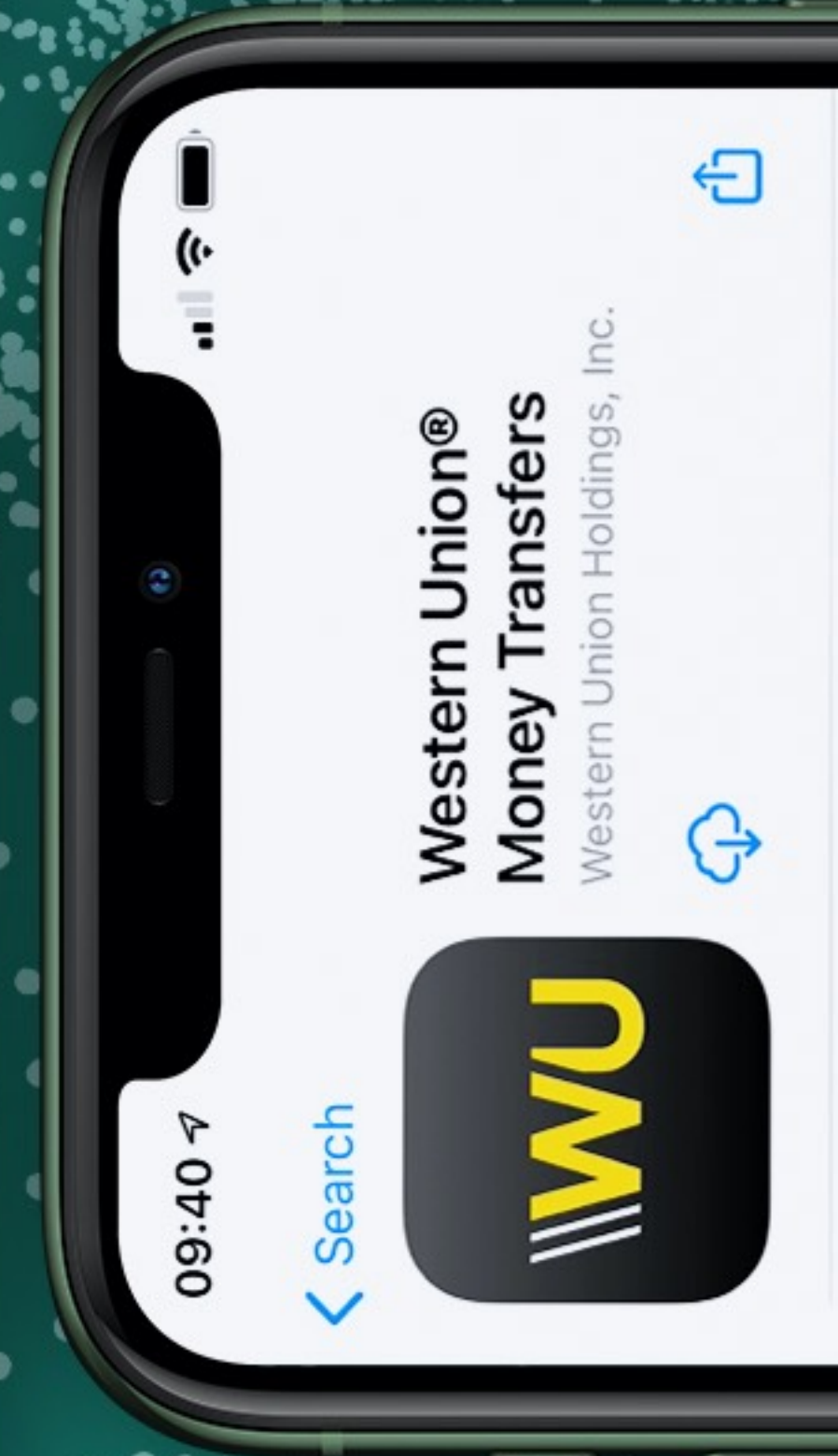
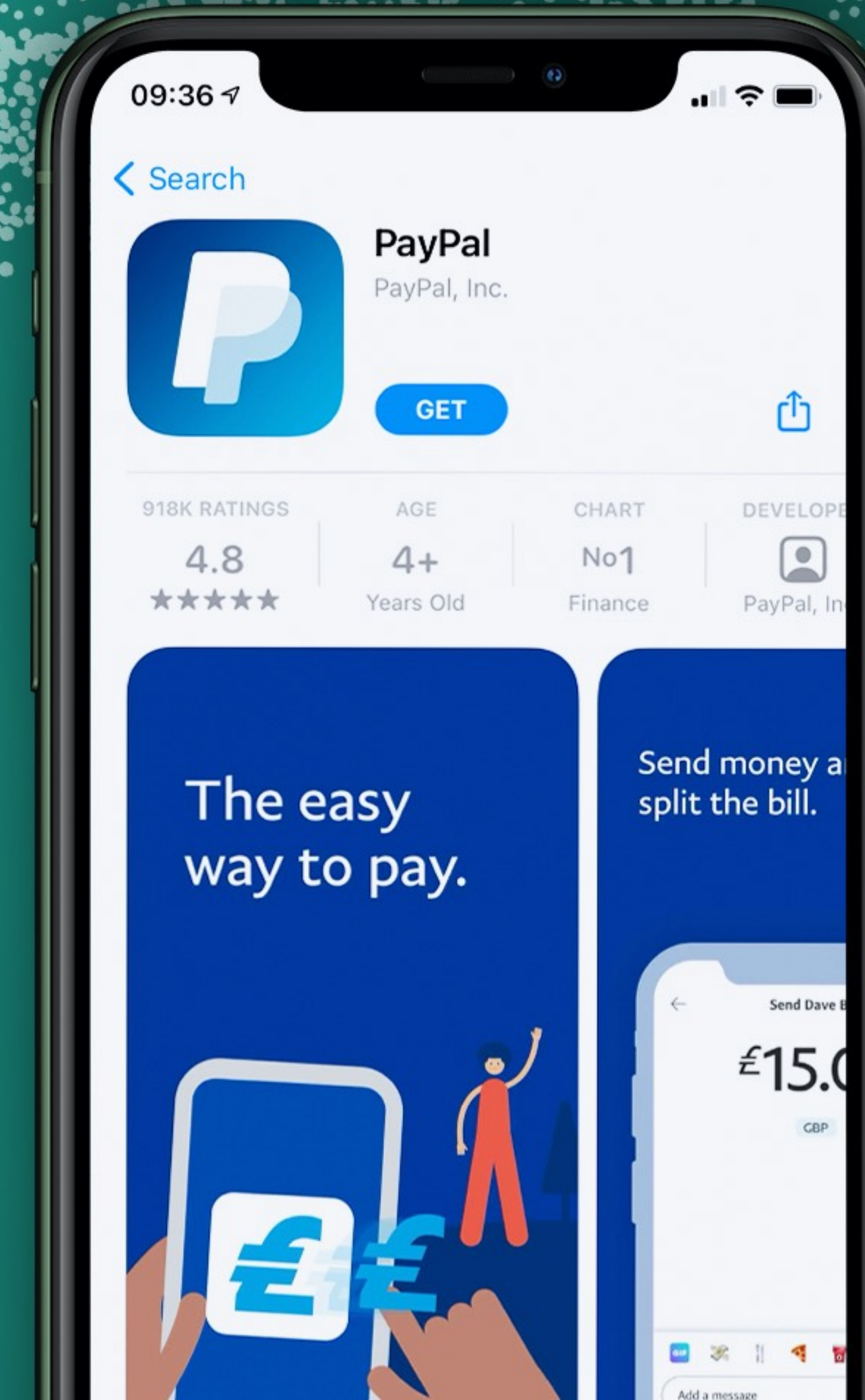


