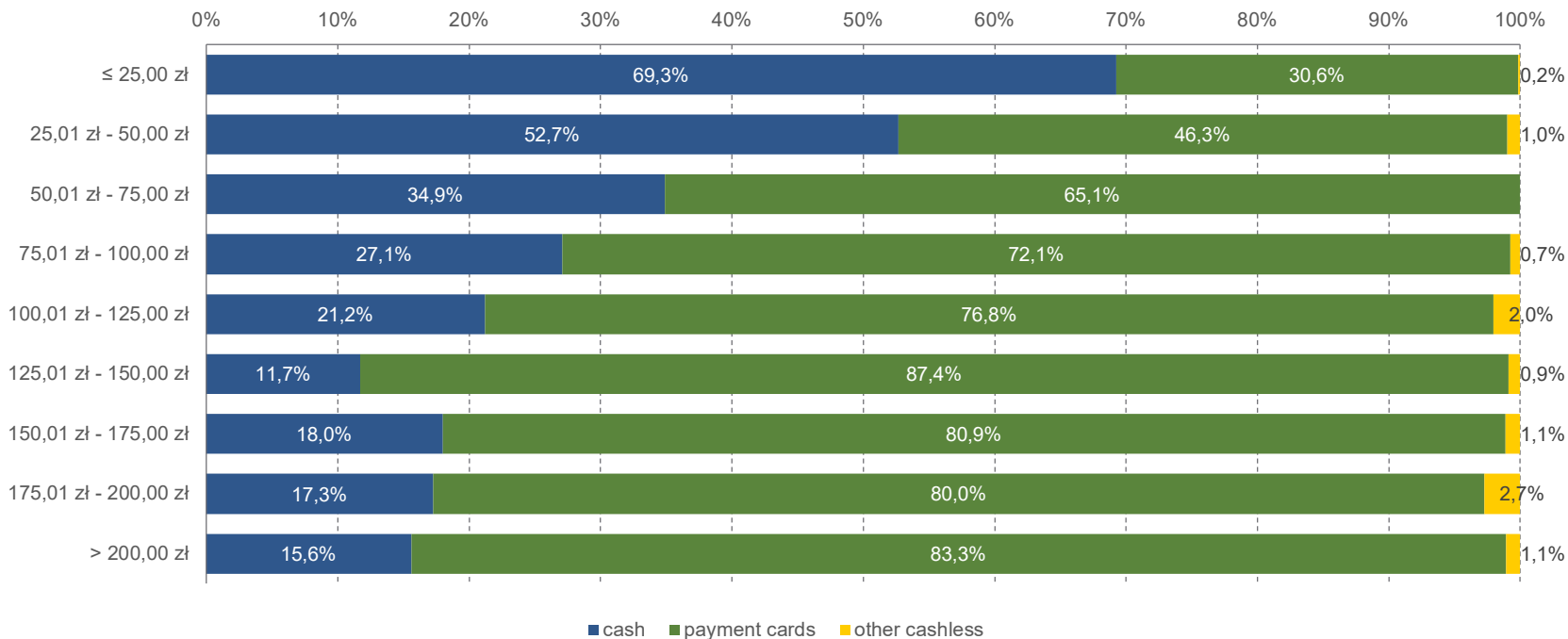


Value of transactions

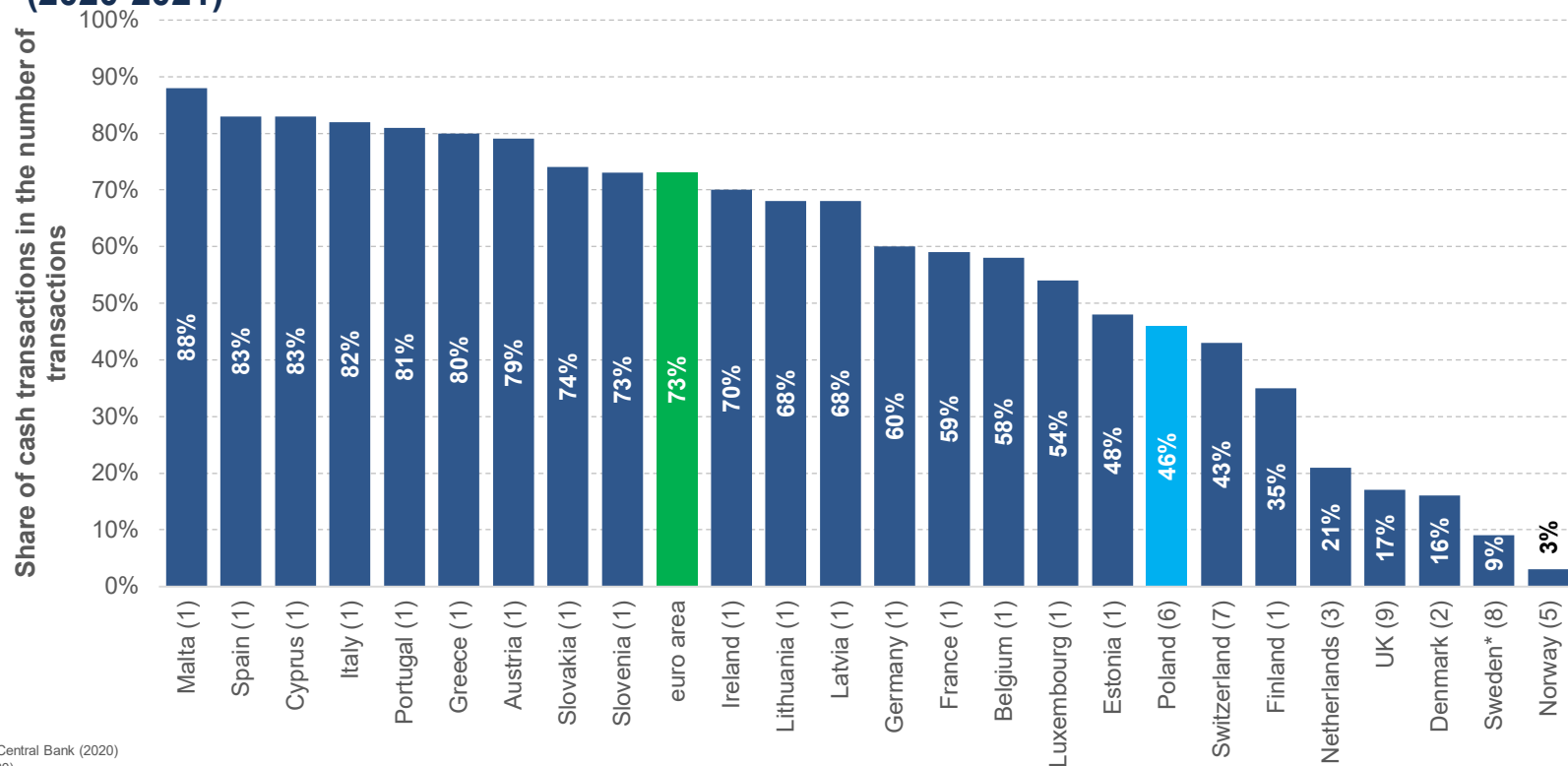
## Share of individual types of payment instruments in the total number of transactions at physical POS divided into demographic characteristics



