

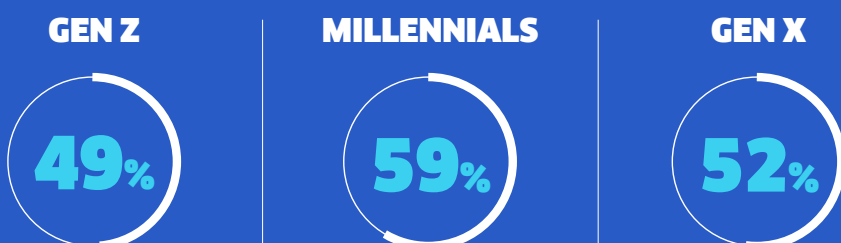
GENERATION PAY 2021 THE FUTURE OF U.S. PAYMENTS COMES INTO FOCUS

From Gen Z to Boomers+, Worldpay from FIS' Generation Pay research spans four generations across the U.S. The report sheds light on and helps you understand the ways consumers want to shop and how they want to pay now and in the future.

Let's take this online

Millennial and Gen Z consumers are veering more and more towards online and mobile shopping. This is particularly true around holidays and special events.

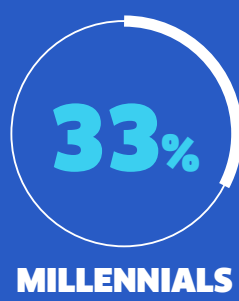
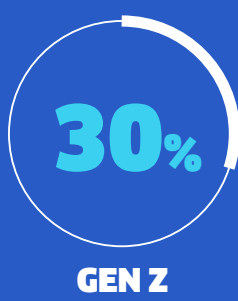
Q: When holiday shopping, do you prefer to shop online and on mobile rather than in-store?



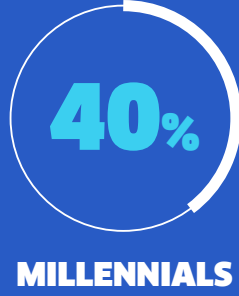
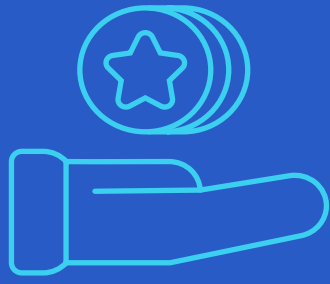
Note: %s refer to respondents who said they 'Agree' or 'Completely Agree'

Social shopping is soaring

In the U.S., younger generations are more inclined to shop directly from social media platforms including Facebook®, YouTube®, Instagram® and TikTok®.



And even if it's not their preferred method, many have bought at least one item directly on social.



Caution around crypto

Intrigue around cryptocurrencies and Central Bank Digital Currencies (CBDCs) is growing, but there remains an element of consumers fearing the unknown. For instance, 61% of Gen X consumers aren't interested in paying with cryptocurrencies; this drops to 40% for Millennials.



of U.S. consumers are interested in paying with crypto

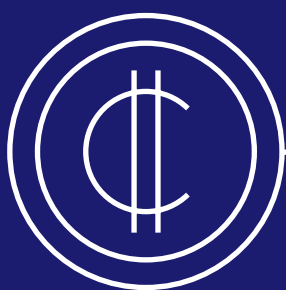


are interested in paying with CBDCs



would prefer to use neither

The main reason U.S. consumers would pay using a cryptocurrency is because it can be used for instant cross-border payments.



46%

would use crypto for instant cross-border payments

Consumers who are interested in using crypto are still looking for stability, which is why almost half would opt to use a stablecoin because it's backed by the government.

44%

would choose to use stablecoin for its stability

FUTURE OF PAYMENTS: THE NEED-TO-KNOWS



Since the start of the pandemic, consumers have placed a **higher premium on variety, speed and convenience** when it comes to payments.



Retailers will be looking to **make up for slow downs and new challenges** caused by the pandemic in other areas of the payments lifecycle.



Digital shopping creates a lack of stickiness—it's easier to close a webpage than leave a physical store. Delivering a **friction-free payments process** will boost sales.



One-click payments, quick BNPL decisions, **personalization, integration** with consumer profiles and the ability to purchase **direct** via social media will be **essential to success**.

Interested in more insights?

[Read the full report](#)