

THE GLOBAL APPEAL OF AN EVERYDAY APP: FOCUS ON EUROPE

September 2023 Report

PYMNTS®

THE GLOBAL APPEAL OF AN EVERYDAY APP: FOCUS ON EUROPE

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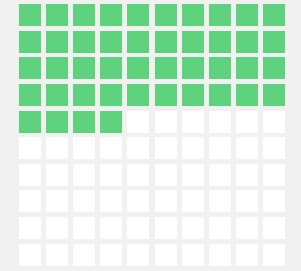
WHAT'S AT STAKE

As apps and connected devices increasingly take center stage in consumers' lives, the appetite for a single app that seamlessly integrates banking, shopping and personal activities — an everyday app — is rapidly growing. PYMNTS' data shows that nearly half of consumers across key global markets want a single-service app for everyday commerce and shopping activities. Europe stands as a key market in this regard, with many of its consumers ready to embrace integrated digital solutions.¹

PYMNTS' latest study finds that many consumers in Europe want the greater efficiency and utility that an everyday app can bring to their digital lifestyles. Thirty-eight percent of respondents expressed strong interest in an app that consolidates digital

¹ For the purposes of this study, references to Europe reflect data collected on the following countries: France, Germany, Italy, Spain and the United Kingdom.

44%



of consumers in the U.S., 43% in Australia and 38% in Europe **want a single-service platform** for commerce and shopping activities.

activities such as shopping and banking. These consumers tend to represent the lucrative younger and higher-income segments, though the trends vary somewhat across countries.

These are just some of the findings detailed in The Global Appeal of an Everyday App: Focus on Europe, an independently produced PYMNTS study. This report examines the increasing demand for integrated everyday apps among consumers across key global markets, particularly in Europe, and draws on insights from a survey of 10,885 consumers conducted from May 1 to May 19.

This is what we learned.

KEY FINDINGS

01

GROWING DEMAND

Consumers increasingly want a single-service app that integrates banking, shopping and personal activities.



40%

Share of consumers in Europe who would prefer an all-in-one app to manage their everyday online activities over separate apps

02

SPAIN LEADS

Consumers in Europe, led by those in Spain, demonstrate a strong preference for using apps for their daily digital needs.



36%

Portion of consumers in Spain who rely heavily on apps for their daily digital activities

03

DATA PROTECTION

Consumers in Europe would prioritize robust security features such as two-factor authentication and data encryption in an everyday app.



33%

Share of consumers in the U.K. who emphasize the importance of two-factor authentication for an everyday app

04

TRUST REQUIRED

Consumer trust in potential providers of an everyday app revolves around their reputation for fraud protection and data security.



36%

Portion of respondents who trust PayPal to offer an everyday app

PYMNTS IN DEPTH

Consumers across Europe are ready for an all-in-one app for banking, shopping and personal activities.

Approximately 4 in 10 consumers across key global markets would prefer a single app for everyday commerce and shopping activities over separate apps.

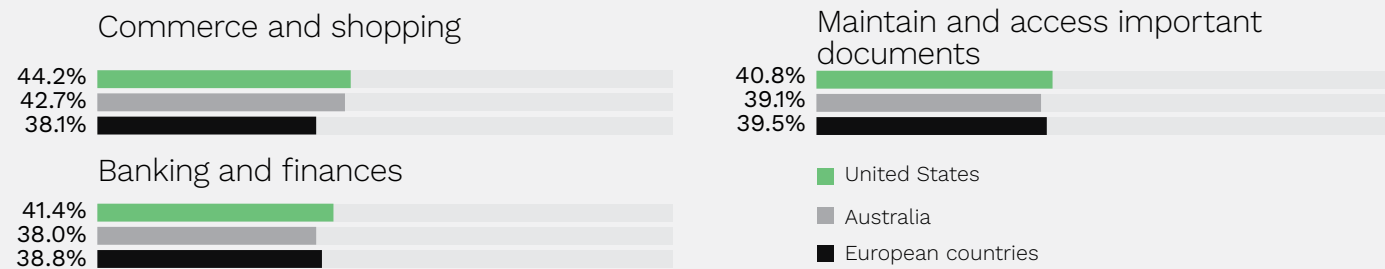
The increasing centrality of apps and connected devices in consumers' daily lives drives a positive feedback loop of demand for greater convenience and efficiency. PYMNTS' latest study shows that 44% of consumers in the United States, 43% in Australia and 38% in Europe want a single-service platform for commerce and shopping activities.

Our research finds that demand for an everyday app depends more on the type of activity the app would be used for than on location-based factors. Consumers slightly favor including commerce and shopping over other activities, but banking, finance and managing important documents all follow close behind, with 38% to 41% of consumers in these markets saying they would prefer having all these activities accessible from a single app.

