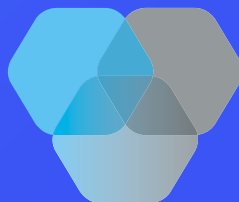




# Point of sale payments in 2024

DeNederlandscheBank

EUROSYSTEEM



Betaalvereniging  
Nederland

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Results of the study into the use of cash and electronic payments at points of sale in the Netherlands in 2024. This study was conducted by the Dutch Payments Association and De Nederlandsche Bank (DNB) among 23,439 respondents.

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# Choice of payment instrument at points of sale

In 2024, Dutch consumers completed 7.2 billion point of sale (POS) payments, with a total value of €178.5 billion. Both the number and the value of POS payments increased compared to 2023, by 3% and 4% respectively, thus continuing the upward trend. The number of POS payments grew less than in 2023, while growth in value remained similar.

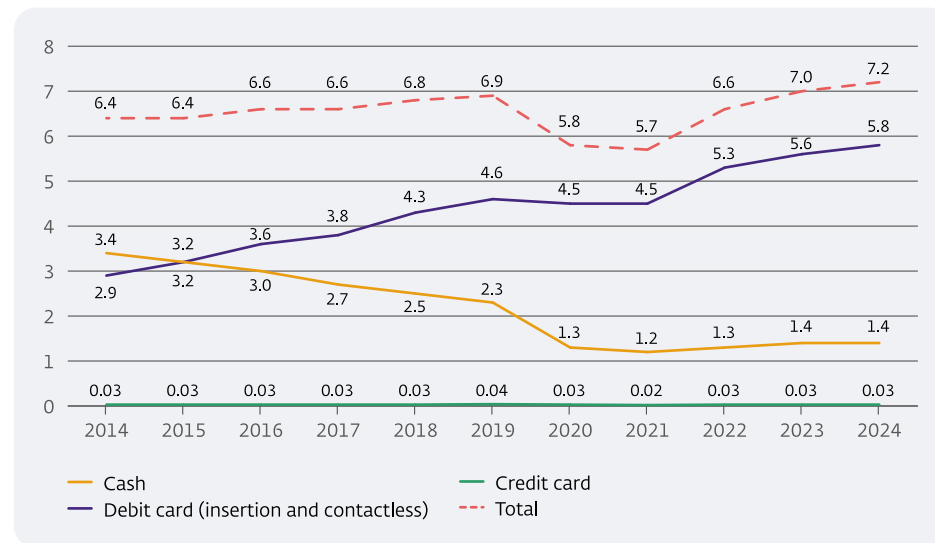
The growth in the number and value of POS payments is mainly due to the increase in payments by debit card, mobile phone or smartwatch. In 2024, consumers completed 5.8 billion POS transactions using one of these methods. This represents an increase of 3% compared to 2023. The total value of these transactions also went up by 3% to €147 billion.

The value of cash POS payments increased proportionally more in 2024 than the value of debit card payments. Compared to 2023, the total value of cash POS payments increased by 11% to €29.5 billion. In 2024, 1.4 billion POS purchases were paid in cash, the same volume as in 2023.

The number and value of credit card payments remained the same as in 2023. Credit card payments play a modest role at points of sale in the Netherlands. In 2024, Dutch consumers completed 33 million POS payments with a credit card, with a total value of €2.1 billion.