## Use of payment instruments depending on the transaction amount



## Share of cash transactions in the number of transactions in selected European countries (2020-2021)



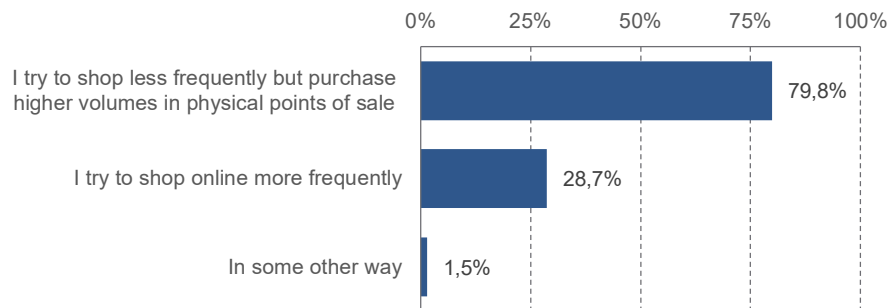
(1) European Central Bank (2020)  
 (2) Heisel (2020)  
 (3) Dutch Payments Association (2021)  
 (4) Deutsche Bundesbank (2021)  
 (5) Norges Bank (2020)

(6) Narodowy Bank Polski (2021)  
 (7) Swiss National Bank (2021)  
 (8) Sveriges Riksbank (2020)  
 (9) UK Finance (2021)

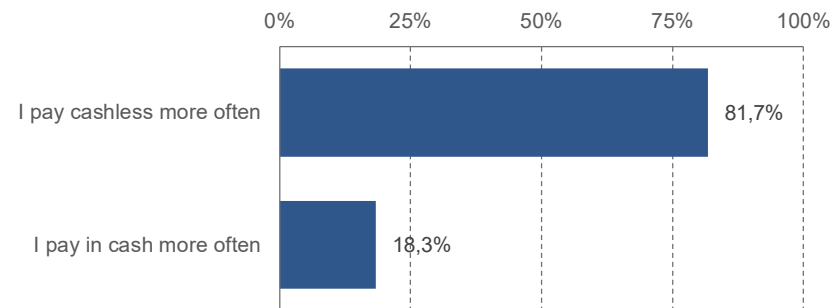


## Payment habits during the COVID-19 pandemic

- Change in consumer behaviour related to the pandemic –**  
**34%** of respondents said they had changed their consumer behaviour and declare that in the future (after the pandemic has ceased) this change will continue



Change in consumer behaviour due to COVID-19 pandemic among respondents declaring a change in their behaviour