FIGURE 1:

One versus many

Share of consumers who prefer having a single service to manage everyday activities online



Source: PYMNTS

The Global Appeal of an Everyday App: Focus on Europe, September 2023

N = 10,885: Whole sample from European countries, fielded May 1, 2023 – May 19, 2023

N = 3,320: Whole sample from the U.S. and Australia, fielded March 2, 2023 – March 20, 2023

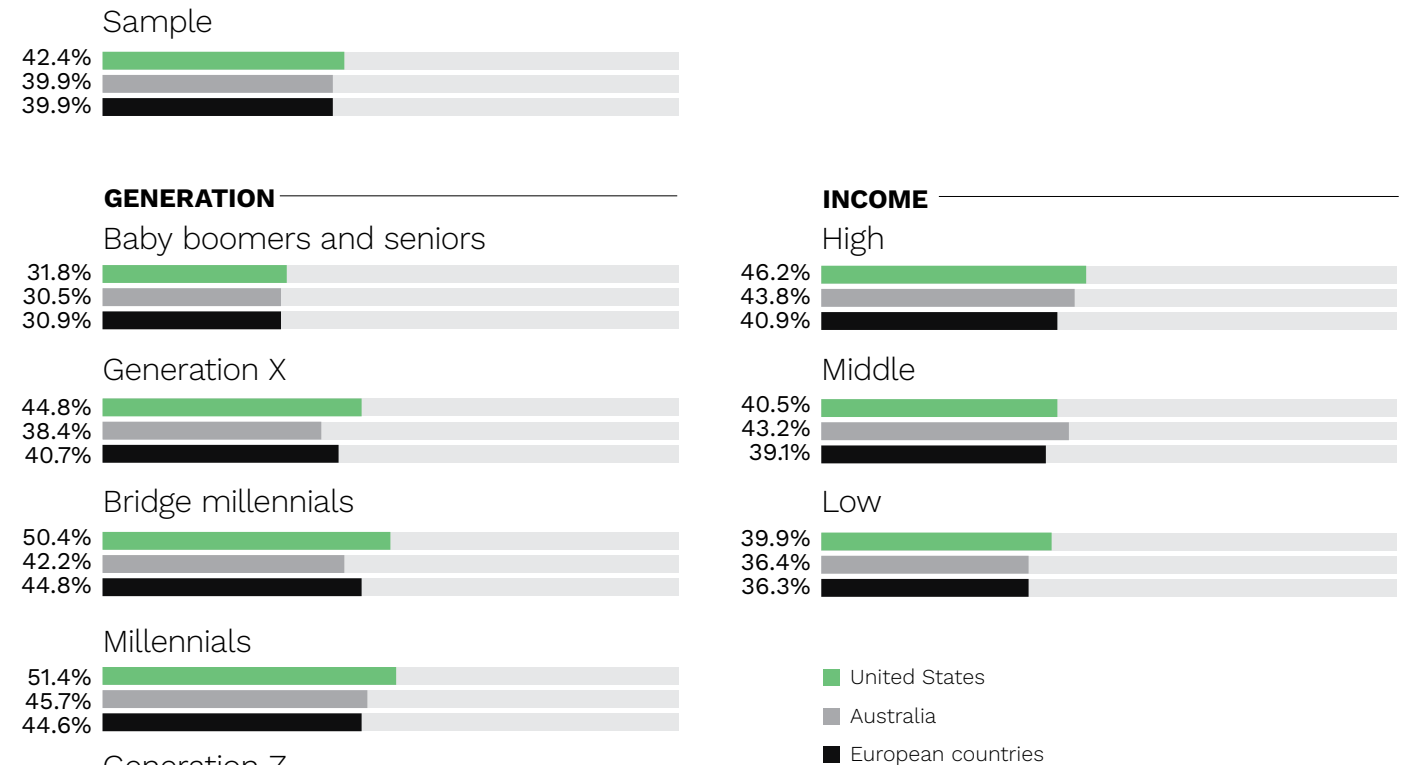
Our data reveals that interest in an everyday app is higher among millennials than it is among those in other age groups. Specifically, 51% of U.S. millennials said they would prefer an everyday app to manage their digital activities, followed by 46% of their peers in Australia and 45% in Europe. We also note that 52% of Generation Z consumers in Australia share this preference — substantially higher than observed in the other markets. Conversely, just one-third of baby boomers and seniors across all markets say they would prefer a single-app solution.

Turning to income brackets, we observe the strongest level of interest among high-income consumers, with between 41% and 46% saying they wanted an integrated app. Among low-income respondents, interest remains strong but somewhat lower, at between 36% and 40%. This points to a positive correlation between income and likelihood of favoring an everyday app.