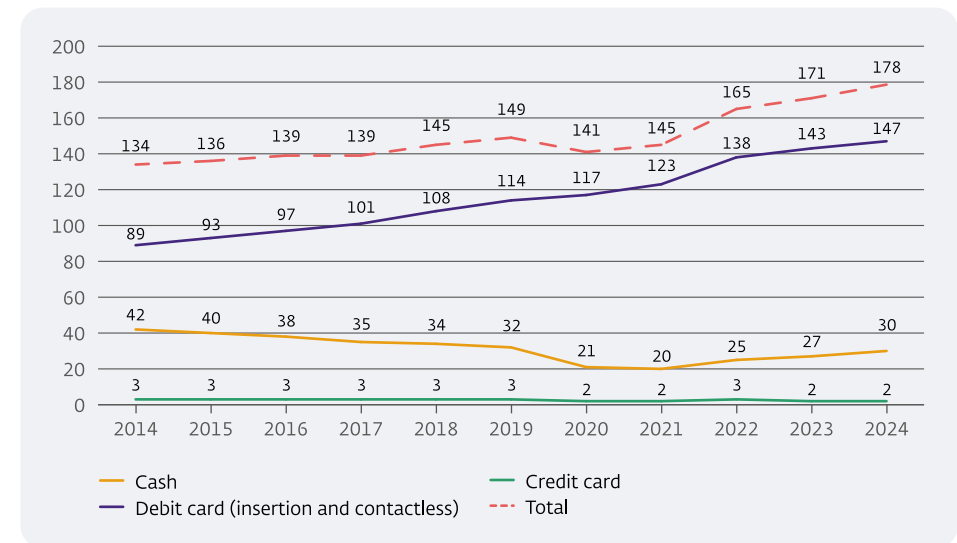
**Figure 1a Total number of payments**

In billions



**Figure 1b Total value of payments**

In EUR billion



# Relative use of payment methods

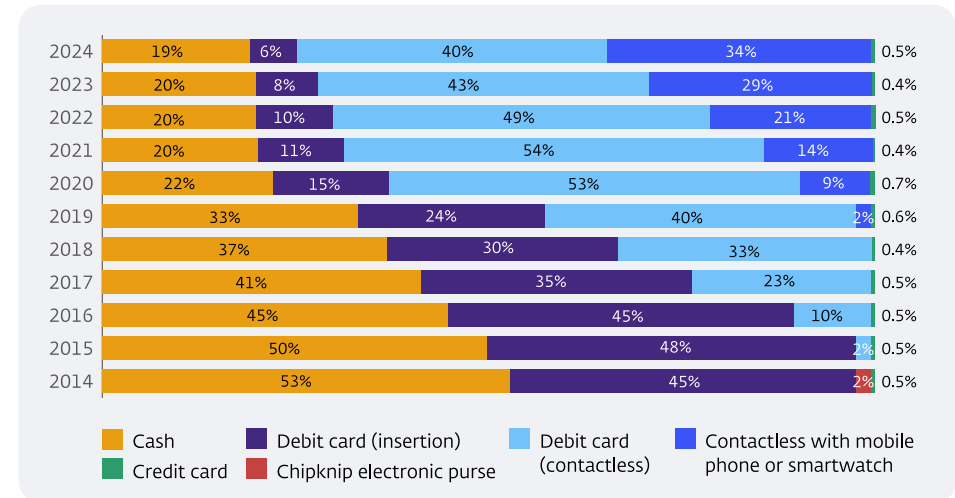
The ratio of debit card to cash in the total number of payments has been more or less stable since 2021: in 2024, 19% of all POS payments were paid in cash and over 80% by debit card (see Figure 2a).

Card and device payments have been possible in various ways for a few years now. The traditional method of inserting a debit card into the POS terminal dropped by 2 percentage points again in 2024 to 6% of all payments.

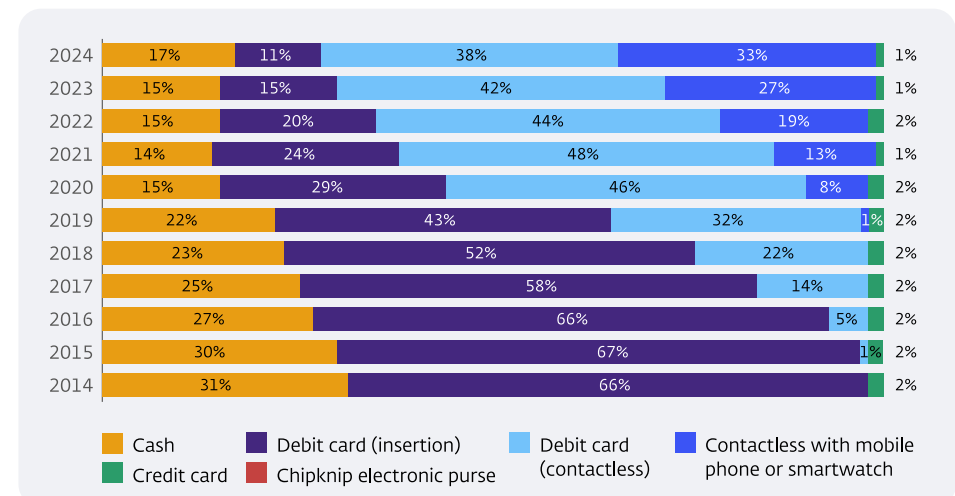
The majority of all payments were made contactless in 2024; four in ten with a debit card (40%), and more than a third with a smartphone or smartwatch (34%). Smartwatch and smartphone payments were again up compared to 2023, when this method accounted for 29% of payments. This increase has levelled off compared to previous years.

A similar picture emerges for the total value of payments at points of sale. The most notable exception is the slight increase in the share of cash (see Figure 2b), as higher amounts in particular were paid in cash more often in 2024.