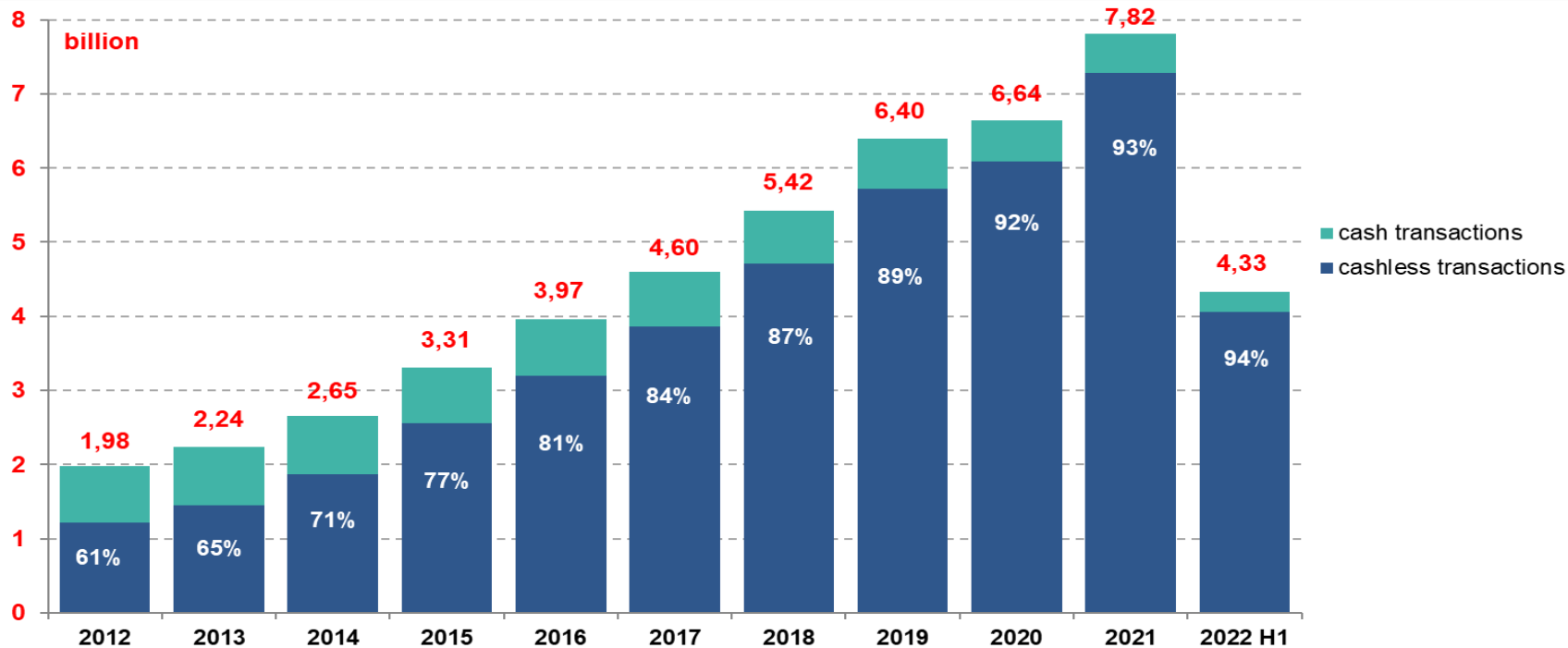


Type of change in payment behaviour due to the COVID-19 pandemic among respondents declaring a change in their behaviour