The State of Mobile Payment Apps in Europe

—
An Analysis of Payment App Market
Trends and Top Apps in Europe



The State of Payment Apps in Europe: Introduction

This report is an analysis of payment apps available on the App Store and Google Play. It includes download trends along with rankings of top apps from Q1 2018 through Q1 2021.

Payment apps are further broken out into following subcategories:

Digital Payment:

- Casual cash transfer apps that enable users to send money to friends and family, as well as pay businesses for mostly zero fees.
- Payment solution apps that offer "buy now, pay later" (BNPL) installment payments after a purchase.

Digital payment apps primarily led by banks (e.g., SberBank in Russia, Digitale Karten in Germany, TWINT in Switzerland) have been excluded from this report.

Money Transfer:

- Apps that focus on international money transfer services and enable users to send money and remittances with service fees.

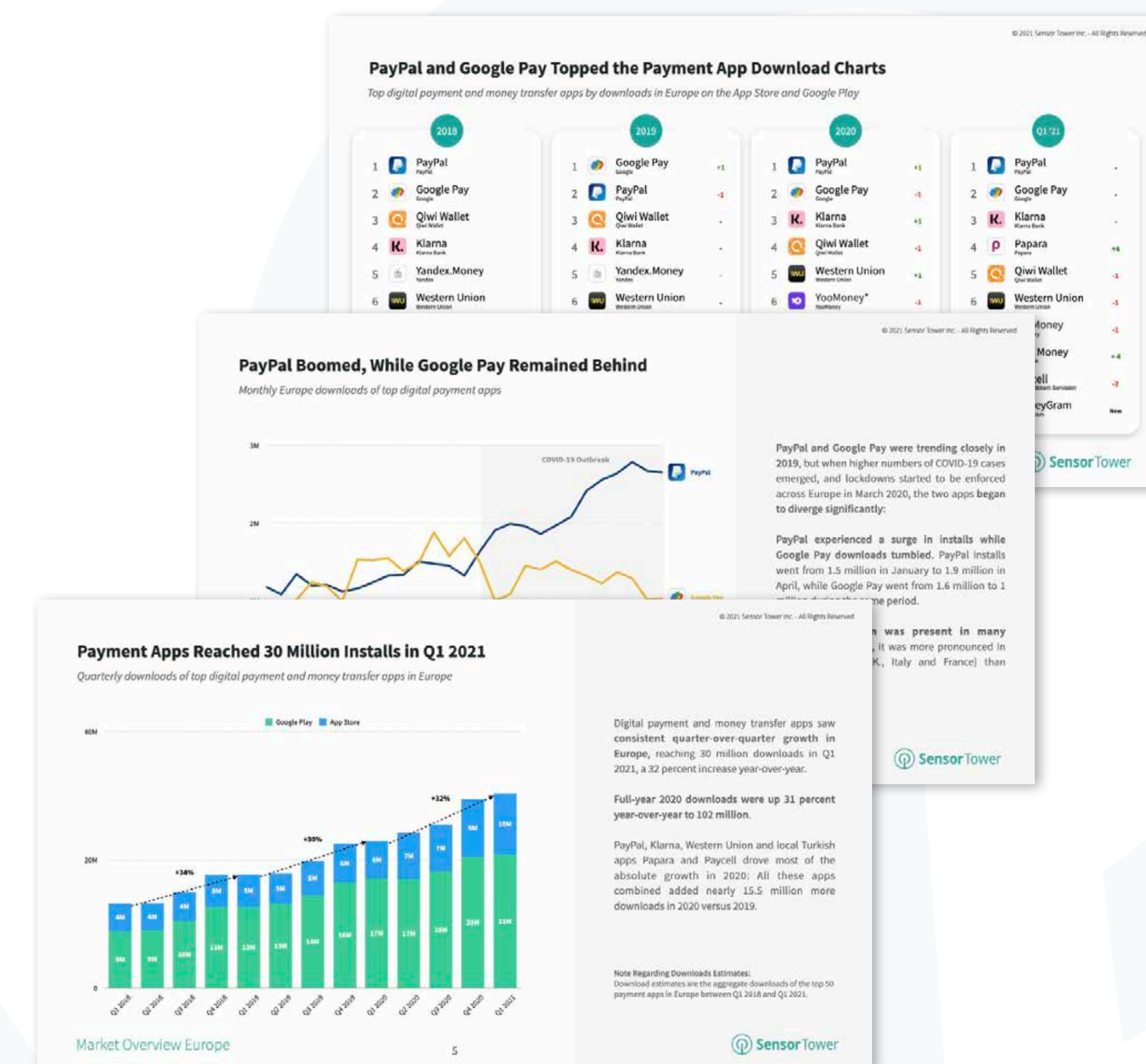


Table of Contents

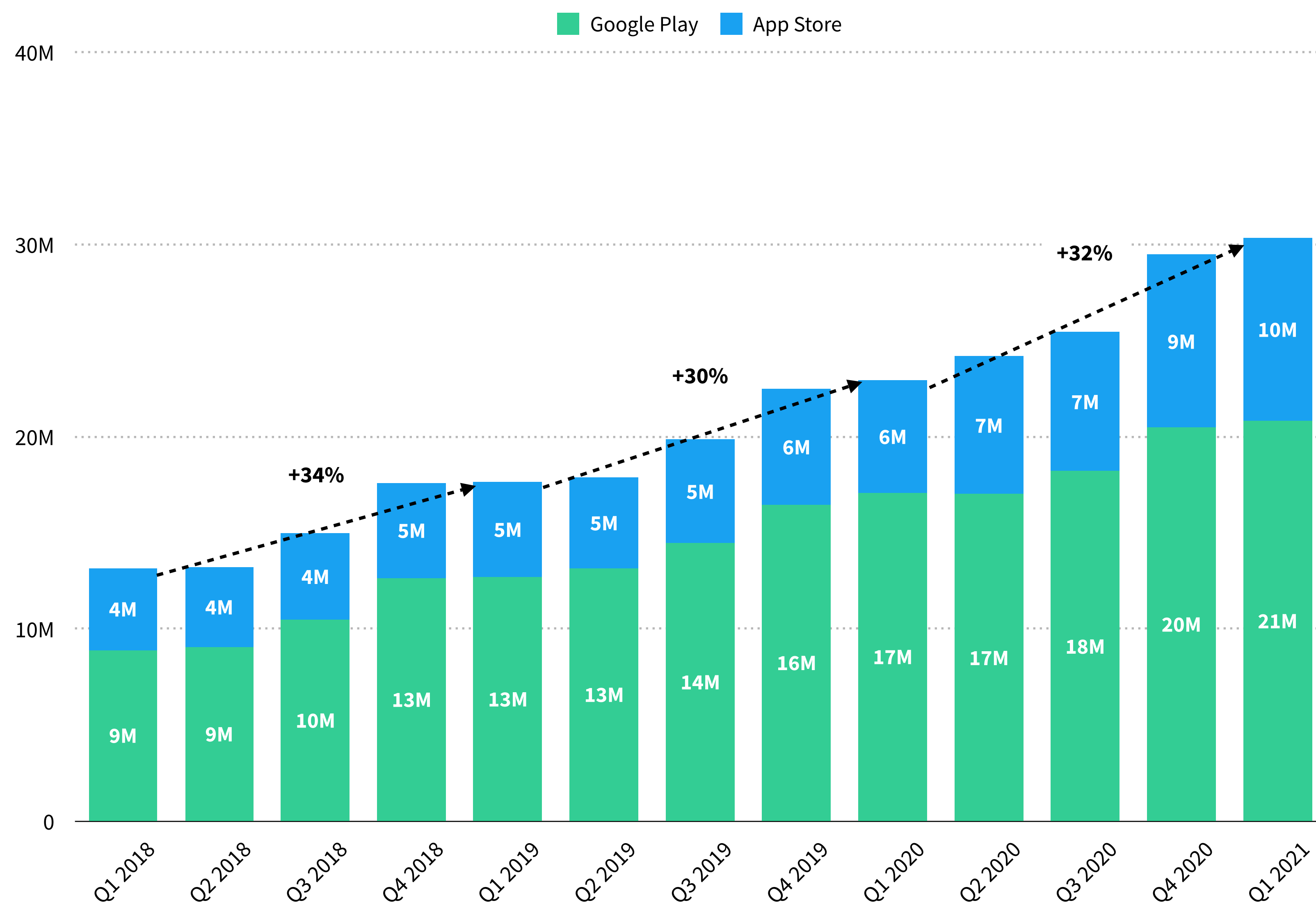
- 04 - Market Overview: Europe
- 10 - Digital Payment Apps
- 18 - Money Transfer Apps
- 25 - Market Overview: U.K.
- 30 - Market Overview: Germany
- 34 - Market Overview: Russia
- 38 - Conclusion

Market Overview: Europe

— An Overview of Payment Apps in Europe

Payment Apps Surpassed 30 Million Installs in Q1 2021

Quarterly downloads of top digital payment and money transfer apps in Europe



Digital payment and money transfer apps saw **consistent quarter-over-quarter growth in Europe**, surpassing 30 million downloads in Q1 2021, a 32 percent increase year-over-year.

Full-year 2020 downloads were up 31 percent year-over-year to 102 million.

PayPal, Klarna, Western Union, and local Turkish apps Papara and Paycell drove most of the absolute growth in 2020. All these apps combined added nearly 15.5 million more downloads in 2020 versus 2019.