**Figure 2a Share of total number of payments**

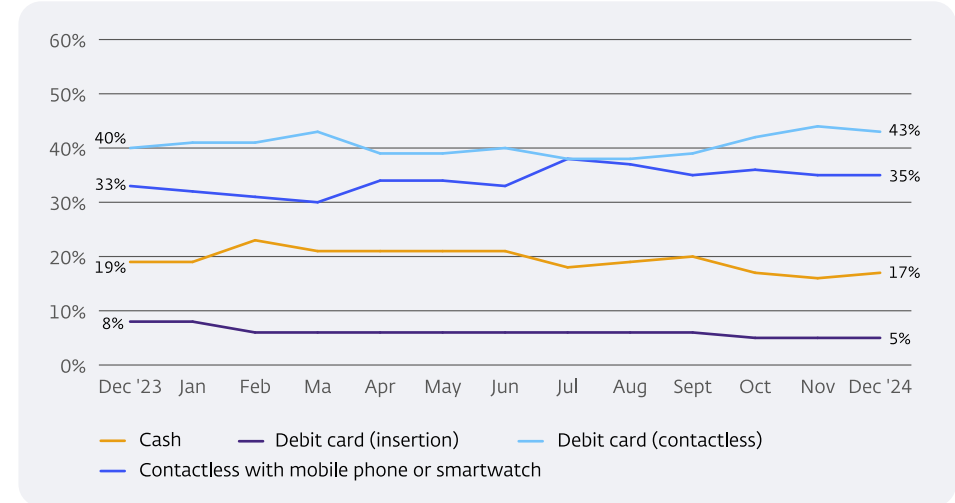


**Figure 2b Share of total value of payments**



The share of contactless payments by mobile phone or smartwatch declined slightly in the first months of 2024 for the first time in a long time. This decline reversed from March, and by the summer, contactless by mobile phone or smartwatch was quickly becoming the most used payment method at points of sale (see Figure 3). The share of contactless by mobile phone or smartwatch was on the verge of surpassing that of contactless by debit card, were it not for another slight decline in September. Following this decline, the share of contactless payments by mobile phone or smartwatch stabilised at around 35% in the final months of the year. This is still slightly higher than the 33% share at the end of 2023, but lower than the 43% share of contactless payments by debit card. One possible explanation for the year-end stabilisation is that one of the major banks in the Netherlands discontinued its proprietary mobile payment app for Android smartphones in mid-September, forcing customers using the app to switch to Google Pay. It seems not all customers made this switch.

**Figure 3 Monthly breakdown of POS payments by payment method**



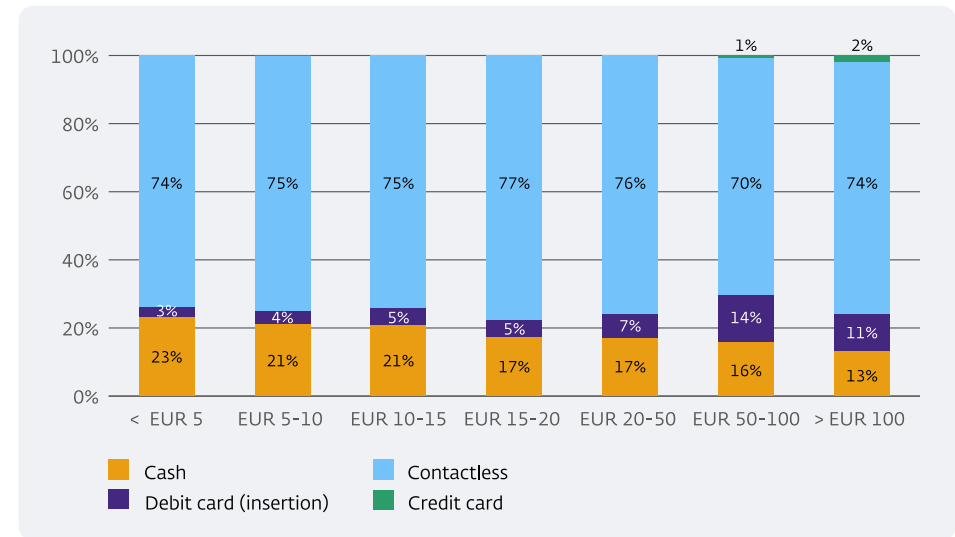
# Use of payment methods by amount

The share of cash payments changed marginally in 2024 compared to 2023 across all spending ranges, with the exception of payments of €50 or more. A shift in two ranges is notable. Amounts between €50 and €100 were paid in cash more often in 2024 (16% compared to 13% in 2023). In contrast, amounts over €100 were paid in cash in 13% of cases, which is a 3 percentage point decrease compared to 2023. In 2024, we thus see once again that the higher the amount to be paid, the less inclined people are to pay in cash.

In 2024, 14% of payments between €50 and €100 were made by inserting the debit card into the POS terminal, against 11% for amounts above €100. This was the case more often for payments over €50 in 2023 (18% of payments). This drop was accompanied by an increase in contactless debit card payments.

Paying by credit card is rare in the Netherlands. This means of payment is used almost exclusively for amounts above €50.

