



New Marqeta Research Finds UK Consumers Are Leading Global Adopters of Digital Payments, With Over Two-Thirds Now Comfortable Ditching Wallet For the Phone

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- *In the last seven days, 80% of UK consumers surveyed reported using contactless payments, compared to 46% of US respondents.*
- *Half (50%) of UK respondents confirmed their cash usage had decreased over the past year, as comfort grows with the idea of a cashless society.*
- *Embedded finance opportunity builds as 20% of UK respondents would consider shifting completely to a digital only bank, and 39% would consider using a non-financial provider.*

LONDON--(BUSINESS WIRE)--Jul. 23, 2024-- UK consumers are leading the charge on digital financial services adoption amid rising demand for more innovation and convenience in payments and banking, according to a study from Marqeta (NASDAQ: MQ), the global modern card issuing platform powering some of today's most innovative embedded finance solutions. The [2024 State of Payments Report](#) released today - surveying 4,000 consumers across UK, US and Australia, including over 1,000 in the UK - reveals that the UK is ahead of the US in digital financial services adoption with 80% of UK respondents reporting using contactless payments in the past week, almost double the number reported in the US (46%).

The report, the fifth annual Marqeta survey of consumers about their purchase preferences, reveals that UK consumers are growing more comfortable with a cashless society with 50% of UK respondents citing they're feeling positive about this shift and 50% have also decreased their cash spending in the past year, compared to 31% of US respondents. UK consumers have also embraced the transition to digital wallets, with almost three-quarters (74%) of those surveyed confirming that they automatically add a new card to their mobile wallet, 40% surveyed reporting using a mobile wallet in the last week, and over two-thirds (68%) now feeling confident enough to leave their physical wallets at home, demonstrating the societal shift to increased reliance on digital payments.

Demand grows for faster pay

The study also finds that in the UK, existing payment structures are lagging behind the growing consumer demand for instant, digital payments. Despite 88% of UK respondents agreeing that getting paid earlier would improve their financial peace of mind, the majority (82%) still only have access to owed funds at the end of the month. Providing earlier access to wage programs like Accelerated Wage Access (AWA) could help UK workers that are struggling to keep up with the rising cost of living, including the 36% of UK respondents that reported using credit between paychecks and the 76% that cited they often live paycheck-to-paycheck.

"Competition is rife in payments, and there is pressure on payment and financial providers to innovate at the speed demanded by consumers, which means business need to offer people more convenient ways to make payments and access their wages," said Marcin Glogowski, SVP, Managing Director Europe and UK CEO at Marqeta. "While traditional banks still have a hold on the UK market, consumers are experimenting with new payment and banking options alongside their traditional banks, and they're very open to exploring embedded finance offerings from non-financial services companies. This is opening up a world of opportunity for brands that can keep up with the changing preferences and consumer desires around how they want to pay and be paid."

Banking slower to evolve, but change is underway

Within banking, UK consumers have been slower to adapt to a completely digital offering compared to the trendsetting pace of digital payments adoption, with over half (53%) of UK respondents reporting they've been a customer of the same bank for a decade or more. However, 20% of UK respondents confirmed they would consider shifting completely to a digital only bank, and 39% would consider using a non-financial provider. UK consumers value trust above all else when selecting a non-financial services provider, with over half (52%) of consumers citing trust in a brand as a reason for selecting it. As embedded finance becomes more widely adopted, and alternative providers more established, it's likely that digital options outside of traditional banks will be more strongly embraced.

Download the full report [here](#).

About the research

The survey was performed on behalf of Marqeta by a third-party advisory firm in the payments space in June 2024. Marqeta surveyed 4,000 consumers (2,000 in the United States, 1,000 in Australia, 1,000 in the UK) ages 18 and above.

About Marqeta

Marqeta's modern card issuing platform empowers its customers to create customised and innovative payment cards and embedded finance offerings. Marqeta's platform, powered by open APIs, gives its customers the ability to build more configurable and flexible payment experiences, accelerating product development and democratising access to card issuing technology. Its modern architecture provides instant access to highly scalable, cloud-based payment infrastructure that enables customers to launch and manage their own card programs, issue cards and authorise and settle transactions. Marqeta is headquartered in Oakland, California and is certified to operate in more than 40 countries globally. For more information, visit www.marqeta.com, [Twitter](#) and [LinkedIn](#).

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements expressed or implied in this press release include, but are not limited to, quotations and statements relating to changing consumer preferences; increasing consumer adoption of certain digital payment methods, products, and solutions; which payment,

banking, and financial services products and solutions may succeed; technological and market trends; Marqeta's business and growth; Marqeta's products and services; and statements made by Marqeta's senior leadership. Actual results may differ materially from the expectations contained in these statements due to risks and uncertainties, including, but not limited to, the following: any factors creating issues with changes in domestic and international business, market, financial, political and legal conditions; and those risks and uncertainties included in the "Risk Factors" disclosed in Marqeta's Annual Report on Form 10-K, as may be updated from time to time in Marqeta's periodic filings with the SEC, available at www.sec.gov and Marqeta's website at <http://investors.marqeta.com>. The forward-looking statements in this press release are based on information available to Marqeta as of the date hereof. Marqeta disclaims any obligation to update any forward-looking statements, except as required by law.

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