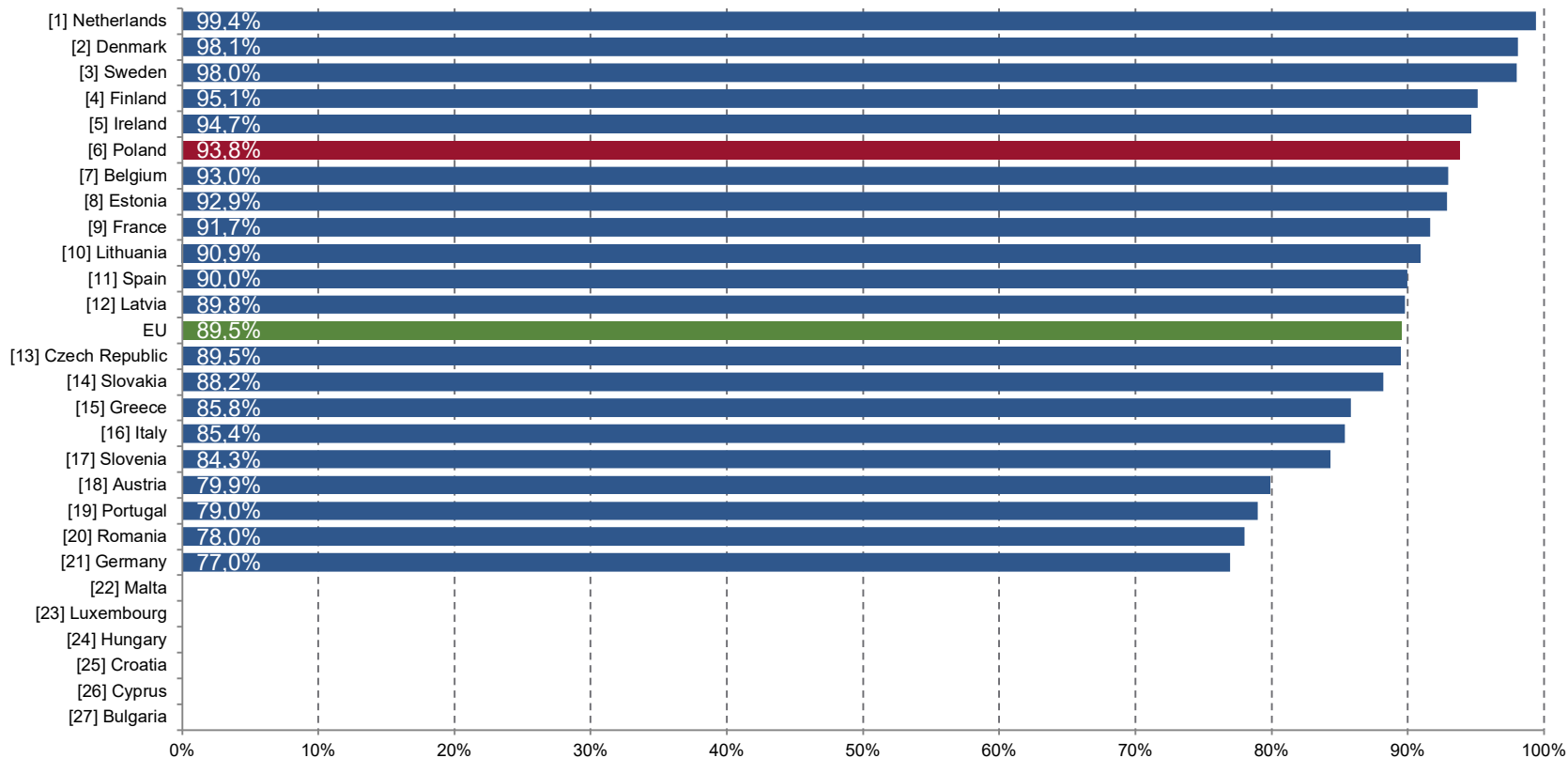
## The main drivers for changing payment habits and a shift from cash towards cashless payments