**Figure 4 Share of payment methods by spending range**



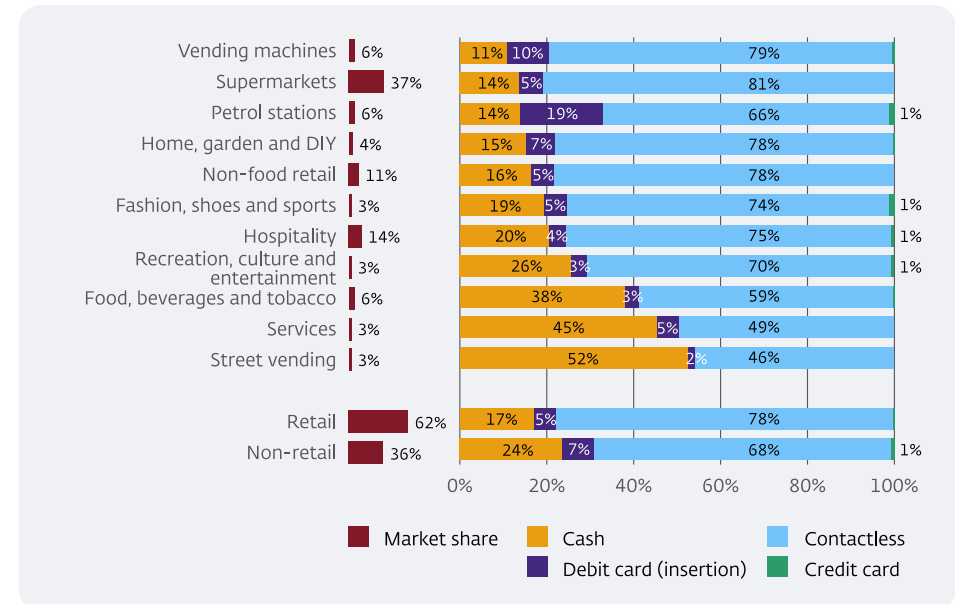
# Use of payment methods by place of purchase

The way consumers pay varies considerably by sector. Street vending is the only sector where the share of cash payments is still somewhat greater (52%) than debit payments (48%). In contrast, cash is rarely used in vending machines (11%); rather, in almost 9 out of 10 cases the payment is completed by (contactless) debit card or device.

Paying by inserting a debit card into an payment terminal is still generally infrequent (6%), except at petrol stations where this is the method used 19% of the time. The share is 28% when expressed in terms of value (see Figure 5b). Incidentally, this traditional form of debit card payment at petrol stations is already less common than in 2023, when it represented 26% of transactions and 38% of value. Traditional debit card payments are relatively common in this sector. Although contactless payment is now available at almost all petrol pumps, it is possible that people continue to insert their cards out of habit. At unattended petrol pumps in particular, for a long time you could only pay by inserting a debit card. Another possible factor is that the contactless card reader at unattended petrol pumps is often added afterwards, and sometimes in an inconvenient location, which means that consumers are more likely to insert their debit card into the payment terminal anyway.

**Figure 5a Share of payment methods by place of purchase**

Number of payments



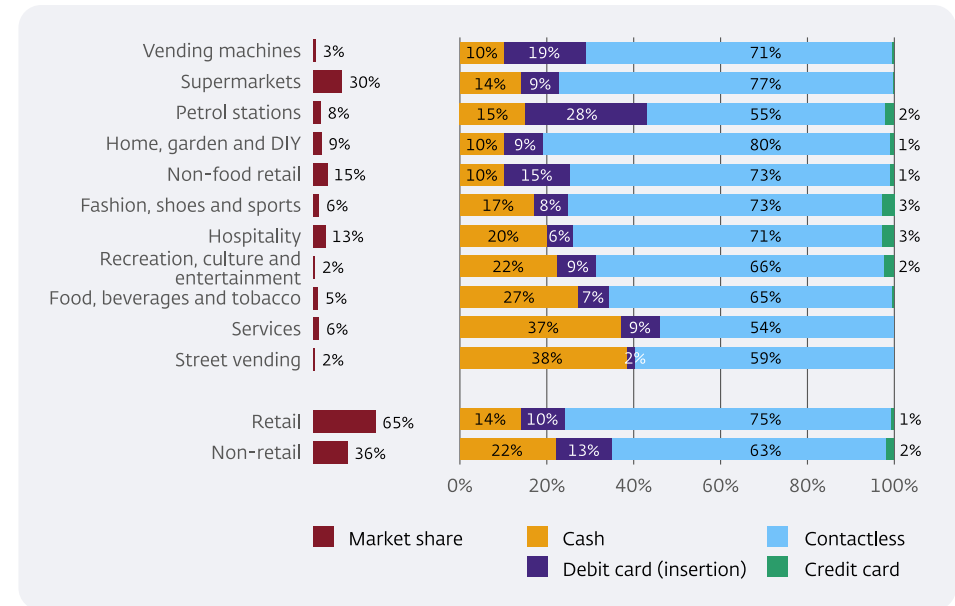


Across all sectors, the total value of payments completed by contactless debit methods increased or remained the same as in 2023. The biggest shift was at petrol stations (9 percentage point increase) and at home, garden and DIY shops (6 percentage point increase). This shift has largely been at the expense of amounts settled by traditional debit card payments.

