

worldpay
from FIS

TOMORROW'S PAYMENTS TODAY

Payments across sectors in a new era of spending

**PAYMENTS
2025**



Are you ready for what's next?

The way we all shop and spend is changing. And these changes will impact every sector.

To be ready for whatever tomorrow brings, you will need to evolve – to embrace new payment methods, customer motivations, and channel preferences. Worldpay from FIS is here to help you do just that.

In August 2021, we concluded research exploring generational attitudes towards payments and the new payments landscape across a wide range of sectors. Our total survey sample included 4,023 consumers over the age of 18, living in Australia, Brazil, Singapore, the UK and US.

Keep reading for a glimpse into what we found or [click here](#) to jump to our full interactive guide.

To be ready for whatever tomorrow brings, your business will need to evolve



Moving into a promising payments future

Our research painted a picture of customers eager to continue, or even increase, their spending – particularly in sectors that have been impacted the most over the last couple of years. At the same time, new and advancing technologies are creating new opportunities:



Just-walk-out/checkout-free technology lets shoppers walk into a store, select what they want and leave without needing to go to a till. It uses technology to determine which items a customer has taken from the shelves and charges them based on a pre-chosen payment method



Biometric authentication relies on unique physical characteristics such as a fingerprint or eye scan to verify an individual's identity to authenticate a payment



In-car integration or v-commerce allows payments to be initiated and completed from inside a vehicle. Businesses like car repairers, fast food chains, and home improvement stores could benefit



Voice payments will likely become more common as consumers embrace voice-activated devices and voice assistants



Cryptocurrencies and bank-issued digital currencies are changing perceptions of what currency – and the wider monetary system – can be



Virtual reality (VR) and augmented reality (AR) are being used to create new worlds and new revenue streams. We may all soon be shopping, interacting, and collaborating in virtual worlds



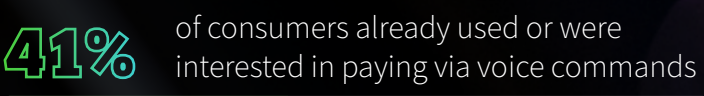
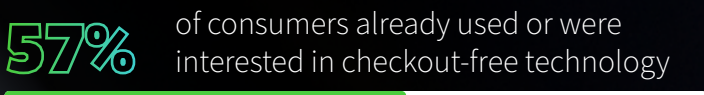
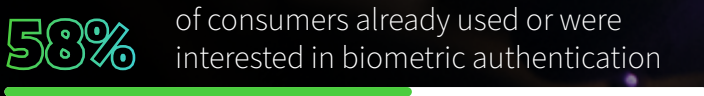
Drone delivery could see daily trips to the grocery store replaced by visits from autonomous vehicles

New and advancing technologies are creating new opportunities



Ready for forward thinkers

Are consumers keen to embrace these latest payments technologies? Many of our survey respondents said they were, while others had already done so:



Many of our survey respondents said they were keen to embrace the latest payment technologies



Get set for changes in spending within your sector

Our research uncovered sector-specific spending trends that could help to inform your future payment technology plans.



Travel

A third of consumers

we surveyed were planning to spend more on travel over the 12 months following this research, with a fifth of them expecting to purchase travel, holidays, and experience on social media, up from 14% in the previous year.

V-commerce could reshape day-to-day travel. For example, drivers could pull into a carpark and complete the ticket payment via an account linked to their vehicle, without them having to reach for their card or phone.

Can you capitalize on this growth by prioritizing and integrating payment capabilities?

about future travel payments



Groceries

Grocery spending

grew by 50%

in the year preceding this research, with the data suggesting the following 12 months would bring more of the same.

Of the shoppers we surveyed,

59%

expected to spend more.

Will this increased spending mean a faster evolution of payment methods? 'Just walk out' technology means cutting lines at the checkout, enabling staff to continue to improve customer service and deliver a more seamless in-store experience.

At the same time, the emergence of the 'metaverse' could see us shopping in virtual reality, walking through digital aisles, and ordering items for quick delivery via our digital avatars.

about future grocery payments

The emergence of the 'metaverse' could see us shopping in virtual reality



Restaurants and bars

We expect hospitality to see the biggest growth out of all sectors studied – with dining out set to increase up to

33%

in the 12 months following our research.

Could you make the most of this appetite to spend by preparing for new ways to pay? Optimizing your restaurant with ‘just walk out’ technology could streamline payments and modernize the diner experience – and almost half of all consumers we surveyed were interested in using it. Biometric authentication could also make paying for a check as simple as scanning a fingerprint.

‘Just walk out’ technology
could streamline payments and
modernize the diner experience

about future restaurant payments



Health and wellbeing



It's clear that physical stores are still important to the purchasing journey

When it comes to health and wellbeing,

almost two thirds

of shoppers surveyed expected to spend more or the same in the 12 months following our research compared to the previous year.

Around 45% of those asked reported buying a product online after seeing it in a physical store.¹ It's clear that physical stores are still important to the purchasing journey. Can you add a richer brand experience to your bricks and mortar, repositioning your store as an 'experiential' location?

about future health and wellbeing payments



Home improvements

Through the pandemic, for one in four shoppers we surveyed, home improvements became a priority, and spending in this sector increased significantly.

