

Turn trust into transactions with PayPal Checkout

High cart abandonment.
Rising acquisition costs.
Growth pressure.

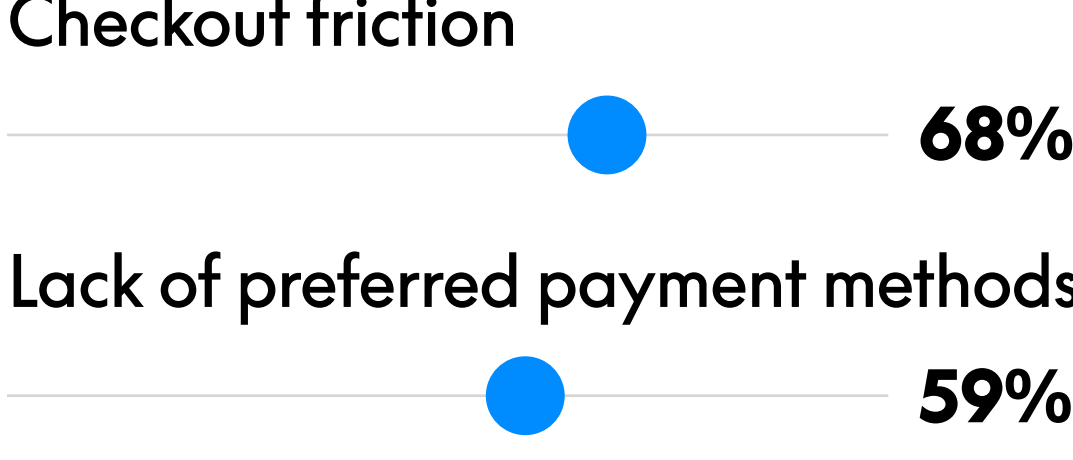
And checkout?
It can either cost your business sales.
Or help unlock them.

The conversion crunch

Approximately
70%

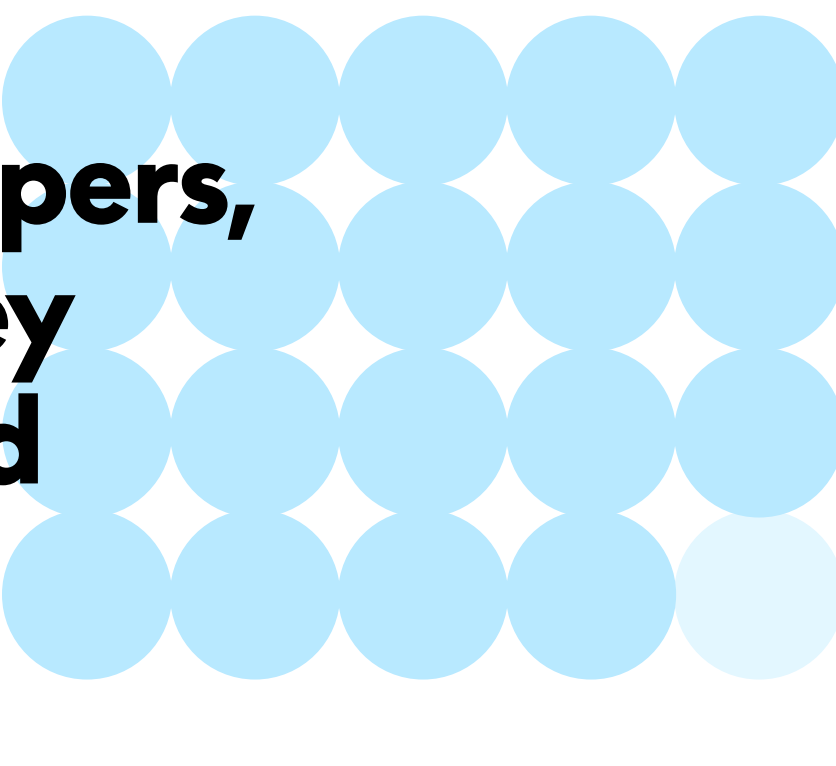
of online shopping carts are abandoned globally.¹ Each drop-off is lost revenue.

Top reasons shoppers leave:²



Trust helps to drive conversion

Of surveyed shoppers, **95%** said that they prioritise a trusted payment system during checkout.³



Bring the power of our globally recognised and trusted brand to your checkout.⁴

430M+
active accounts⁵

200+
global markets⁶

140
payment currencies⁷

Nearly **half a million UK businesses** sell internationally with PayPal.⁸

From March 2024 to April 2025:

41M+
shoppers around the world used PayPal to buy from UK businesses⁹

200M+
cross-border transactions were processed by PayPal for UK businesses¹⁰

Increase sales by reducing friction

67%

of merchants surveyed prioritise payment solutions that help them to provide a low-friction checkout experience¹¹

With PayPal Checkout, you can:

- ✓ Speed up checkout with customers' saved payment credentials or accelerated guest checkout.
- ✓ Instantly retry transactions.

