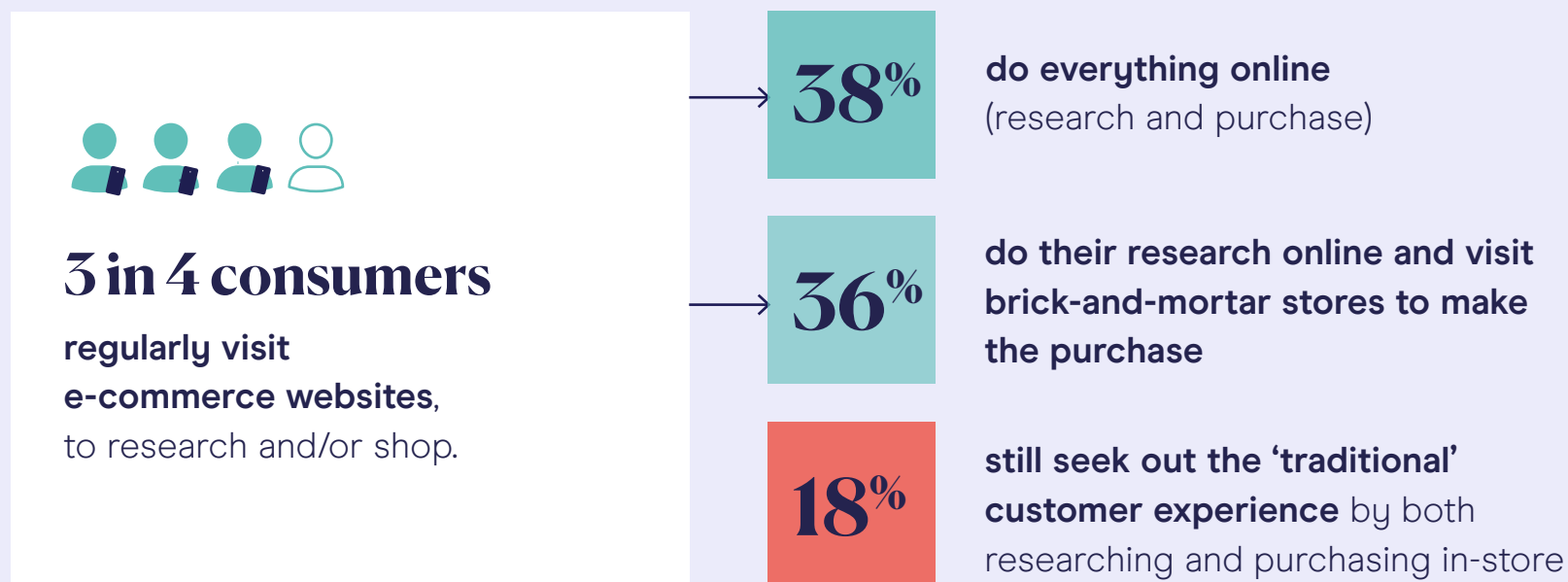
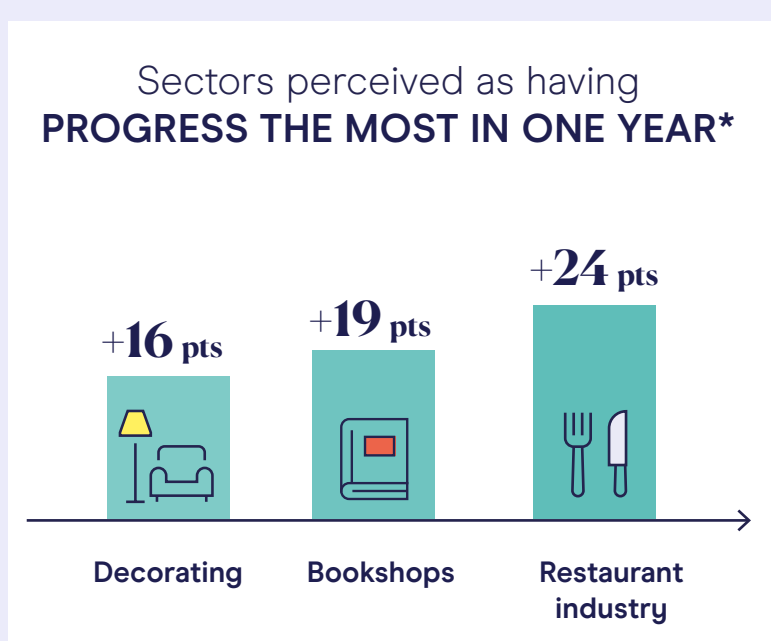
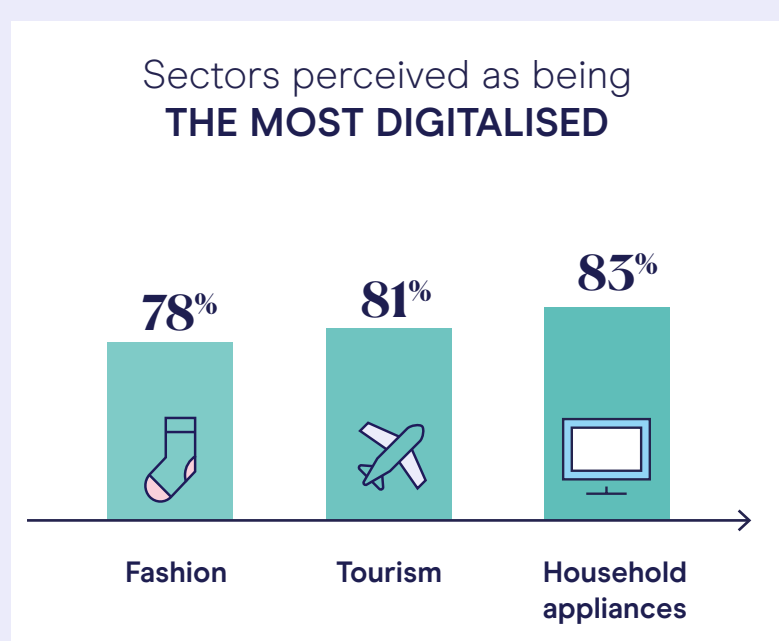