FIGURE 2:

Who wants an everyday app

Share of consumers who would prefer a single service to manage everyday activities online, by demographic



Source: PYMNTS

The Global Appeal of an Everyday App:

Focus on Europe, September 2023

N = 10,885: Whole sample from European countries,

fielded May 1, 2023 – May 17, 2023

N = 3,320: Whole sample from the U.S. and Australia,

fielded March 2, 2023 – March 20, 2023

THROUGH THE LOCAL LENS:

INCOME LEVELS ACROSS MARKETS

Our pioneering study defined distinct income brackets for each country to reflect differences in average incomes and cost of living.

UNITED STATES



Less than \$50,000	Low income
Between \$50,000 and \$100,000	Middle income
More than \$100,000	High income

AUSTRALIA



Less than \$40,000 AUD	Low income
\$40,000 AUD and \$80,000 AUD	Middle income
More than \$80,000 AUD	High income

UNITED KINGDOM



Less than £20,000	Low income
Between £20,000 and £40,000	Middle income
More than £40,000	High income

ITALY



Less than €18,000 : Low income
Between €18,000 and €30,000 : Middle income
More than €30,000 : High income

SPAIN



Less than €20,000 : Low income
Between €20,000 and €45,000 : Middle income
More than €45,000 : High income

FRANCE

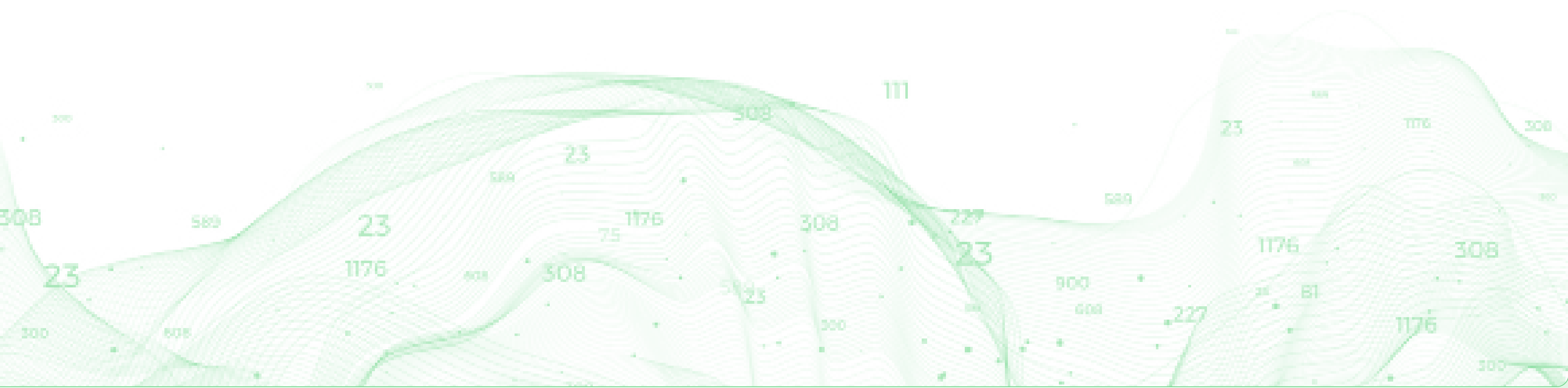


Less than €25,000 : Low income
Between €25,000 and €45,000 : Middle income
More than €45,000 : High income

GERMANY



Less than €24,000 : Low income
Between €24,000 and €54,000 : Middle income
More than €54,000 : High income



As apps become a focal point of daily activities, consumers in Europe show strong interest in an everyday app, with Italy and Spain leading the way.

The overwhelming majority of consumers in Europe are plugged into apps in their daily lives, with 86% currently using internet-connected devices for their everyday needs. These activities range from banking and shopping to managing personal tasks. Consumers in the United Kingdom are the most connected, at 91%, while their peers in Germany come last among the European markets included in this study, at a still high rate of 81%.

We also find that most consumers in Europe use both apps and browser-based tools to manage their daily digital needs. However, an average of 26% rely exclusively on apps to navigate these activities, with consumers in Italy and Spain standing out in this regard. Indeed, 29% of consumers in Italy and 36% in Spain exhibit a marked preference for apps to manage their everyday digital lives.

