

The Dutch payment landscape

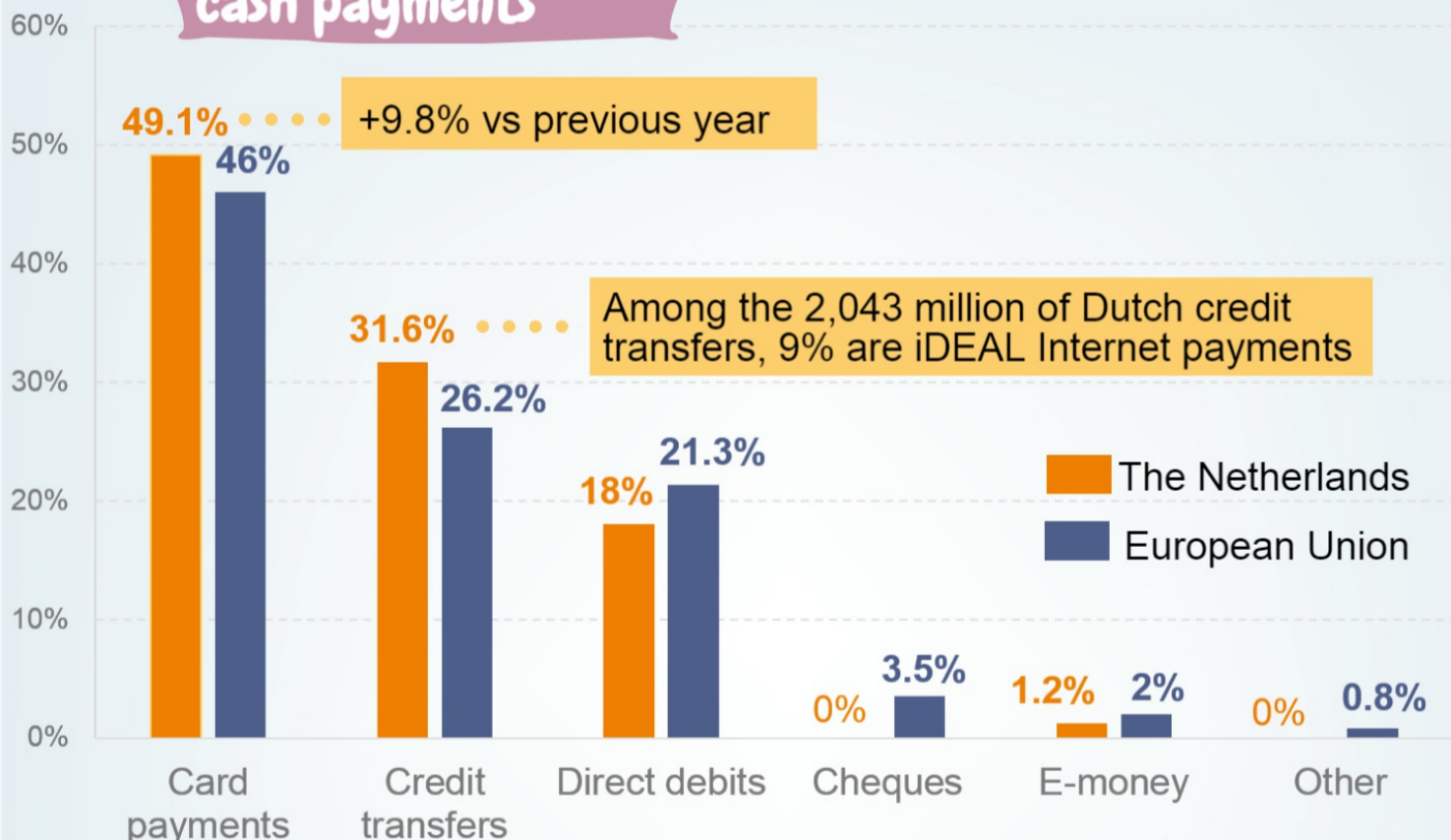
at a glance



Did you know?

- Cashless transactions in the Netherlands represent **6.2%** of total EU transactions, while the Netherlands accounts for 3.7% of the EU population. Nearly **6,500 million** cashless transactions were made in the Netherlands (+1.6% compared to previous year).
- The Netherlands is one of the most cashless societies in the world: a number of shops do not accept cash any longer.
- The most popular Internet payment method in the Netherlands is iDEAL, generating over **180 million** transactions that are processed as credit transfers*.
- The average value of a Dutch card payment is 35€. This amount is **30%** lower than the average value of a card payment in the EU (49,5€). This shows that cards are established as part of the day to day payment habits of the Dutch, who use them for any kind of purchase, including small ones.
- Contactless payments were introduced in the Netherlands in 2014, and quickly gained momentum, with **135 million** contactless payments reached in 2015*.

Distribution of non-cash payments



Number of cashless transactions per capita during one year