# E-commerce in 2022: changes and expectations among the French

Payment: a pivotal stage of the digital shopping journey



## TOP 3 IN DIGITALISATION

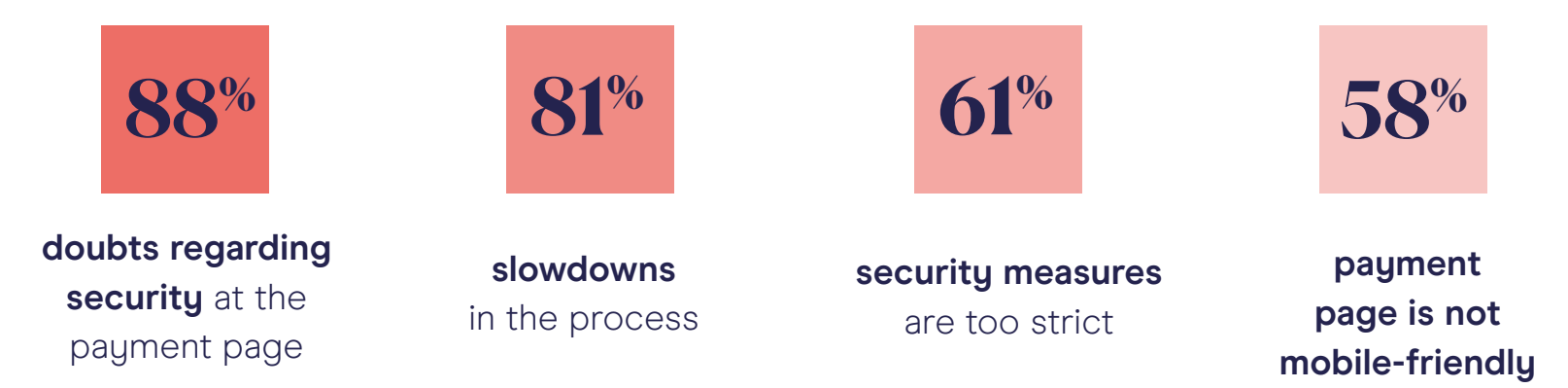


\* data compared to those of the 'Digitalisation of commerce: French expectations for 2021' study by OpinionWay carried out for Dalenys on 25 and 26 November 2020

