

Emerging Trends and Growth Opportunities in Consumer Payments Market in Germany

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Pune, India, 24 October 2017:
WiseGuyReports announced addition of new report, titled "Consumer Payments Country Snapshot: Germany 2016".

The report provides a complete overview and insight of Consumer Payments in Germany. Innovation of new payment technologies such as payment cards, online payments, P2P payments and mobile purse and contactless. The study also explained key facts and figures in the consumer payments in Germany.

The research report formulated on the basis of consumers' views on how companies are deploying these devices to meet customer's needs P2P devices, mobile payment instruments and contactless cards and consumer companies. Observing Germany's online payment market through merchant type and payment instrument, as well as providing a five-year forecast for development.

Going through the major payment card types in terms of both card holding and usage. Identification of card issuing card holders and how their place has changed in the last five years. Check customer's approach to financial services through lifestyle. German customers also make a combination of legendary consumer habits and the use of German budgetary products as the best option for any meaning. As a result, alternative payment methods between the use and consumer interest are severely limited.

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Despite a strong economy and high level of financial inclusion, the cash for most of their day-to-day spend for German customers Payment cards are essentially used at the time of sale (POS),



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and the German POS network has been developed in Europe.

The priority of cash for German customers is not tied to the convenience of its use - the German prefers to control individual spending, certainty, and personal expenditure on cash. German customers' preference for privacy provides them with online payment tools to help pay their money without disclosing their account information, which means PayPal and Sofa chart are both popular.

In 2015, less than 10% of the German customers had placed a cross-credit credit card, and 80% of them were funded entirely by the balance in each month.

Key finding in the report are,

Know what's happening with the behavior of customers and plan your strategy accordingly.

Find out what products are launched by major competitors in the market.

Find consumer sentiment for various payment tools in the German market and use this design to provide product design information.

The major players cover in report are Visa, MasterCard, Girocard, Deutsche Bank, Sofort, Cookies, PayPal, Apple, Android, SIA, Jiffy and Deutsche Telekom

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