Offer more ways to pay

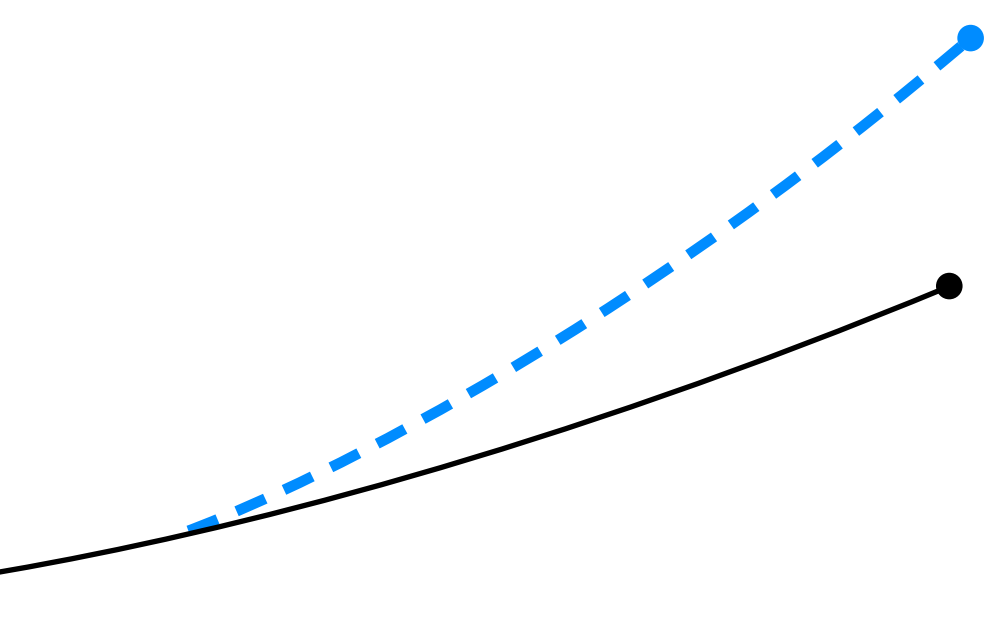


Shoppers want to pay with their preferred payment methods.¹² PayPal helps your business to offer a wide selection of payment methods and connect to multiple payment service providers.

- ✓ Meet local payment preferences.
- ✓ Add PayPal alongside cards.

One platform. Broad choice.

Lift AOV with PayPal Pay Later



91%

higher AOV for Pay Later purchases than for standard PayPal Checkout transactions¹³

Global merchants who offer PayPal Pay Later see:

74%
of Pay Later purchases are from repeat buyers¹⁴

30%
higher average spending by Pay Later customers¹⁵

Drive loyalty beyond the first purchase

Built-in rewards help turn one-time buyers into repeat buyers — at no extra cost.



Grow. Convert. Repeat.

Help your business to increase conversion by offering PayPal's quick, seamless checkout with:

- ✓ Passkeys + app switch¹⁷
- ✓ All-in-one review page

[Get Started](#)

PayPal Open One platform for all business

The content of this infographic is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

¹ Statista, "Global digital shopping cart abandonment rate 2025." Analysis by Baymard Institute, May 23, 2025.

^{2,3,17} IDC, comms. by PayPal, consumer survey of total 8,000 consumers across the UK, Ireland, Spain, Netherlands, France, Sweden, Germany, Italy (1,000 consumers from each market) during Dec 2024 to Jan 2025. Base n=8,000.

⁴ Infegy, Infegy's Most Trusted Brands of 2025 (Jan 2024 through Dec 2024); Infegy social data set. Last updated Jan 16, 2025.

⁵ PayPal Earnings-Q3, 2025, based on PayPal internal data. "Active accounts are PayPal consumer and merchant accounts that have completed a transaction within the past 12 months."

^{6,7,10} Based on PayPal internal data of FY-2024.

^{8,9,10} Based on PayPal internal data from Apr 2024 to Mar 2025.

¹¹ IDC, comms. by PayPal, consumer survey of total 740 merchants respondents (247 are SMB, 246 are midmarket, and 247 are large enterprise) across the UK, Ireland, Spain, Netherlands, France, Sweden, Germany, and Italy (1,000 consumers from each market) during Dec 2024 to Jan 2025. Base n=100 UK merchants.

¹² Internal data analysis of large enterprise merchants with Pay Later transactions from Jan to Dec 2024. Data inclusive of Pay Later transactions across 7 markets (US, UK, AU, DE, ES, IT, FR).

¹³ Based on PayPal internal data analysis of merchants with Pay Later transactions from Jan 2024 to Dec 2024. Data inclusive of PayPal Pay Later transactions across 7 markets (US, UK, AU, DE, ES, IT, FR).

¹⁴ PayPal Earnings-FY, 2024, based on PayPal internal data.

¹⁵ Rewards are earned as points under the PayPal+ rewards programme. PayPal+ Terms and Conditions apply.

¹⁶ Requires an eligible device.

¹⁷ Requires an eligible device.