## Payment security is key to avoiding abandoned shopping carts

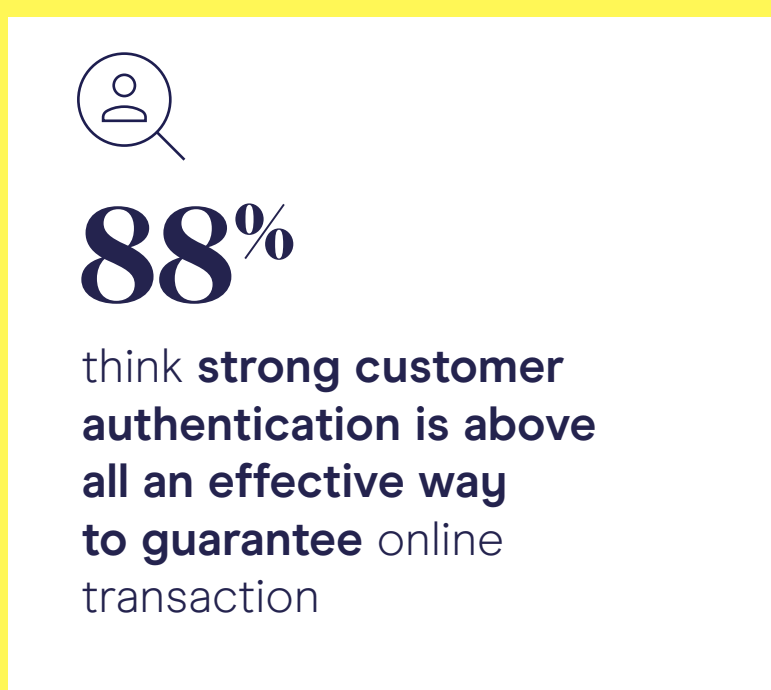


### REASONS



## Strong customer authentication: what do consumers think?

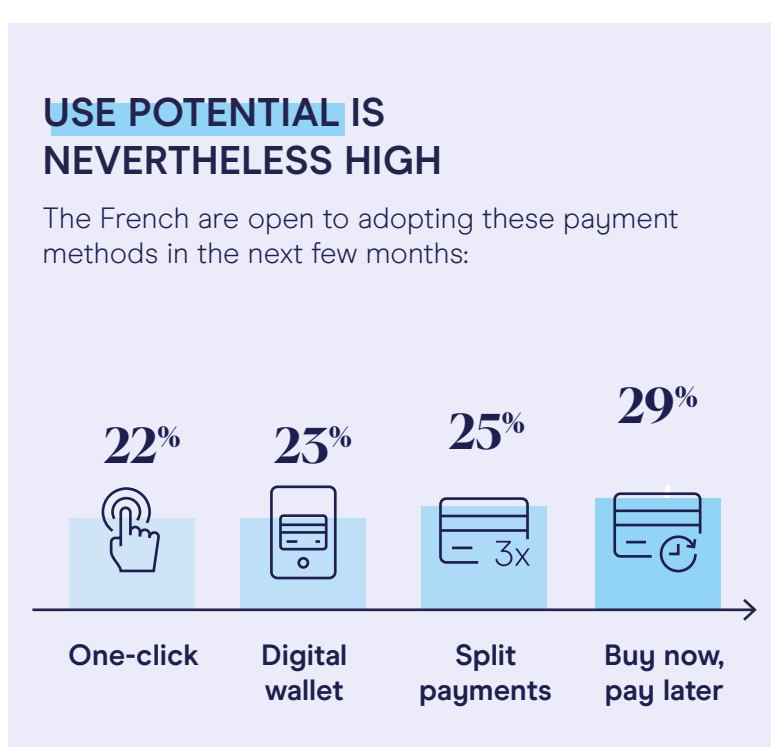
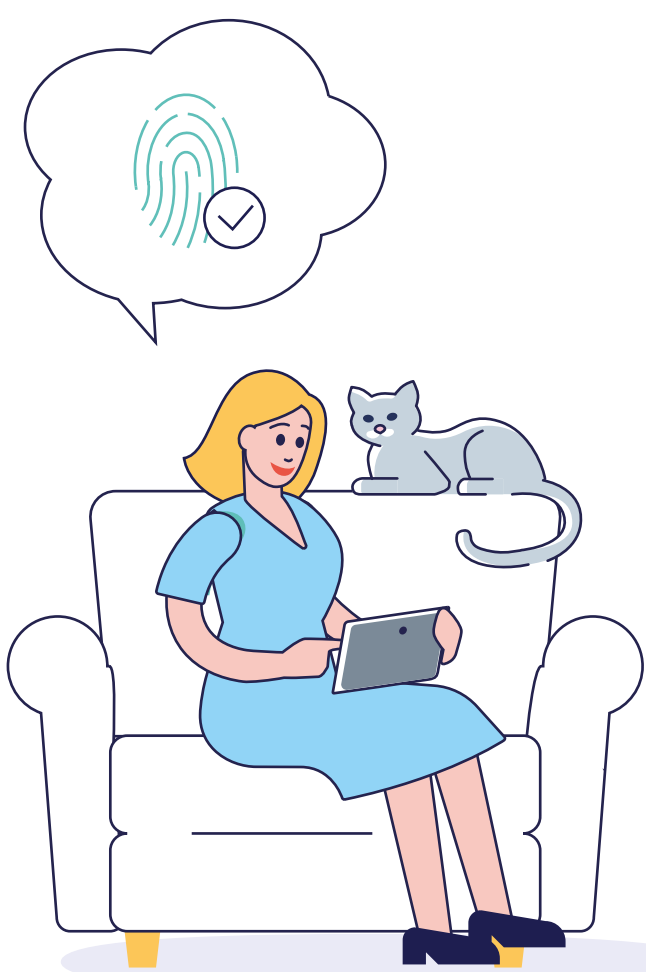
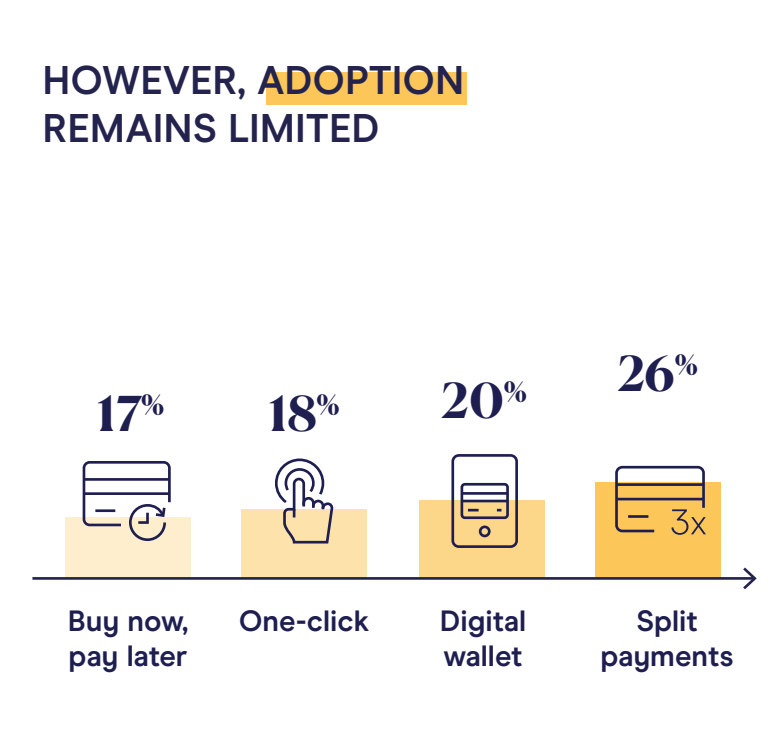