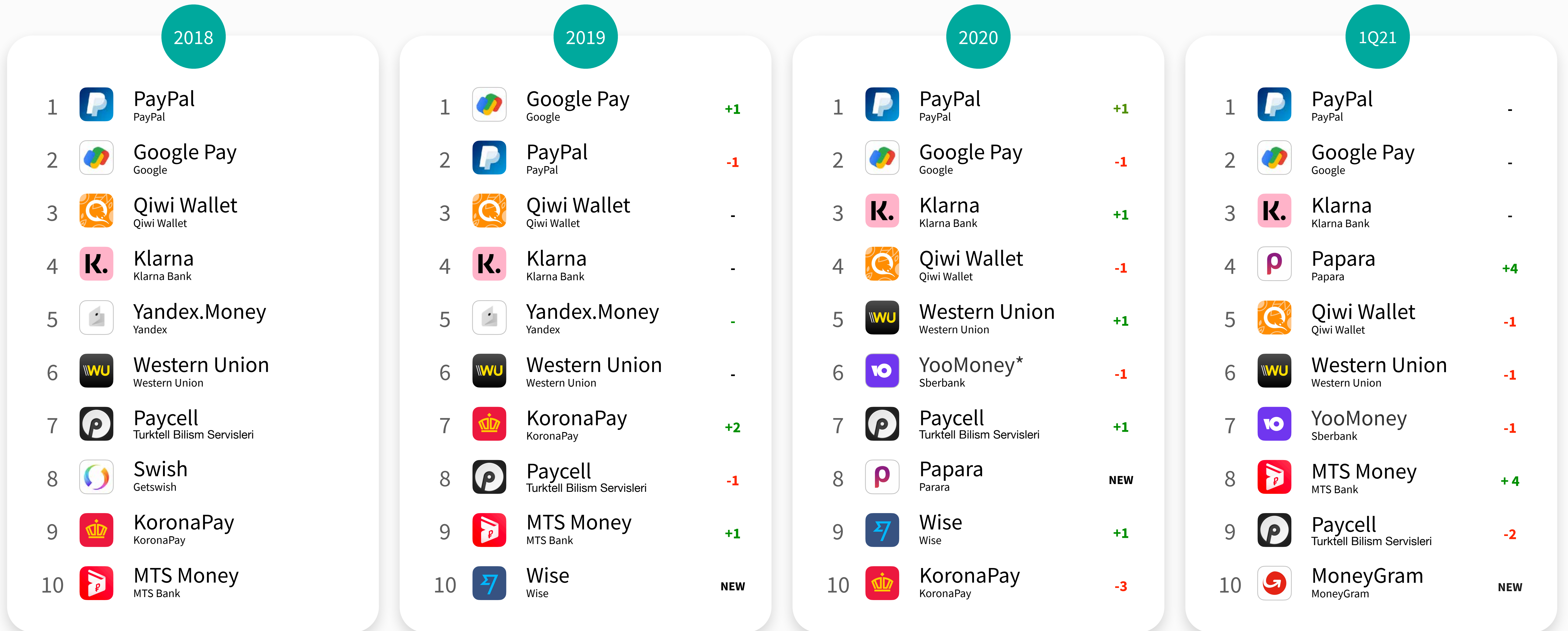
Note Regarding Downloads Estimates:

Download estimates are the aggregate downloads of the top 50 payment apps in Europe between Q1 2018 and Q1 2021.

PayPal and Google Pay Topped the Payment App Download Charts

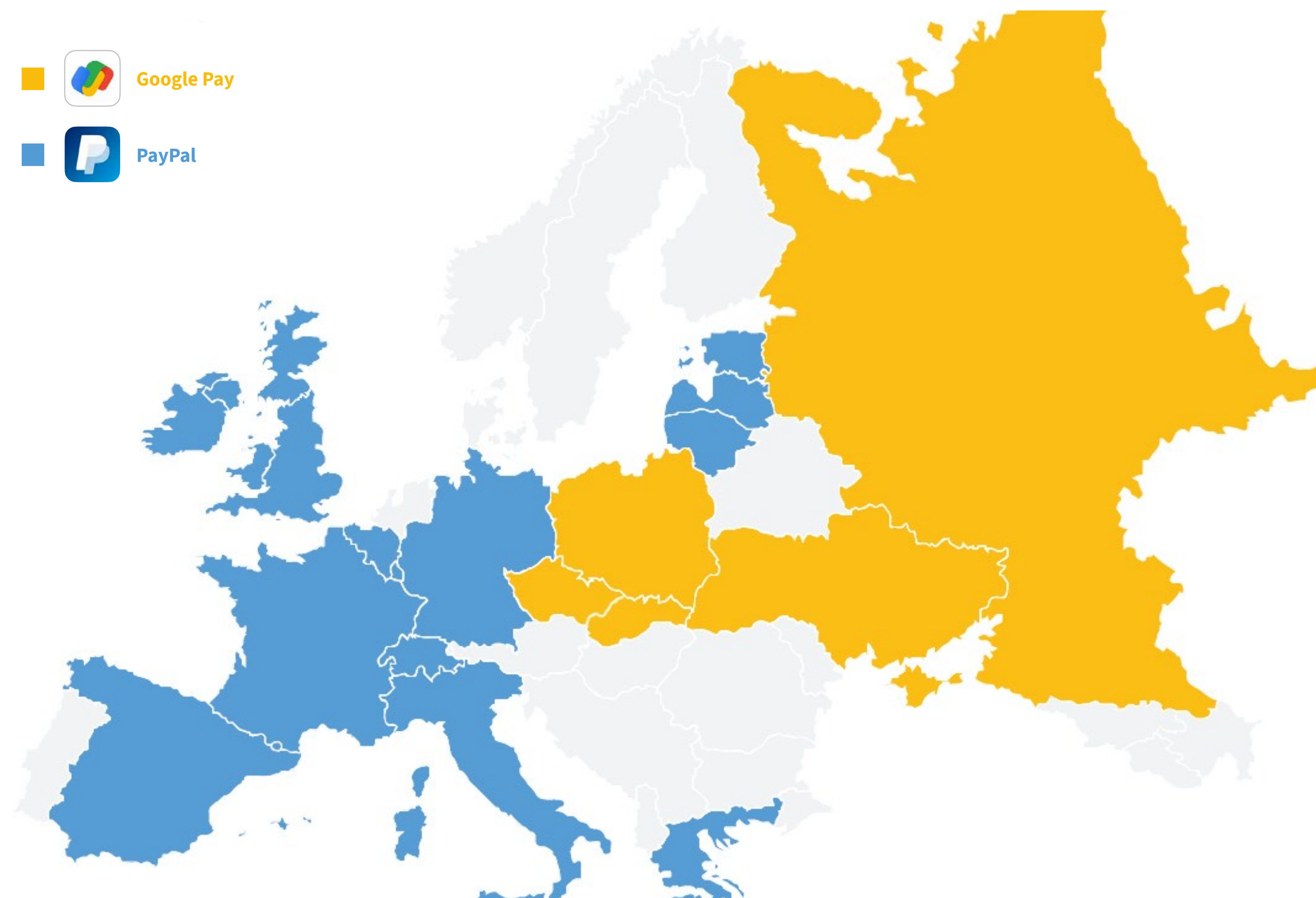
Top digital payment and money transfer apps by downloads in Europe on the App Store and Google Play