- The dynamic growth of contactless payments
- A significant increase in the payment card acceptance network
- Openness of society to innovative and digital payment
- Fast growth of mobile payments (BLIK - local mobile scheme)
- Instant payments (including P2P payments)
- Regulations encouraging consumers to open a bank account and use cashless payments

## Number of card transactions 2012 - 2022

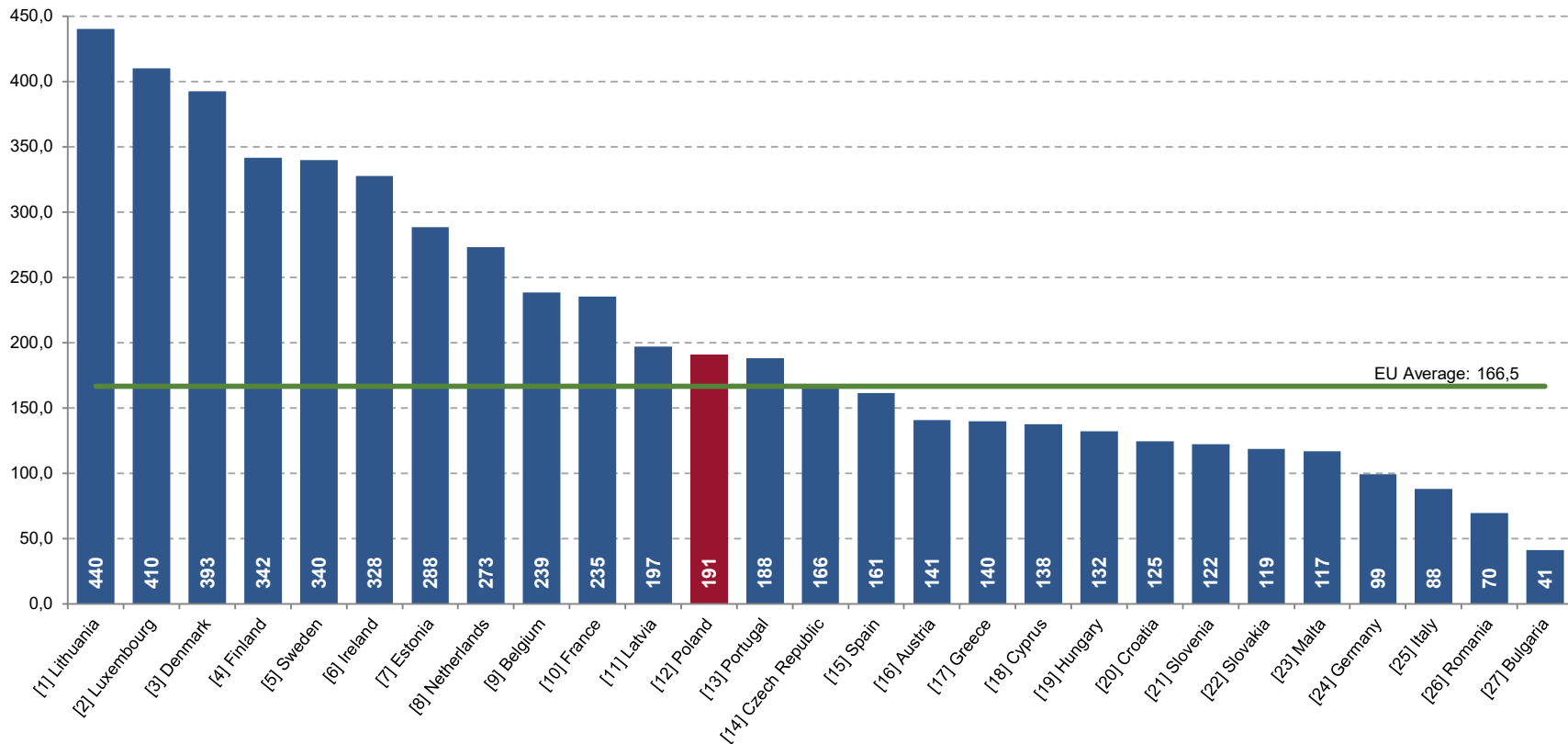


## Share of the number of non-cash transactions in all card transactions, 2021



Source: Statistical Data Warehouse, ECB

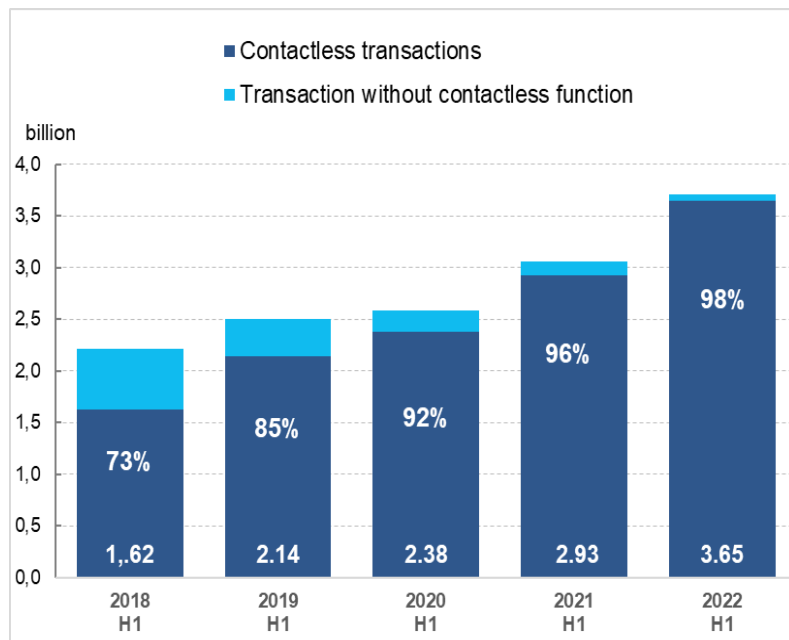
## Number of cashless card transactions per capita, 2021



