



# Preferred payment methods matter: **The PayPal impact.**

Nielsen study for the United Kingdom, Q4 2023.





# How UK customers and businesses feel the PayPal impact.

In late 2023, PayPal commissioned Nielsen to measure PayPal's impact on conversion, spend, and customer experience across:

182 large UK enterprises | 8 unique verticals | 4,037 UK shoppers



Conversion **35%**

more completed checkouts from the point at which customers started to pay, compared to alternative methods<sup>1</sup>



Spend **34%**

greater purchasing frequency from PayPal users, compared to other digital purchases on the same website<sup>2</sup>



Customer experience **61%**

of purchasers surveyed said that paying with PayPal had a positive impact on their overall experience, 25% more than for shoppers using alternative checkout methods<sup>3</sup>

PayPal offers powerful tools and proven solutions to help large enterprises deliver positive checkout experiences, attract new customers, and accelerate business growth.

<sup>1</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions, from 5,000 consumers betw. Jul 2022–Jun 2023. Percentage checkout conversion measured from the point at which customer starts to pay.

<sup>2</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions, from 5,000 consumers, betw. Jul 2022–Jun 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

<sup>3</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, electronic transfers, cryptocurrency, and others.



# Customers' trust in PayPal can help increase conversions.

Modern-day shoppers now have more choice about where they spend. Some shopper expectations include fast, simple, and secure shopping experiences, and some customers have no problem leaving sales on the table when those expectations go unmet.

Businesses that use PayPal can tap into solutions that customers trust.<sup>4</sup> Surveyed UK PayPal customers chose to complete online purchases with PayPal over other alternative checkout methods because of their **trust in the brand** (61%),<sup>5</sup> the **checkout speed** (54%),<sup>6</sup> and the **simple payment experience** (50%).<sup>7</sup>

This customer confidence may translate into increased conversion. Amongst large enterprises surveyed, PayPal helped improve conversion rates by an average of 35%.<sup>8</sup>



PayPal helps improve conversion by:



50%

amongst retail businesses<sup>9</sup>



42%

amongst clothing and fashion businesses,<sup>10</sup> and entertainment and leisure businesses<sup>11</sup>



35%

amongst health and beauty businesses<sup>12</sup>



31%

amongst travel and transportation businesses<sup>13</sup>



14%

amongst grocery businesses<sup>14</sup>



10%

amongst quick-service restaurants (QSR)/food delivery businesses<sup>15</sup>

<sup>4, 5, 6, 7</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

<sup>8, 10, 11, 12, 13, 14, 15</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions from 5,000 consumers betw. Jul 2022–Jun 2023. Percentage checkout conversion measured from the point at which customer starts to pay.

<sup>9</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions, from 5,000 consumers betw. Jul 2022–Jun 2023. Percentage checkout conversion measured from the point at which customer starts to pay. Retail includes multicategory and specialty merchants, excluding Amazon and eBay.

# UK shoppers' confidence in PayPal can help drive purchases.

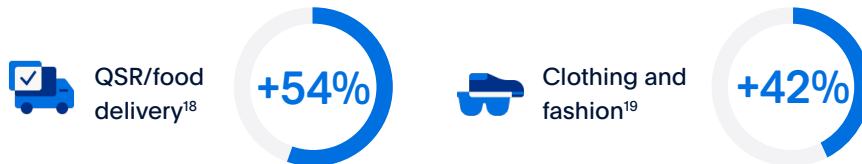
When shoppers trust their chosen payment methods, it can encourage them to buy. Of the customers we surveyed, 40% said that using PayPal to make purchases on large enterprise websites gave them confidence that their payment information was safe and secure.<sup>16</sup>

## Shoppers may buy more frequently with PayPal.

PayPal's trusted relationships with customers may translate into more sales for large enterprises that rely on the payments platform. In fact, PayPal users buy 34% more frequently from large enterprises than do other digital buyers.<sup>17</sup>



## PayPal users make more frequent purchases in these verticals:

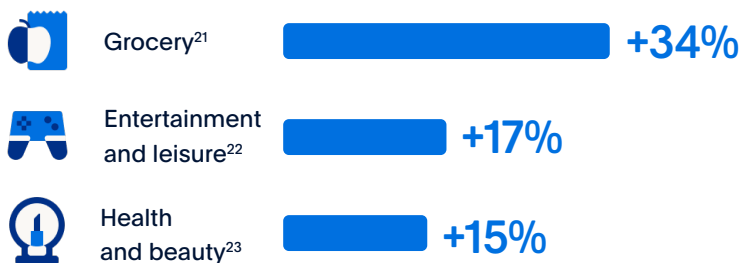


## PayPal users make more unplanned purchases.

Shoppers who pay with PayPal may complete more purchases than they originally intended, with surveyed large enterprises reporting an average conversion lift of 10% over alternative checkout methods.<sup>20</sup>