In almost all sectors, the share of total value paid in cash increased or remained the same as in 2023. The only exceptions are services and street vending, where the share of cash decreased by 3 percentage points. Nevertheless, these are clearly still the two sectors where the share of cash in total value is highest and where cash payments are still the most frequent.

**Figure 5b Share of payment method by place of purchase**

Value of payments





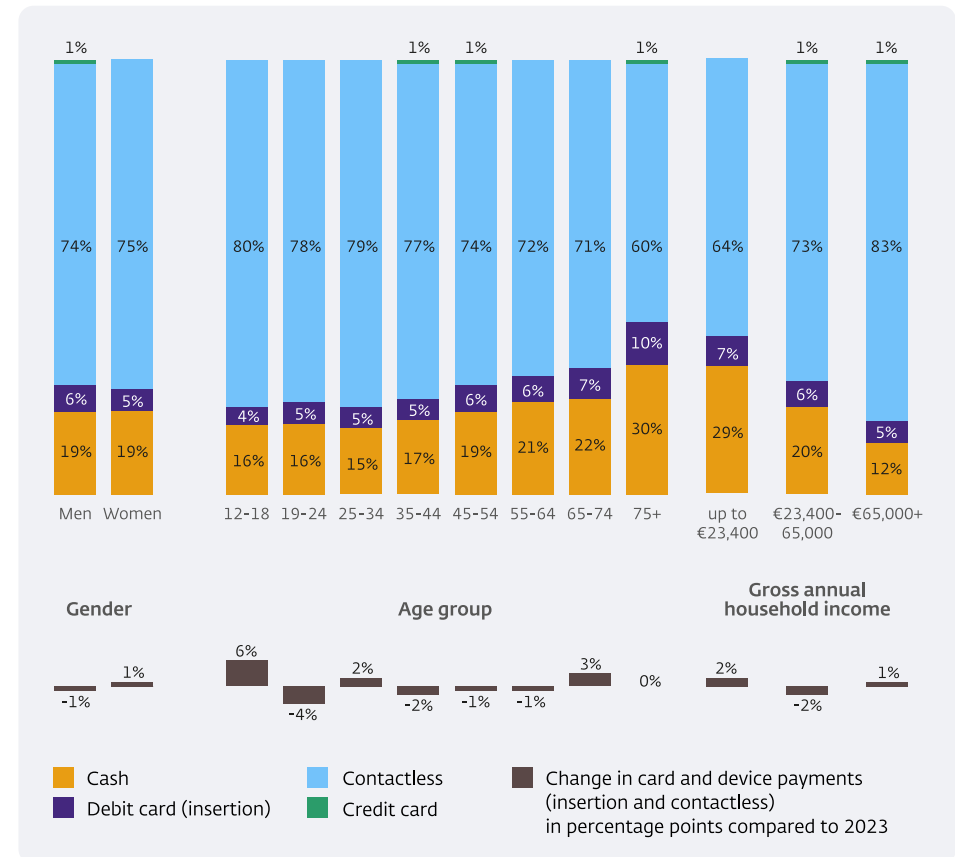
# Use of payment methods by demographics

Payment behaviour is stable among most consumer groups. As in previous years, older people and those in the lowest income group pay in cash relatively often, although the share of debit card payments among low-income earners increased again slightly (2 percentage points). The biggest shift from cash to debit payments took place among young people (12-18 years old). Whereas debit card usage among this group increased by 1 or 2 percentage points per year starting in 2020, it shot up by 6 percentage points in 2024. This is mainly related to a shift in preference from cash and traditional debit cards to contactless payments, either by debit card or by mobile phone or smartwatch.

Only among 19-24-year-olds did we observe a decrease of 4 percentage points in the proportion of debit payments in favour of cash. This development is opposite to that seen in 2023. In this group, the use of cash or debit has fluctuated by a few percentage points in recent years.

The proportion of debit card insertions decreased slightly among nearly all age brackets. This method of debit payment is still the most commonly used by people aged 75 or over. They are also more likely than other age groups to prefer this method of payment (14% compared to 7%).