* Yandex.Money rebranded as YooMoney in 2020.
YooMoney's installs in 2020 include both versions.



PayPal and Google Pay Split Europe Into Two Camps

Countries where PayPal and Google Pay were the top payment apps in 2020

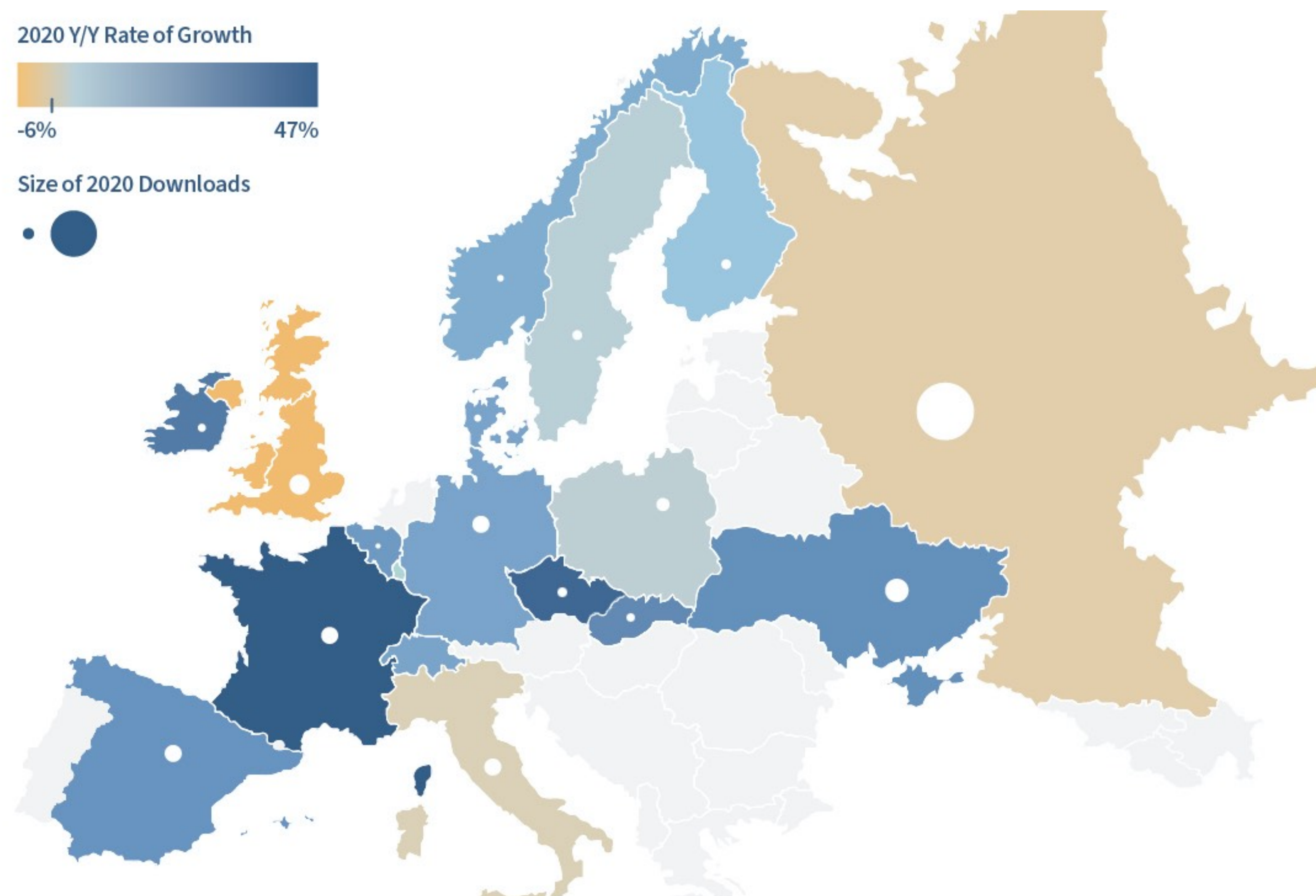


Showing PayPal and Google Pay’s 2020 download data on a map reveals a **marked geographical split between the two top payment apps. PayPal ranked as the top payment app across Western and Southern Europe**, including the U.K., Germany, France and Italy.

Conversely, **Google Pay was the No. 1 payment app by downloads in parts of Central and Eastern Europe, such as Poland, Slovakia, the Czech Republic and Ukraine.** Google Pay was also the **top payment app in Russia** (its biggest European market by downloads), although installs in 2020 declined on a year-over-year basis.

Google Pay Installs Decreased in the U.K., Russia, and Italy

Google Pay downloads and year-over-year growth by country in 2020



While **Google Pay was the second most downloaded payment app across Europe* in 2020, its growth varied among countries:**

Google Pay installs **decreased 6 percent year-over-year in the U.K. and in Russia**, Google Pay’s biggest market in Europe by downloads in 2020, **installs fell 2 percent**. The app also saw a smaller 1 percent decrease in downloads in Italy.