This trend continues, as:

63% of consumers

expected to spend on this area in the year following this research.

Augmented reality (AR) offers exciting possibilities to enable shoppers to visualize items inside their own homes, as well as visualize new interiors. Could you enhance this experience by integrating payments into AR applications, allowing people to purchase seamlessly without leaving the virtual space?

AR offers exciting possibilities
to enable shoppers to visualize
items inside their own homes

about future home improvements payments





Electronics and apparel

Almost half of shoppers

we spoke to expected to spend just as much on electronics and apparel over the 12 months following our research as they did in the previous year, with Millennials and Gen Z being the biggest spenders.

But the way that they will pay for these items is bound to change. In the 12 months preceding our research, **37% of customers** bought an item via social media, and of those who did, **45% purchased electronics and apparel**. Younger generations are significantly more likely to already have made multiple purchases in this way.

Respondents told us they'd be buying even more electronics and apparel via social media in the following 12 months. Capitalizing on this opportunity will mean blending the social with the commercial and removing friction from these payments.

Younger generations are significantly more likely to already have made purchases via social media

about future electronics and apparel payments



Investing

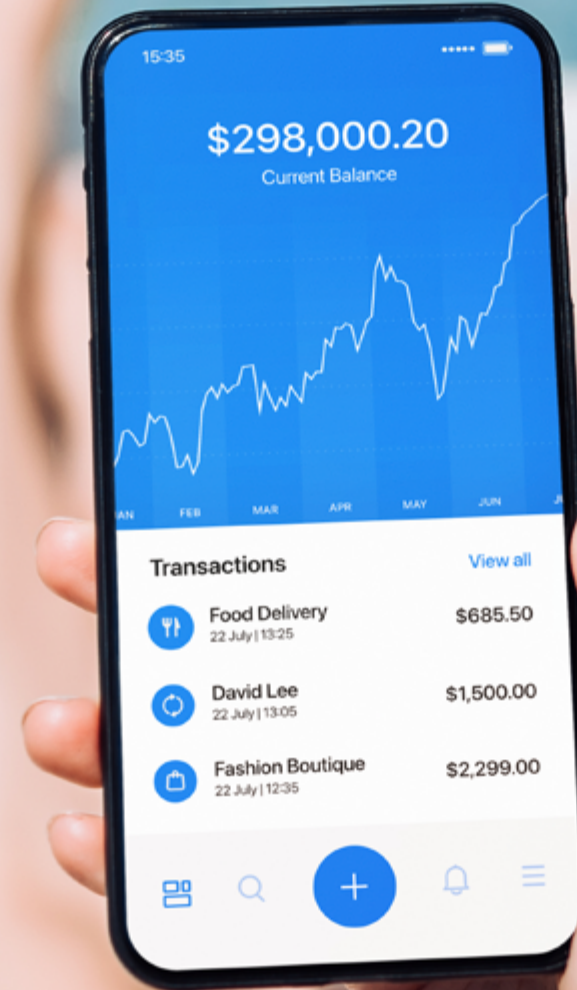
15%

of current retail investors only began investing in 2020. This “Generation Investor” remains more bullish in the market than pre-2020 investors.²

To capture the attention of forward-thinking investors, are you considering the alternative payment methods (APMs) that ensure you can accept payments no matter which borders the payments need to cross? Have you thought about the potential for automation – and a future where machines and artificial intelligence make investment decisions?

Have you thought about a future where machines and artificial intelligence make investment decisions?

about future investment payments





Gaming

30% of players

we asked intended to spend more, or at least the same, on gaming in the 12 months following our research.

As the digital continues to blend with the physical, and people turn to online betting, the ways in which players pay into gaming operators and receive winnings may have to change. However, it is important to note that online gaming is heavily regulated in most jurisdictions, somewhat curtailing possibilities.

Still, we are already seeing businesses embrace virtual reality and blockchain technology to facilitate payments. There is still plenty of scope for innovation.

| There is still plenty of
scope for innovation

about future gaming payments



Online content and services

This sector saw a surge in sales in the year preceding this research, as:

53%

of users said they intended to spend the same in this sector over the following 12 months.

30%

of respondents increased their spend.

Do you have the capabilities to provide secure, recurring subscription payments? And while you may already be accepting biometric payments via fingerprints or eye scans, are you also ready to embrace the next set of emerging technologies in the 'metaverse'?

about future online content and services payments

Future payments in a changing world

The way people want to pay is changing at an astonishing rate. Turn this evolution to your advantage by staying on top of market trends. For a deeper look into future payment trends in your industry, make sure you view our interactive guide, or get in touch.

Sources

1 Luxe. (2020) Why Digital-Native Luxury Brands Are Opening Physical Stores.

2 Fitzgerald, M. (2021) A large chunk of the retail investing crowd started during the pandemic, Schwab survey shows. CNBC.

All other statistics are drawn from research conducted by Savanta on behalf of Worldpay from FIS between July and August 2021.

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Payments 2025 is a thought leadership campaign launched by Worldpay from FIS to highlight the key trends shaping the future of payments.

Using our many years of experience and leveraging our vast network of specialists from across the payments industry and beyond, we will share expert opinions and recommendations as well as explore the social, economic, technological and environmental factors that will inform the future and help our merchants to prepare for tomorrow.

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