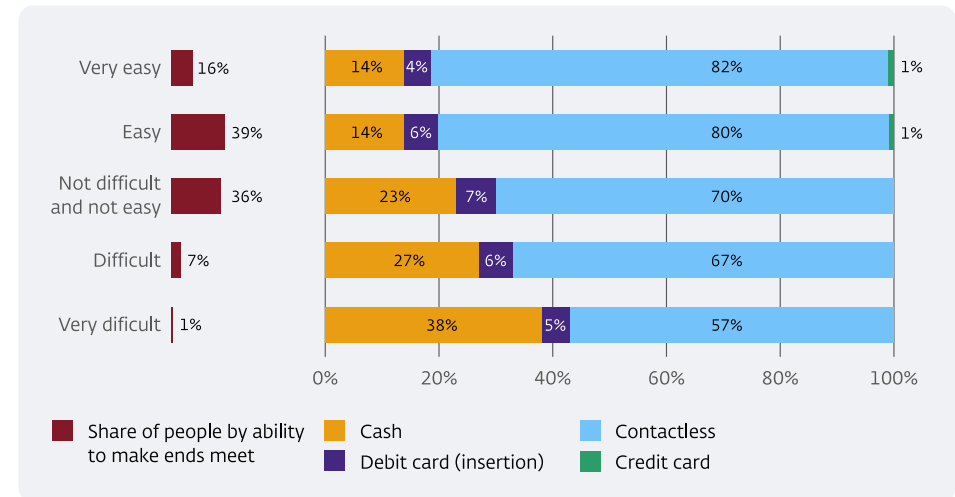
**Figure 6a Relative use of payment methods by gender, age and income**



One of the factors affecting consumers' payment behaviour is the extent to which they can make ends meet on their income. As in 2023, about 9% of consumers found it difficult or very difficult to make ends meet in 2024. They are more likely to pay with cash than consumers who can make end meet easily or very easily. Consumers who find it very difficult to make ends meet paid 38% of their checkout purchases in cash in 2024, and those who find it difficult to make ends meet paid cash 27% of the time. In 2023, this was 34% and 25%, respectively; cash has thus become a slightly more important means for people who struggle to make ends meet. Over a third of consumers who find it difficult or very difficult to make ends meet prefer paying with cash. The most frequently cited reason is that cash gives better insight into their spending. This is largely true for people who find it difficult or very difficult to make ends meet, but also (25%) for consumers who find it easy or very easy to make ends meet (both with a preference for cash).

Consumers who find it easy or very easy to make ends meet use cash for a much lower share of their POS purchases. These consumers paid 14% of their purchases in cash in 2024 (15% in 2023).

**Figure 6b Relative use of payment method by ability to make ends meet**



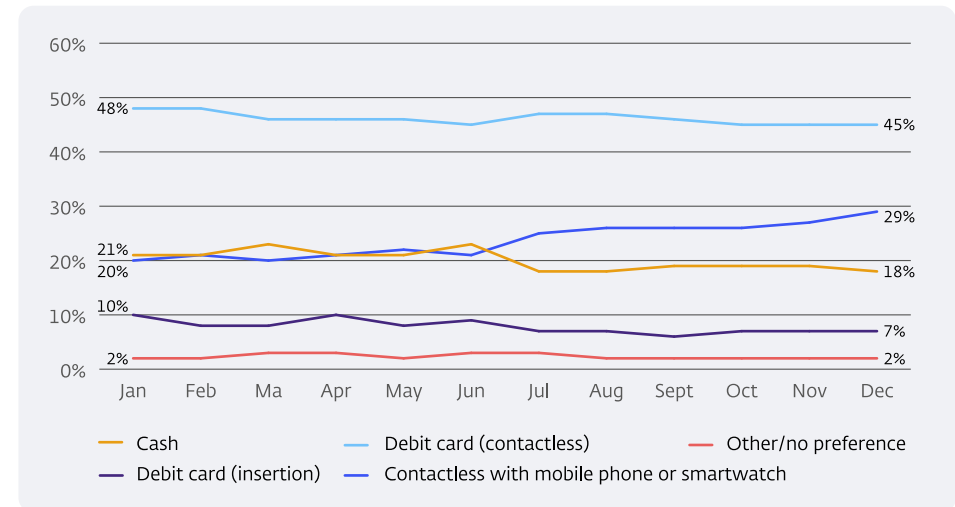
# Payment preferences

Respondents again expressed a greater preference for contactless payment with a smartphone or smartwatch in 2024. In January, 1 in 5 consumers said they prefer this means of payment. By December, this had risen to nearly 30% of consumers. In the second half of 2024, the preference for contactless payments by mobile phone or smartwatch was higher than for cash payments. Contactless debit card payments are still the most popular. About 45% of consumers say this is their preferred means of payment.

In the Netherlands, people almost always use their preferred means of payment when checking out, because most retailers accept both cash and debit payments. In 2024, consumers indicated that they would have preferred using a different payment method in 3% of their purchases, which is 1 percentage point higher than in 2023. Of those who did not use their preferred means of payment, about half indicated that they would have preferred to pay by debit card and about a third would have preferred cash.

The fact that people generally use their preferred means of payment when checking out does not necessarily mean their actual use of a means of payment always corresponds to their general preference. The actual use of a means of payment sometimes depends on the amount and location of the payment, for instance. For example, some people with a general preference for cash prefer to pay higher amounts by debit card.

