

# It's the preferred way to pay.

Shoppers want it, shopkeepers encourage it: Tapping to pay is here to stay.



## 7 out of 10

**merchants** say that since the COVID-19 outbreak, customers have requested contactless.



## 73%

**of merchants** agree that since the COVID-19 outbreak, they prefer customers to pay with a card or app, instead of having to handle cash.

The Amex 2020 Digital Payments Trendex survey was conducted online among a sample of 400 business leaders in the U.S. who have responsibility for making decisions regarding customer payment options, IT/data security, or online sales strategy and planning. The sample for the study came from an online panel. Fieldwork was conducted between July 30 – August 7, 2020.



# Merchants feel better about it.

If businesses can improve health and safety while improving checkouts, they'll do it.

## 80%

**of merchants** agree that using contactless payments keeps the checkout area cleaner and safer for employees and customers.



## 84%

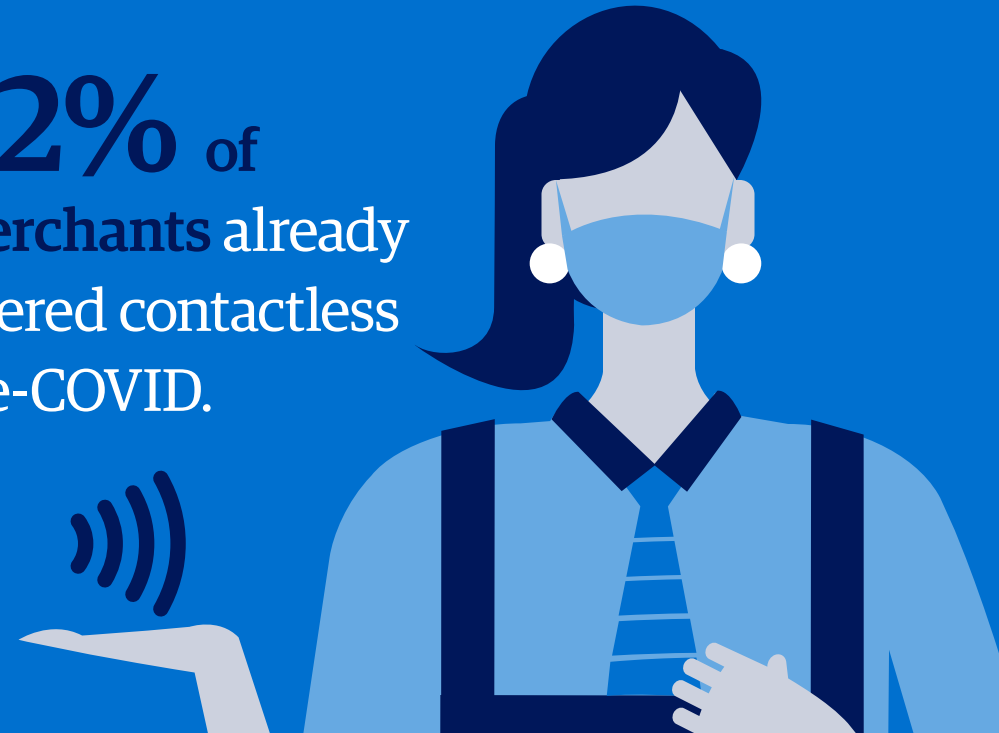
agree it's safer for personal health than using cash, swiping a card or inserting a chip card.



No surprise: Touch-free transactions are on the rise.

## 52%

**of merchants** already offered contactless pre-COVID.



## 32%

**of merchants** recently adopted or plan to adopt contactless due to COVID-19.

## 81%

**of merchants** intend to make contactless a permanent option for their customers.

The Amex 2020 Digital Payments Trendex survey was conducted online among a sample of 400 business leaders in the U.S. who have responsibility for making decisions regarding customer payment options, IT/data security, or online sales strategy and planning. The sample for the study came from an online panel. Fieldwork was conducted between July 30 – August 7, 2020.



# It's where business is headed.

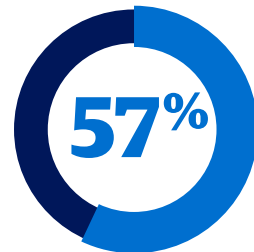
Merchants are making the entire payment process touch-free—eliminating the need for customers to sign or enter a PIN.

## NO SIGNATURE



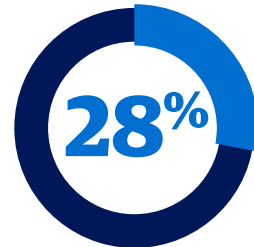
## NO PIN

Prior to  
COVID-19:



**of merchants** accepted card payments without a signature or PIN.

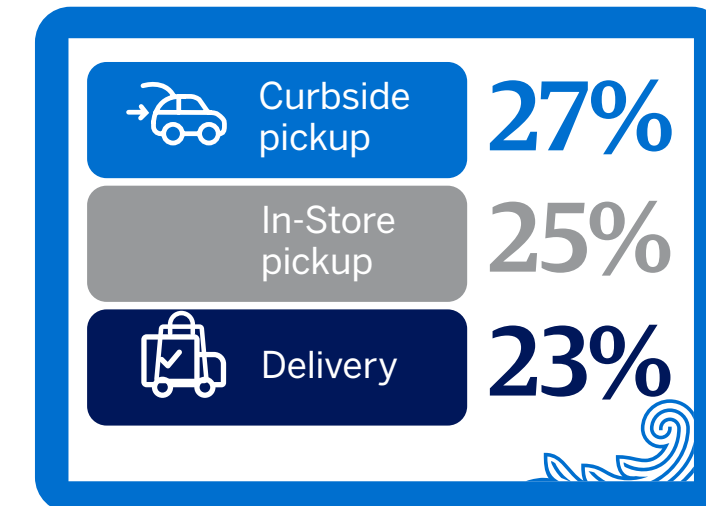
Since the  
outbreak:



**of merchants** adopted or plan to adopt no-signature/no-PIN payments.

# 41%

**of merchants** adopted or plan to adopt a new e-commerce website solution for their customers due to COVID-19, including options for:



The Amex 2020 Digital Payments Trendex survey was conducted online among a sample of 400 business leaders in the U.S. who have responsibility for making decisions regarding customer payment options, IT/data security, or online sales strategy and planning. The sample for the study came from an online panel. Fieldwork was conducted between July 30 – August 7, 2020.

AMERICAN  
EXPRESS