FIGURE 3:

On the go or at the desk

Share of consumers using select channels, by demographic

	Used only an app	Used both	Used only browser or voice-activated device	Unconnected
ALL RESPONDENTS	25.9%	47.6%	12.1%	14.4%
COUNTRY				
• United Kingdom	23.2%	54.0%	13.6%	9.1%
• Germany	18.3%	43.1%	19.6%	18.9%
• France	27.4%	51.5%	8.5%	12.7%
• Spain	36.0%	43.1%	5.8%	15.0%
• Italy	29.2%	46.6%	9.0%	15.2%
INCOME				
• High	25.3%	54.4%	10.0%	10.3%
• Middle	26.4%	49.3%	12.7%	11.6%
• Low	25.8%	40.3%	13.1%	20.7%
GENERATION				
• Baby boomers and seniors	27.8%	37.3%	17.1%	17.8%
• Generation X	27.6%	48.8%	10.6%	13.1%
• Bridge millennials	27.0%	53.9%	8.0%	11.2%
• Millennials	23.0%	58.6%	7.3%	11.1%
• Generation Z	21.8%	54.3%	9.8%	14.1%

Source: PYMNTS

The Global Appeal of an Everyday App: Focus on Europe, September 2023
N = 10,885: Whole sample from European countries, fielded May 1, 2023 – May 19, 2023

Italy and Spain are the front-runners in Europe for consumer interest in an all-in-one app, with approximately 4 in 10 consumers expressing high levels of interest. In contrast, consumers in France are significantly less excited, with 22% showing similar interest.

Across the European countries we studied, younger and high-income consumers are most receptive to the idea of an integrated everyday app. On average, 42% of millennials and 40% of Gen Z consumers tend to be highly interested in adopting use of an all-in-one app, while 35% of high-income consumers were similarly interested, suggesting that affluence and age are considerable determinants in preference for an everyday app.

FIGURE 4:

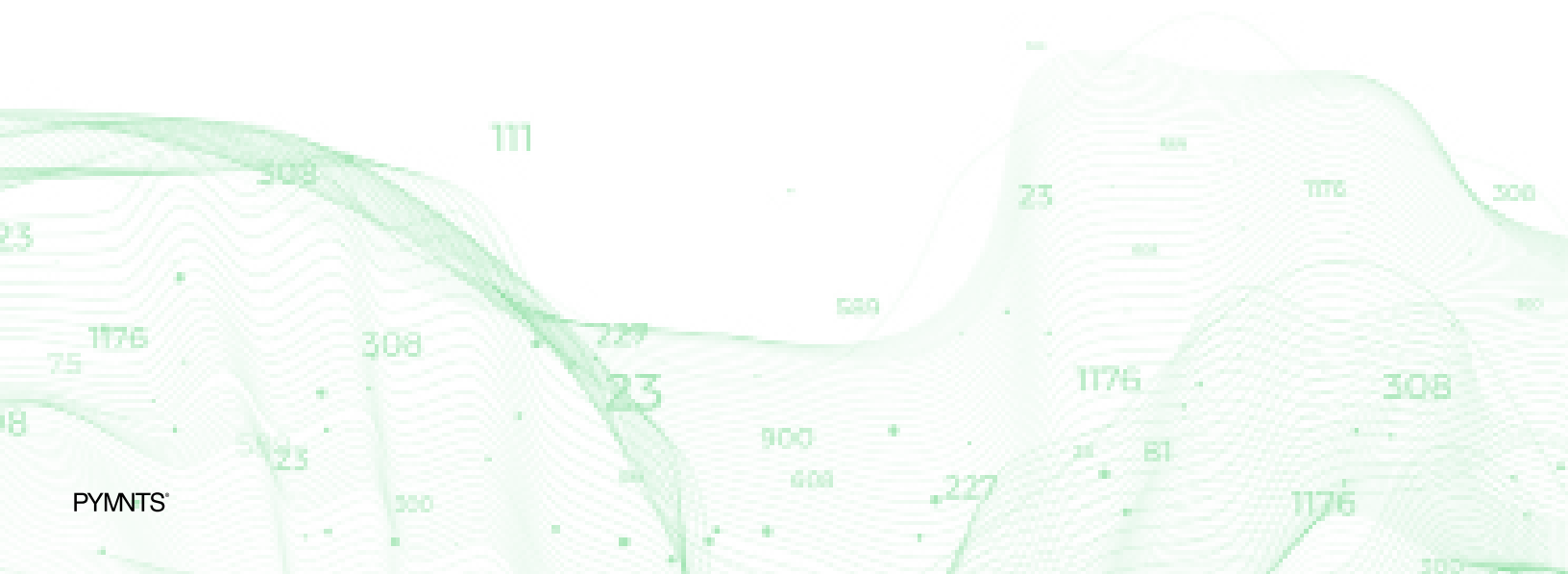
All-in-one appeal

Share of consumers very or extremely interested in an everyday app, by demographic and country