## PayPal users make more unplanned purchases in these verticals:



<sup>16</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

<sup>17, 18, 19</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions from 5,000 consumers betw. Jul 2022–Jun 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

<sup>20, 21, 22, 23</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, electronic transfers, cryptocurrency, and others.

# PayPal users may be more likely to have a positive experience — and come back.



Businesses that deliver preferred payment experiences may earn more sales today — and more repeat customers tomorrow.

Shoppers may be attracted to PayPal for its seamless, differentiated checkout experience, and may abandon their carts when PayPal isn't an option.<sup>24</sup> Of UK customers surveyed, 50% identified PayPal as the simplest way to pay on large enterprise websites, compared to other checkout methods.<sup>25</sup>

These positive experiences can improve customer satisfaction and customer loyalty. Of PayPal users surveyed, 61% said paying with PayPal had a positive impact on their overall experience, a 25% uplift over alternative checkout methods.<sup>26</sup>

Retail businesses that offer PayPal believe that the payment method brings in **27% more** repeat buyers.<sup>27</sup>



PayPal helps deliver positive purchasing experiences.

**65%** for clothing and fashion — a 24% uplift<sup>28</sup>

**62%** for retail (multicategory) — a 36% uplift<sup>29</sup>

**62%** for travel and transportation — a 26% uplift<sup>30</sup>

PayPal usage drives higher Net Promoter Scores.



Grocery<sup>31</sup>

**+14** percentage points



Health and beauty<sup>32</sup>

**+10** percentage points



Entertainment and leisure<sup>33</sup>

**+4** percentage points

Such positive experiences may also help businesses turn one-time shoppers into return customers. Offering PayPal as a payment method helps large enterprises bring in 18% more repeat buyers.<sup>34</sup>

<sup>24</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Base N. PayPal users = 3,356.

<sup>25</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

<sup>26, 28, 29, 30</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, electronic transfers, cryptocurrency, and others.

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<sup>31, 32, 33</sup> Nielsen, commiss. by PayPal, Nielsen Attitudinal Survey of UK with 4,037 recent purchasers (past two weeks) from large enterprise merchants, incl. 2,010 PayPal transactions and 2,027 non-PayPal transactions in Sep 2023. Note: NPS defined as the percentage of promoters (answer 9–10) minus the percentage of detractors (answer 0–6).

<sup>34</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions from 5,000 consumers betw. Jul 2022–Jun 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, electronic transfers, cryptocurrency, and others.





# Customers turn to PayPal for the checkout experiences they want.

Customers get rapid checkout, minimal clicks, and a preferred way to pay with PayPal — and what shopper doesn't want that? By delivering a fast and easy checkout experience — online and in person — PayPal is delighting customers with positive shopping experiences that help drive sales. The Nielsen UK research shows that surveyed businesses even benefit from improved conversion,<sup>35</sup> increased customer spend,<sup>36</sup> and higher levels of customer satisfaction.<sup>37</sup>

**Learn how you can help improve your customers' shopping experiences and your conversion rates, with PayPal.**

[Learn More](#)

#### About the research:

This 2023 behavioural and attitudinal research was commissioned by PayPal and conducted by independent research provider Nielsen Media. The Nielsen Behavioural Panel of UK examined 142,000 large enterprise desktop purchase transactions from 5,000 shoppers between July 2022–June 2023. The study compared the online behaviour of customers using PayPal and those using non-PayPal payment methods.

The Nielsen Attitudinal Survey of UK, conducted in September 2023, surveyed 4,037 shoppers who had made online purchases from large enterprise businesses in the past two weeks, including 2,010 PayPal transactions and 2,027 non-PayPal transactions. The survey captured key attitudes and drivers behind payment method choice, and events leading to purchasers' most recent online purchases.

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

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<sup>36</sup> Nielsen, commiss. by PayPal, Nielsen Behavioural Panel of UK with 142,000 large enterprise desktop purchase transactions, from 5,000 consumers, betw. Jul 2022–Jun 2023. Alternative checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others.

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