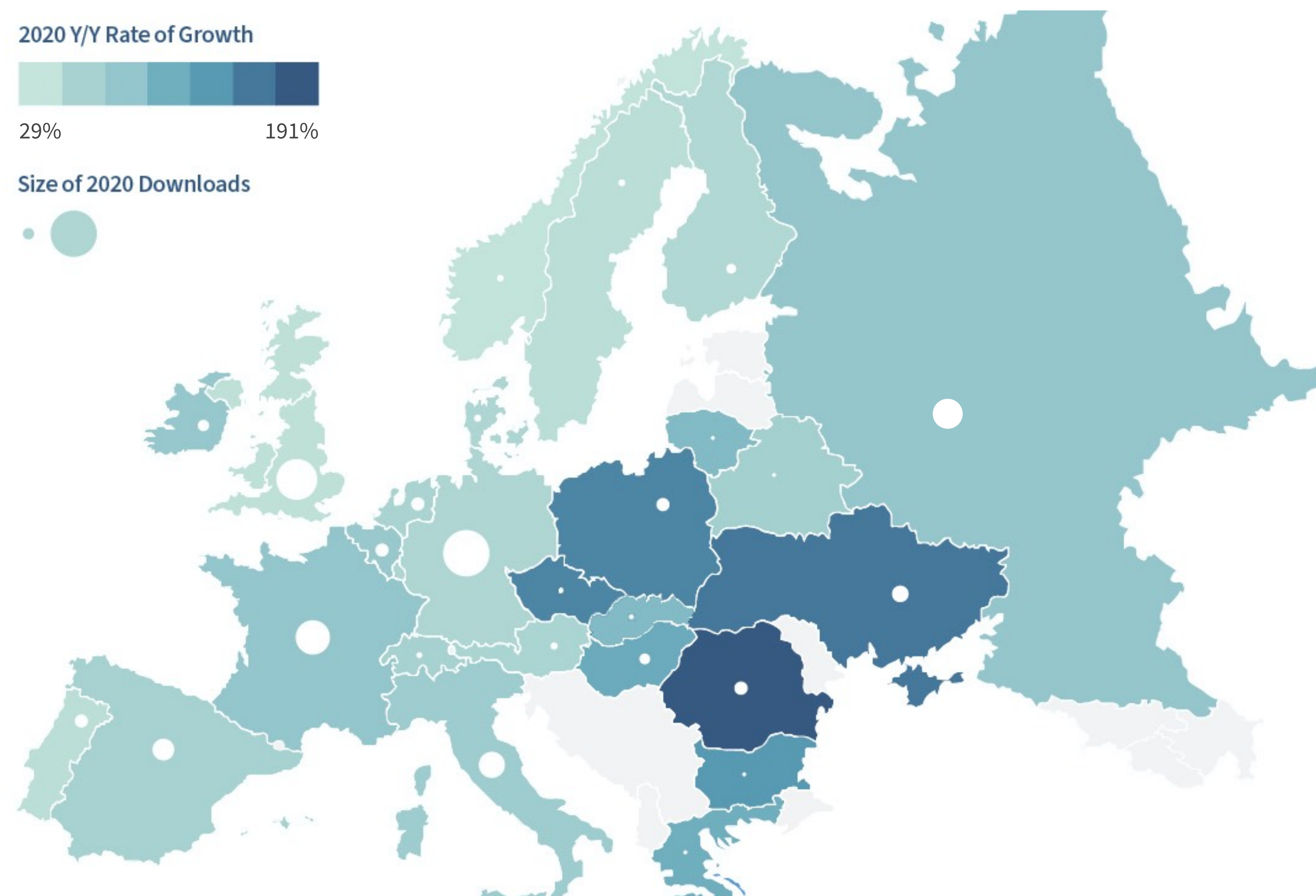
Conversely, installs grew almost 50 percent year-over-year in France and 18 percent in Germany.

While Google Pay achieved healthy levels of growth in those markets, installs were still behind those recorded by PayPal.

*Google Pay expanded into a number of European countries in November 2020, which haven’t been included in this analysis

PayPal Saw Substantial Install Growth Across the Continent

PayPal downloads and year-over-year growth by country in 2020



PayPal saw substantial install growth across Europe in 2020, with many markets growing over 50 percent year-over-year.

Eastern European markets such as Romania and Ukraine saw the most significant increases in downloads, although starting from a smaller base than other countries in the continent. Installs in Romania grew a 191 percent to 365K, whereas in Ukraine, installs grew 156 percent to nearly 600K.