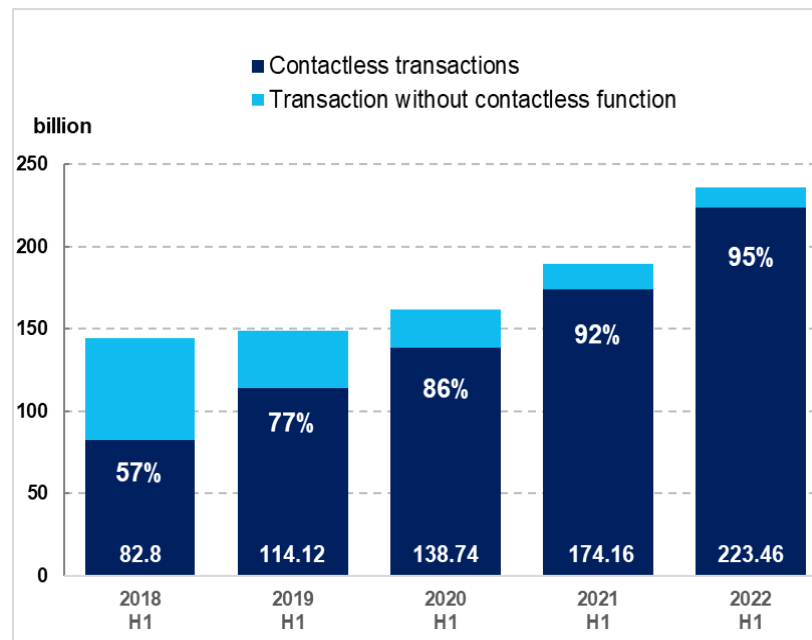
Source: Statistical Data Warehouse, ECB

## Contactless card transactions 2018 - 2022

Share of contactless transactions  
in number of card transactions



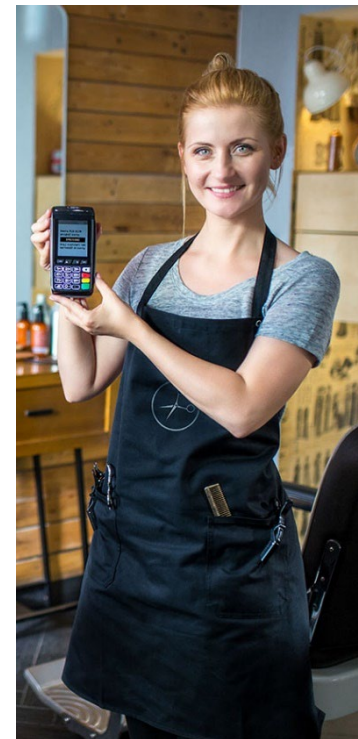
Share of contactless transactions  
in value of card transactions