**Figure 7 Payment method preferences in 2024**



# Person-to-person payments

Person-to-person (P2P) payments were done electronically more often in 2024 than in 2023. Some 64% of these P2P payments were done by electronic means, which is 4 percentage points more than in 2023. In contrast, the overall value of these payments fell by 1 percentage point in 2024 to 70%. The average value of electronic P2P payments also fell.

Both the total number and value of P2P payments grew in 2024. In total, there were 614 million P2P payments (2023: 584 million) worth €29.2 billion (2023: €23.8 billion).

**Figure 8 Shares of payment methods for P2P payments**

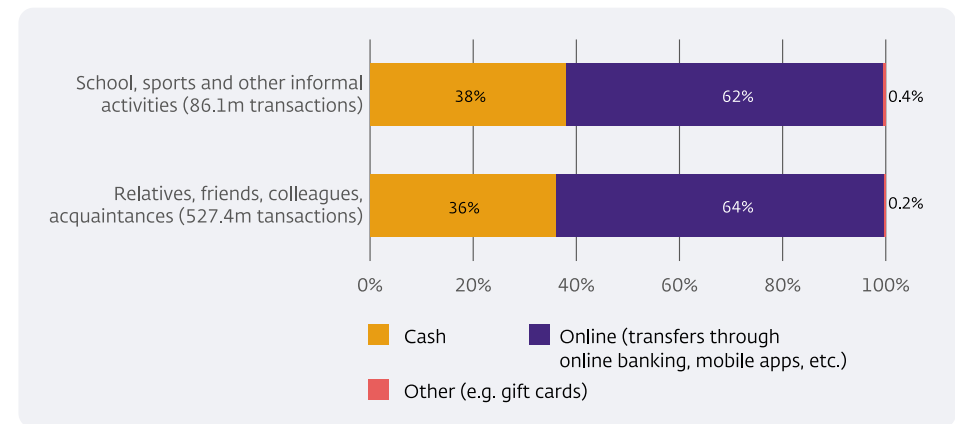


P2P payments can be broken down into two categories. The first category includes payments for school, sports and other informal activities. There were 86 million payments in this category in 2024, up from 81 million in 2023. The total value of these payments amounted to €1.9 billion. The total value was €0.2 billion lower in 2023. The second category includes payments to relatives, friends, colleagues and acquaintances. There were 527 million payments in this category in 2024, up from 503 million in 2023. The total value of these payments amounted to €27.3 billion, which is €5.2 billion higher than in 2023.

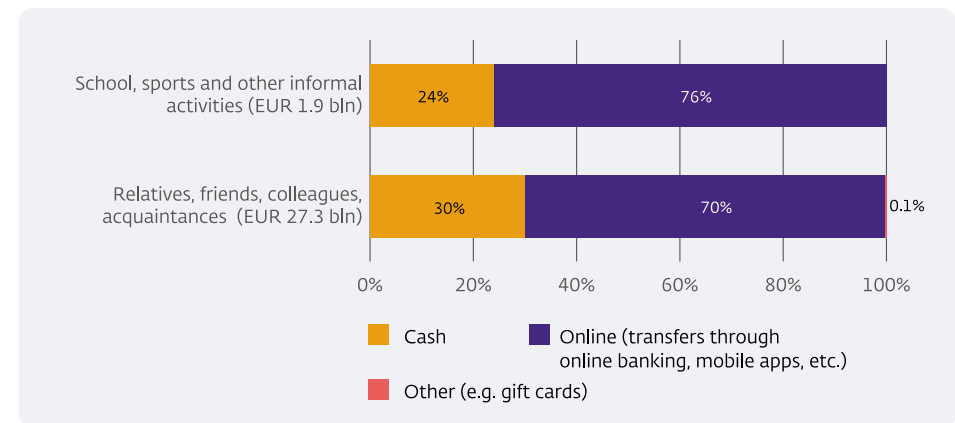
In 2024, Dutch people made 62% of their payments for school, sports and other informal activities, and 64% of their payments to relatives, friends, colleagues and acquaintances by electronic means. This is 3 percentage points higher than in 2023 for both categories.

Of the total value of payments for school, sports and other informal activities, 76% were paid by electronic means. For payments to family, friends, colleagues and acquaintances, this figure is 70% which is the same as in 2023.