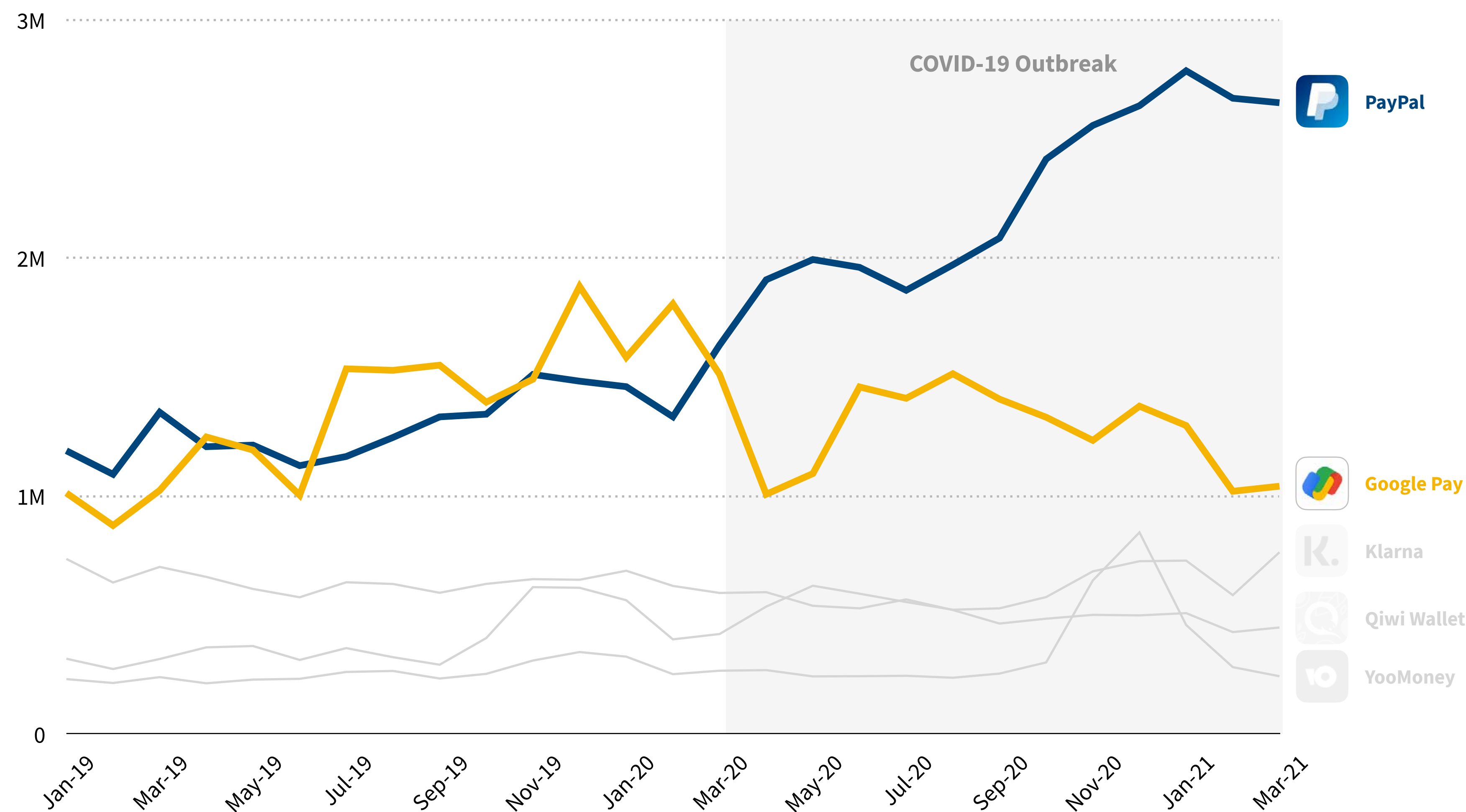
In Germany, PayPal’s largest market in Europe by downloads in 2020, installs grew 45 percent year-over-year to more than 5.6 million. In the U.K., PayPal second largest market in Europe, downloads were up 34 percent to 4.2 million, while in France, they climbed 66 percent year-over-year to 3.1 million.

Digital Payment Apps: Europe

— Trends of Digital Payment Apps in Europe

PayPal Boomed, While Google Pay Remained Behind

Monthly Europe downloads of top digital payment apps



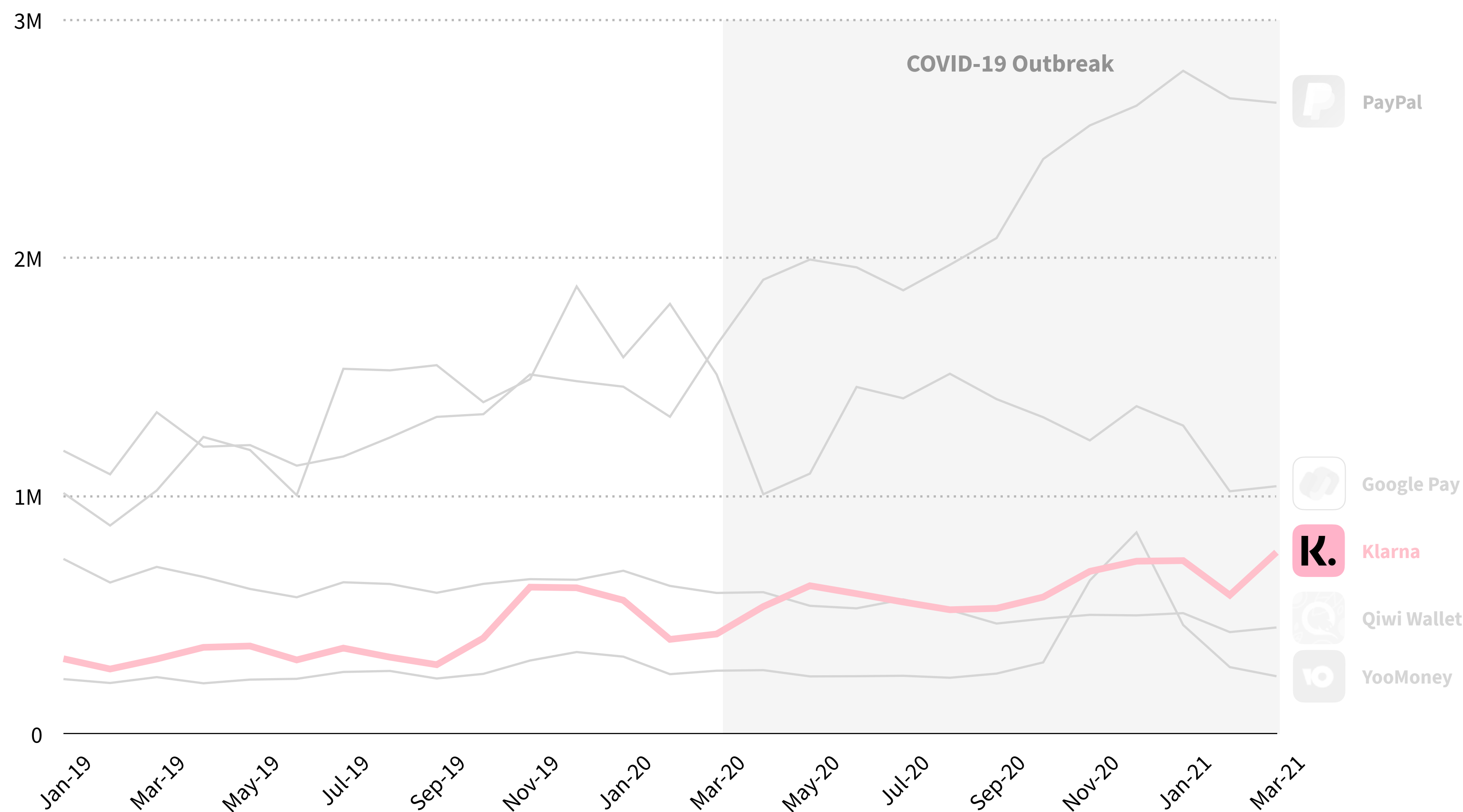
PayPal and Google Pay were trending closely in 2019, but when a higher number of COVID-19 cases emerged and lockdowns started to be enforced across Europe in March 2020, the two apps **began to diverge significantly**.