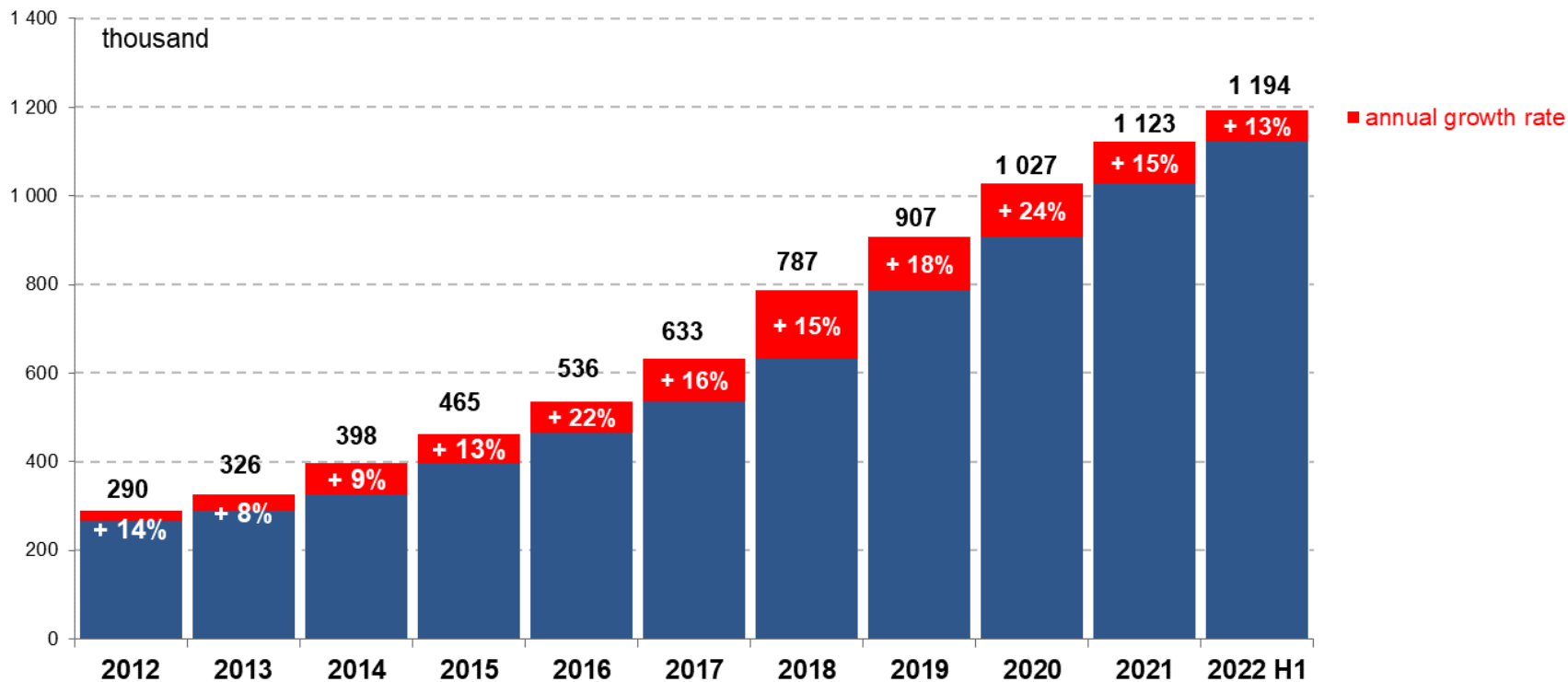
## Cashless Payment Support Program



- The Cashless Poland Foundation – established in July 2017 based on an agreement among card issuers, acquirers, card schemes (Visa, Mastercard), The Polish Bank Association and The Ministry of Entrepreneurship and Technology.
- The Program is financed from the Fund created by card issuers, acquirers, card schemes (Visa, Mastercard).
- Free POS terminal and twelve months of cashless payment service for no charge.
- The goal of the program is to popularize non-cash transactions in Poland by increasing the number of POS terminals by half a million.
- The program has been created for small and medium entrepreneurs who want to start accepting non-cash payments for their goods or services and have not accepted non-cash payments during the last 12 months.
- Over the 4,5 year of the program duration there were 390 thousand of new POS terminals installed across Poland (33% of all POS terminals in Poland at the end of June 2022). They were adopted by around 320 thousand companies.



## Number of POS terminals 2012 – 2022





## Conclusions

- The results of the payment habits study indicate the dominant role of non-cash payments which is a significant change in the last 10 years.
- Poland is one of the most innovative markets in the field of cashless payments. Mobile solutions are gaining more and more popularity every year.
- Cash remains an important payment instrument, especially in crisis situations (the Covid-19 pandemic, the outbreak of war in Ukraine). A significant challenge is to ensure adequate availability of cash (ATMs, bank branches).



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