	United Kingdom	Germany	France	Spain	Italy
SAMPLE	25.1%	30.4%	21.9%	43.6%	41.6%
GENERATION					
• Baby boomers and seniors	14.9%	18.8%	10.6%	32.6%	30.2%
• Generation X	22.4%	28.1%	22.8%	51.3%	47.8%
• Bridge millennials	30.3%	44.1%	30.5%	47.4%	48.2%
• Millennials	34.6%	46.6%	31.9%	48.8%	50.1%
• Generation Z	32.4%	45.5%	37.2%	42.4%	49.8%
INCOME					
• High	29.3%	36.2%	21.6%	45.6%	44.4%
• Middle	27.8%	33.0%	22.7%	44.5%	42.9%
• Low	18.2%	25.8%	21.3%	40.1%	36.4%

Source: PYMNTS

The Global Appeal of an Everyday App: Focus on Europe, September 2023
 N = 8,838: Consumers in Europe interested in an everyday app, fielded May 1, 2023 – May 19, 2023



For consumers in Europe, security would trump all other features in an everyday app.

Consumers in Europe exhibit a strong preference for robust security features in a potential everyday app, especially concerning data protection. Nearly one-third highlighted two-factor authentication as the most important security feature for an all-in-one app, while approximately one-quarter said the same about encrypted data.

Our data shows that consumers in the U.K., more so than others in Europe, emphasize the importance of two-factor authentication in an everyday app, at 33%, compared to 27% and 29% for their peers in Italy and Spain, respectively. For 27% of consumers in Germany, however, encrypted data would feature more prominently than two-factor authentication, while just 17% of their counterparts in Italy preferred encrypted data to two-factor authentication.

FIGURE 5:

Top security features

Share of consumers citing the most important security features in an everyday app, by country

	United Kingdom	Germany	France	Spain	Italy
• Ask before sharing data with third parties	13.6%	14.0%	16.5%	18.6%	15.8%
• Two-factor authentication or passkey for login	33.1%	31.8%	29.4%	28.7%	26.5%
• Hide email account from third parties	10.3%	11.2%	12.9%	9.0%	16.6%
• Encrypted data	25.1%	27.4%	22.7%	21.6%	16.9%
• Notifications if information is found on compromised websites	10.3%	7.3%	6.9%	14.3%	12.9%
• Privacy agreements that are short and easy to understand	6.8%	6.7%	10.3%	7.4%	10.1%

Source: PYMNTS
 The Global Appeal of an Everyday App: Focus on Europe, September 2023
 N = 10,885: Whole sample from European countries, fielded May 1, 2023 – May 19, 2023

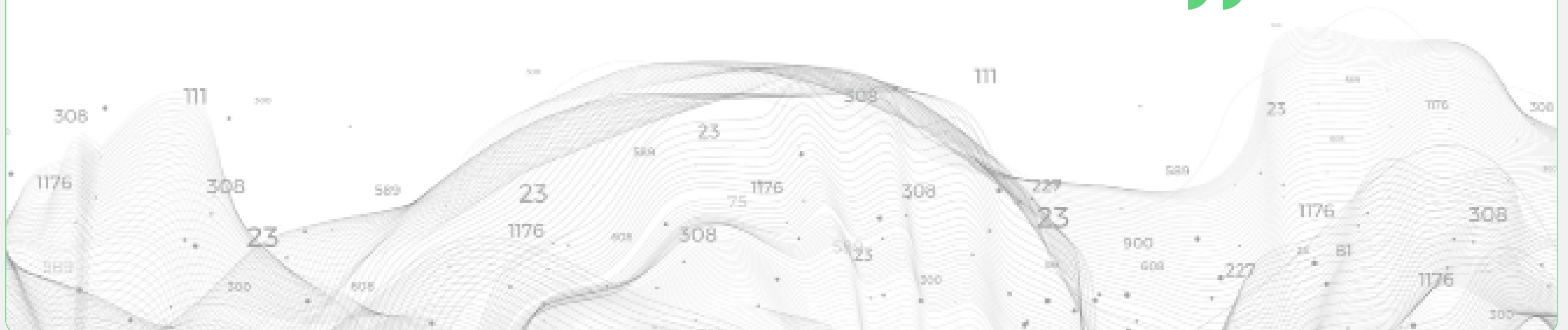
The significant variance in security preferences across consumers in the different European markets we studied is also notable. For example, just 6.9% of consumers in France identified notifications for data found on compromised websites as a critical security feature, while double that share — 14% — expressed the same in Spain.

Similarly, 14% of consumers in the U.K. and Germany said the most important security feature should be asking before sharing data with third parties, whereas 19% in Spain said the same. We note that understanding these regional differences in security preferences is crucial for tailoring security features that resonate with specific consumer segments.

Consumers in the U.K.
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33%.

”



Consumers' trust in a potential everyday app provider hinges on the provider's reputation for fraud protection and data security.