**Figure 9a Share of payment methods in total number of P2P transactions by purpose**



**Figure 9b Share of payment methods in total value of P2P transactions by purpose**

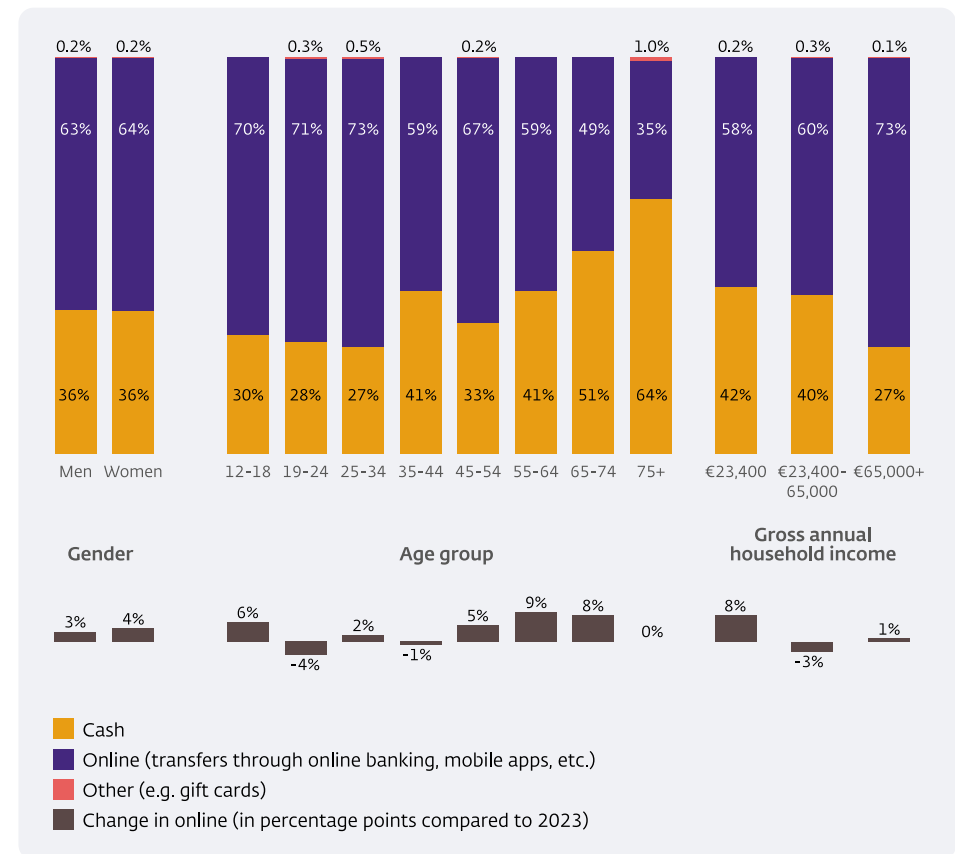


Both men and women have started using electronic means more often for P2P payments. Payment behaviour for both groups is similar. In 2024, both men and women made 36% of P2P payments in cash.

The proportion of P2P payments made by electronic means increased in six out of the eight age groups. The largest increase was among 55-64-year-olds. They made 59% of their P2P payments electronically in 2024, which is an increase of 9 percentage points compared to 2023. The difference in payment behaviour between the oldest and youngest consumer groups has widened. In 2024, consumers aged 75 or over paid electronically 35% of the time, compared with 70% for 12-18-year-olds.

The method used for P2P payments also depends on family income. Consumers in the highest income category were more likely to opt for electronic P2P payments in both 2023 and 2024 than consumers in lower income categories. 73% of these payments were electronic in 2024. Consumers in the lowest income category were once again the least likely to pay electronically in 2024 (58%), but this is still an 8 percentage point increase compared to 2023.

**Figure 10 Share of payment methods in P2P payments by gender, age group and income**



# Survey characteristics

Market research agency Ipsos collected data among 23,439 respondents for the “Point of sale payments in 2024” study, conducted by the Dutch Payments Association and DNB.

## Research questions

- What are the total number and total value of payments made in the Netherlands in 2024, broken down by payment method?
- In 2024, which payment methods did residents of the Netherlands use most often in the three sectors with the most payments?
- How has the use of cash and debit cards developed since 2010?

## Survey scope

- Payments made in the Netherlands by residents of the Netherlands aged 12 and over.
- Payments made at points of sale – such as shops, cafés, restaurants, hotels, petrol stations, service providers, markets and vending machines – and P2P payments.
- Online purchases and transfers of money for fixed costs etc. were excluded from the study.

## Survey method

- Transaction diary and questionnaire through the internet or by telephone.
- The field work was carried out between January and December 2024.
- Respondents accurately reflect the population of the Netherlands in terms of gender, age, ethnicity, education, region and income.

## General comments

- The figures on debit payments (card insertion, contactless with card and contactless with smartphone or smartwatch) and cash were validated using data from Betaalvereniging Nederland and other sources.



De Nederlandsche Bank N.V.  
PO Box 98, 1000 AB  
Amsterdam  
The Netherlands  
+31 (0) 20 524 91 11  
dnb.nl/en

**Follow us on:**



Betaalvereniging Nederland  
PO Box 83073, 1080 AB  
Amsterdam  
The Netherlands  
+31 (0) 20 305 19 00  
www.betalvereniging.nl

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