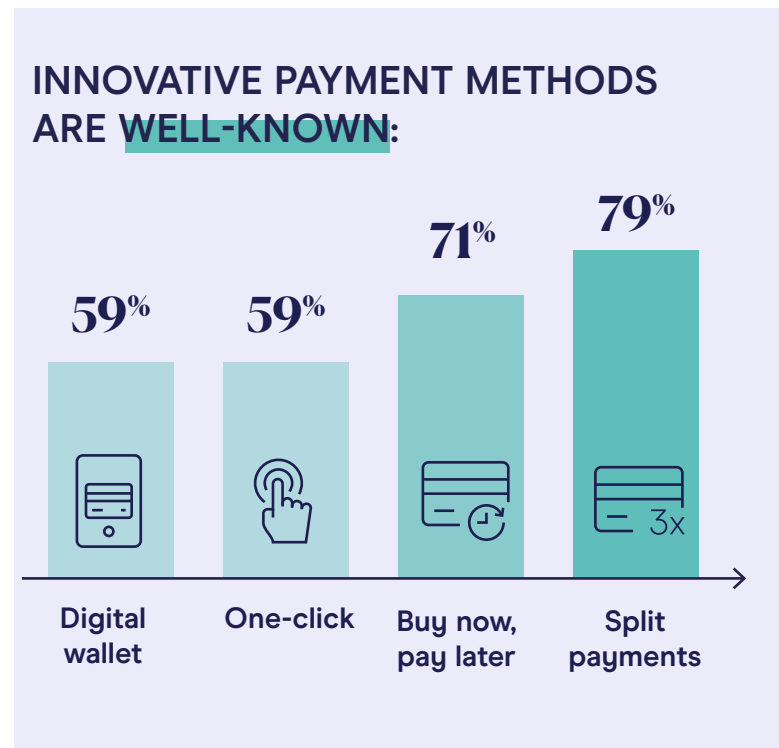
### EFFECTS OF THE PSD2 ON THE CUSTOMER JOURNEY



### BUT



## French people are open to innovative payment methods



Source: 'E-commerce in 2022: changes and expectations among the French', a study conducted by OpinionWay for Dalenys on 18 and 19 August 2021