Thirty-one percent of consumers in Europe said reputation is critical to establishing trust in a provider of an everyday app, although only 24% of consumers in Germany shared this sentiment.

Additionally, large shares of consumers — particularly in Italy (31%), Germany (31%) and Spain (29%) — view data security and fraud prevention as pivotal to building trust in a potential all-in-one app provider. While these are overall modest crosscuts, they nonetheless call attention to the foundational importance of trust for consumer adoption of a single-service app.

FIGURE 6:

Reputation and security as key trust factors

Share of consumers citing the most important factor that would generate trust in the app provider, by country

	United Kingdom	Germany	France	Spain	Italy
• Overall reputation	29.6%	24.2%	34.6%	31.1%	34.6%
• Confidence in data security and fraud prevention	28.0%	30.7%	25.0%	29.1%	31.3%

Source: PYMNTS

The Global Appeal of an Everyday App: Focus on Europe, September 2023
N = 10,885: Whole sample from European countries, fielded May 1, 2023 – May 19, 2023

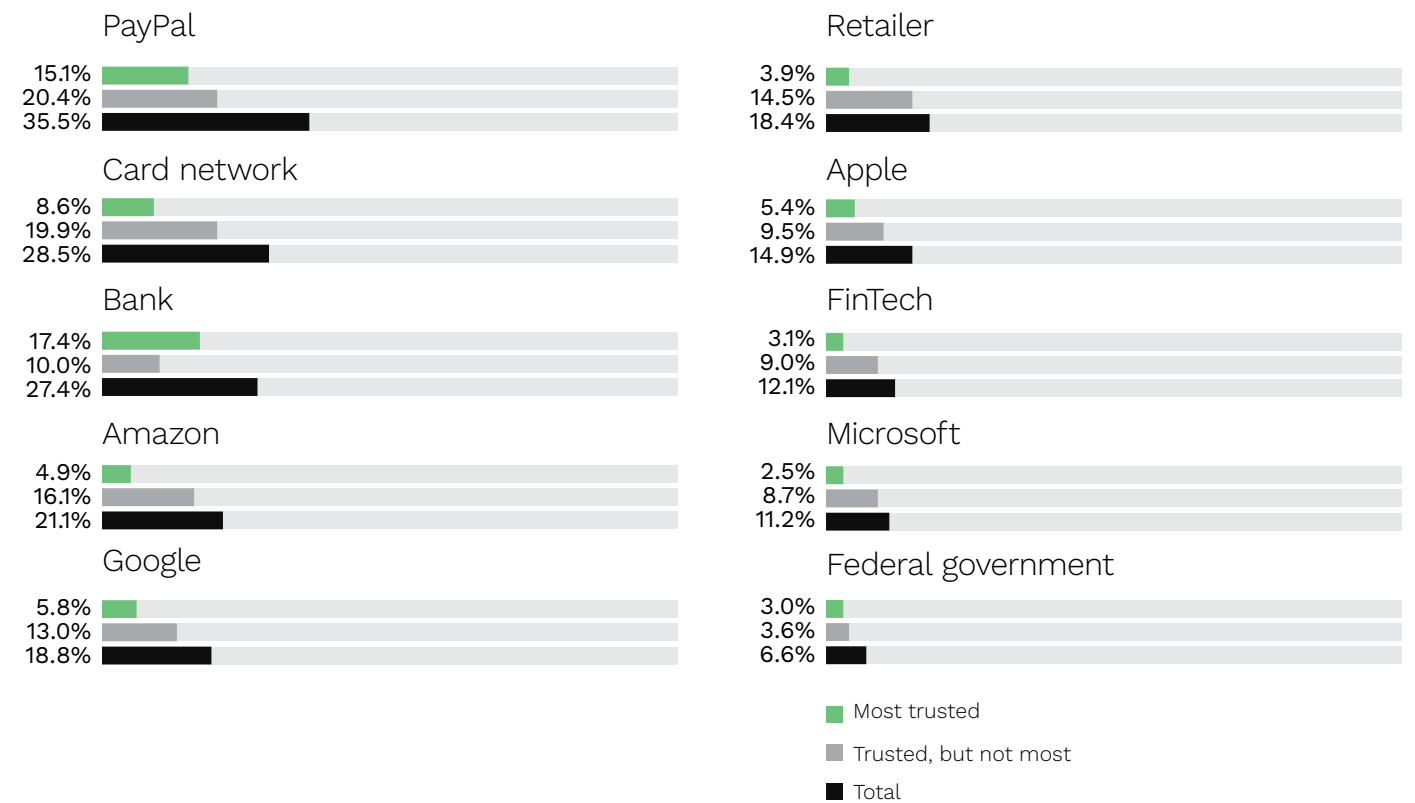
We asked consumers in these markets which institutions they trust to offer an everyday app, and PayPal emerged as their top choice overall, trusted by 36% of respondents, on average. Card networks followed closely behind, at 29%, and banks came third, at 27%.

Analyzing data on the most trusted institution, however, we find that banks edge out PayPal, with 17% of consumers, on average, standing behind banks as the institution they would most trust — this share is 15% for PayPal. Regional differences are at play here as well. Consumers in Germany, for example, predominantly trust PayPal over banks, at 20% versus 18%, respectively, while the preferences of those in France are the opposite, at 22% versus 13%, respectively.

FIGURE 7:

Breakdown of trust in select institutions among European consumers

Share of consumers citing the institution they would trust to provide an everyday app



Source: PYMNTS

The Global Appeal of an Everyday App: Focus on Europe, September 2023
 N = 10,885: Whole sample from European countries, fielded May 1, 2023 – May 19, 2023

DATA FOCUS

Consumers in Europe are on the hunt for heightened convenience in their everyday digital activities.

Italy and Spain top Europe for their focus on convenience and strong interest in an everyday app.

PYMNTS' data reveals that convenience is a driving force in multiple European markets, with 24% of consumers, on average, in search of more streamlined digital activities. These convenience-focused consumers are highly interested in an everyday app and are also most likely to want an all-in-one app that integrates all their day-to-day digital activities. Italy and Spain stand out, with 31% and 30% of their consumers, respectively, identifying as convenience-focused. Consumers in the U.K. follow, at 25%, whereas their peers in Germany lag, with only 18% identifying as convenience-focused.

Once again, we find that age groups and income levels correlate with preferences for convenience and interest in an all-in-one app. Thirty-four percent of bridge millennials and 33% of millennials are convenience-focused consumers. Among high-income consumers, 29% align with this preference, compared to just 20% among low-income groups.

FIGURE 8:

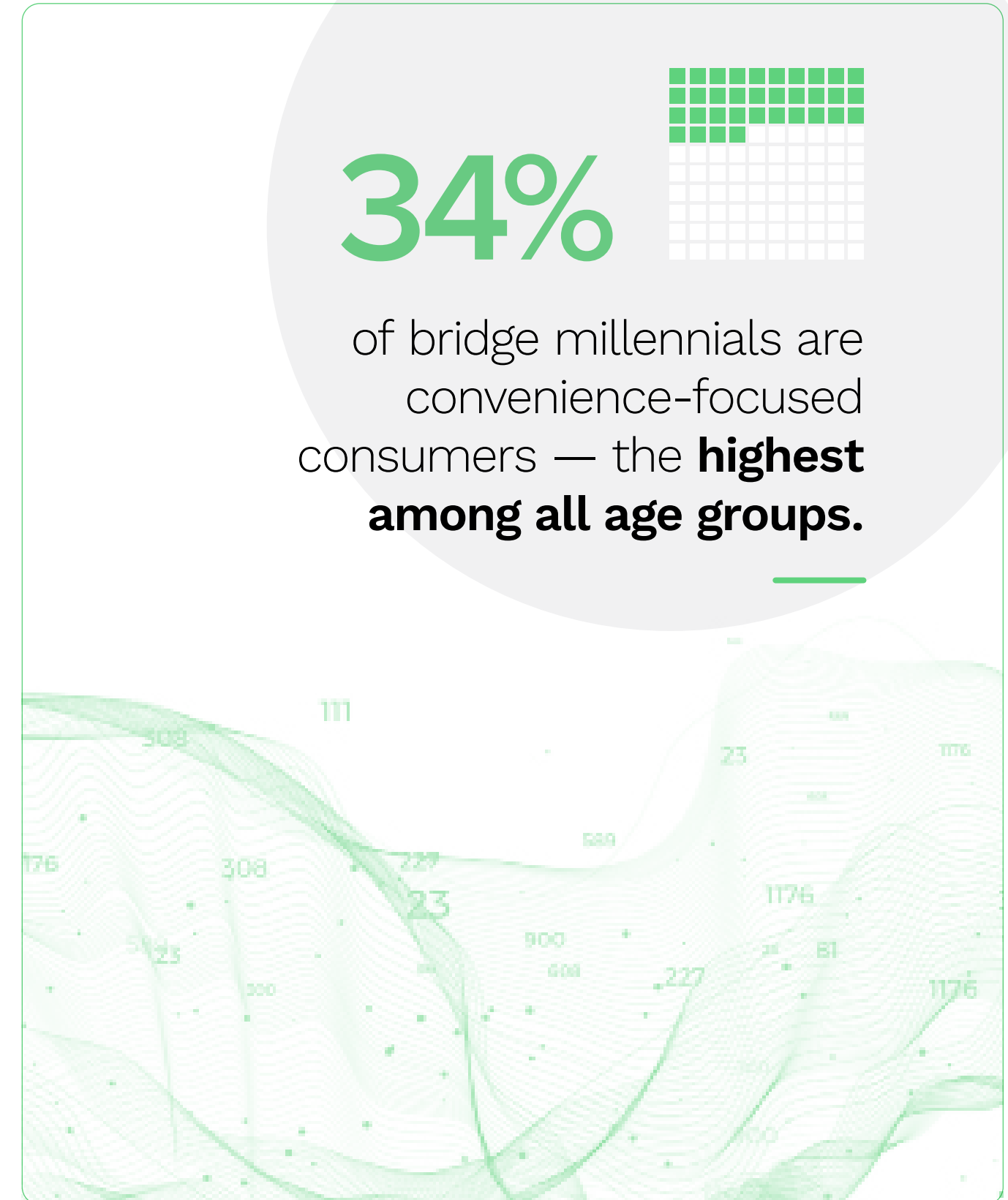
Convenience-focused consumers in Europe

Share of consumers in each access persona, by demographic

	Convenience-focused	Shopping-focused	Banking-focused	Hesitant	Not interested
ALL RESPONDENTS	24.0%	16.2%	23.3%	15.0%	21.5%
COUNTRY					
• United Kingdom	24.6%	19.8%	22.4%	11.5%	21.7%
• Germany	17.8%	16.6%	21.3%	17.2%	27.1%
• France	20.1%	13.3%	22.7%	15.1%	28.9%
• Spain	29.6%	14.9%	24.0%	18.1%	13.4%
• Italy	31.2%	16.0%	27.0%	13.2%	12.6%
INCOME					
• High	28.7%	16.2%	23.3%	13.2%	18.6%
• Middle	24.5%	16.7%	24.6%	15.4%	18.8%
• Low	19.5%	15.6%	21.8%	16.2%	26.9%
GENERATION					
• Baby boomers and seniors	14.3%	14.9%	21.4%	14.8%	34.6%
• Generation X	28.7%	16.0%	22.1%	15.2%	18.0%
• Bridge millennials	34.1%	18.0%	22.6%	14.0%	11.3%
• Millennials	32.7%	17.7%	23.8%	15.0%	10.8%
• Generation Z	24.3%	17.6%	31.4%	15.2%	11.5%

Source: PYMNTS

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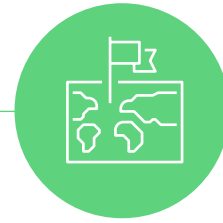


ACTIONABLE INSIGHTS



01

With around 4 in 10 consumers across the U.S., Europe and Australia showing strong interest in an all-in-one app for shopping, an expanding market for integrated digital services is at hand. The demand is even greater among the lucrative millennial and high-income segments. Businesses should prioritize offering an everyday app that efficiently consolidates banking, commerce and personal activities to tap into this growing demand.



02

In Europe, many consumers already turn to apps to conduct key daily activities, with Spain and Italy leading the way. Consumers in these two countries also show the strongest interest in an everyday app. Companies aiming to enter or expand in Europe should focus on these and other countries where consumers show the highest levels of interest, as they offer the easiest inroads to the wider European market.



03

Security is a paramount concern for European consumers generally, and they view an everyday app in the same light. From two-factor authentication to encrypted data, respondents in Europe value their data security and privacy. To succeed in the European market, an everyday app provider must incorporate robust security features. Understanding regional variations in security preferences is also key for tailoring security features that resonate with specific consumer segments.



04

Trust in everyday app providers in Europe will revolve around their reputation for data security and fraud protection. This means that potential players with a strong record of protecting consumers' user data can outclass banks with far longer histories. Companies looking to gain consumer trust must therefore build up and safeguard their reputations in these critical areas. Partnering with trusted service providers offers a clear strategic advantage to newcomers, allowing them to leverage an established trust base that no amount of flashy technology or marketing can buy.

THE GLOBAL APPEAL OF AN EVERYDAY APP: FOCUS ON EUROPE



September 2023 Report

PYMNTS®

METHODOLOGY

The Global Appeal of an Everyday App: Focus on Europe, an independently produced PYMNTS report, is based on a census-balanced survey of 10,885 consumers from France, Germany, Italy, Spain and the U.K. conducted between May 1 and May 19. The report examines the increasing demand for integrated everyday apps among consumers across key global markets. Fifty-three percent of respondents identified as women, 29% held college degrees and 28% are high-income consumers within their countries. Thirty-six percent of consumers are baby boomers and seniors, 29% belong to Generation X, 24% are millennials and 11% belong to Generation Z.

ABOUT

PYMNTS [PYMNTS](#) is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

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