PayPal experienced a surge in installs while Google Pay downloads declined in early 2020. PayPal installs went from 1.5 million in January to 1.9 million in April, while Google Pay went from 1.6 million to 1 million during the same period.

While **this pattern was present in many European countries**, it was more pronounced in certain markets (U.K., Italy, and France) than others (Germany).

Klarna Downloads Climbed 47% in 2020 to Almost 7 Million

Monthly Europe downloads of top digital payment apps



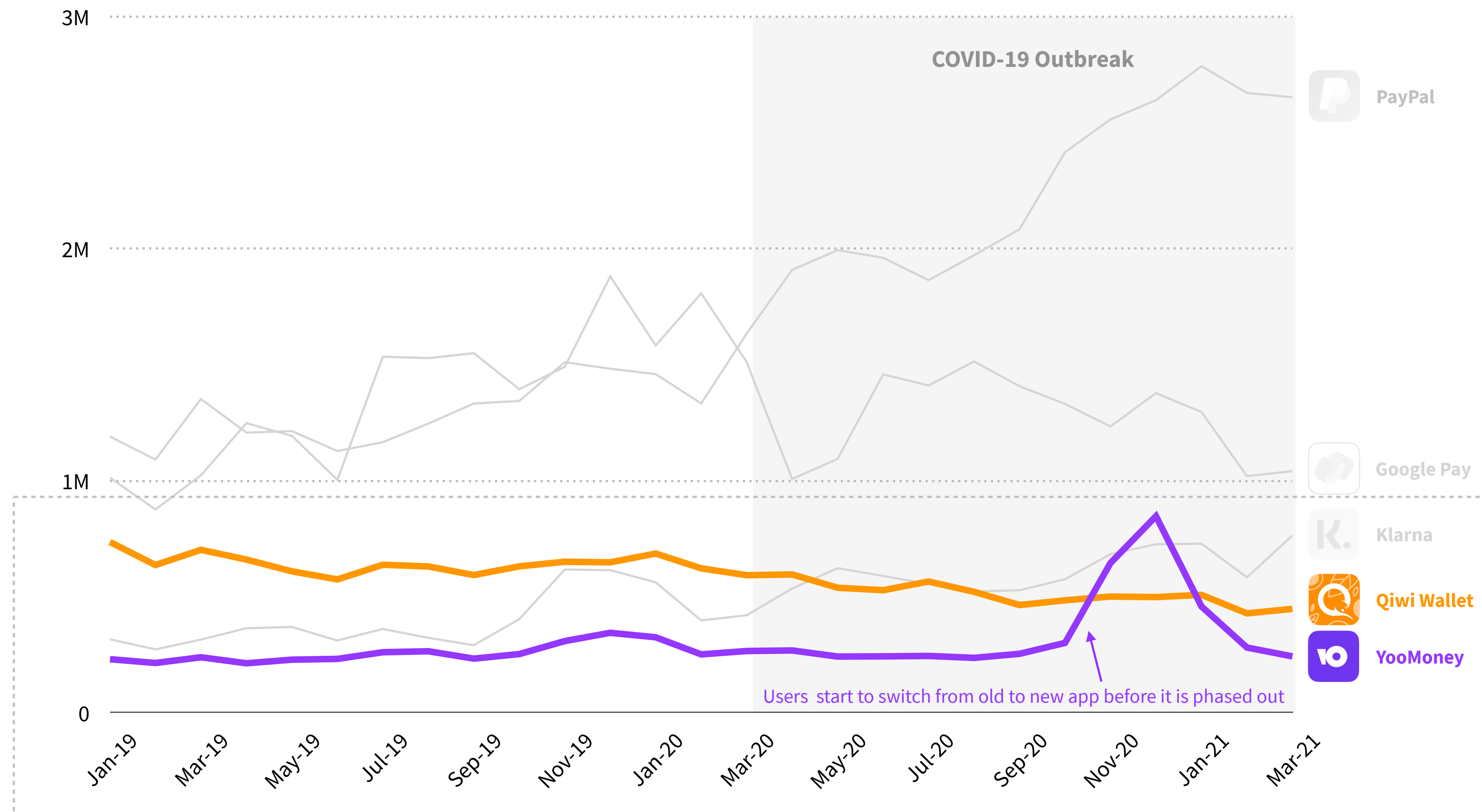
Sweden-based app Klarna saw a **consistent quarter-over-quarter increase in installs**, a trend that made it the only buy now, pay later app among the top digital payment apps in Europe.

The app saw a **47 percent year-over-year increase in downloads in 2020 to almost 7 million** and reached a record 2 million downloads in Q1 2021 alone, paving the way for another year of solid growth in Europe.

Despite the impressive growth figures, Klarna did not grow evenly across the continent: **Germany, the U.K., and Sweden made up almost 80 percent of its European downloads in 2020.** However, Klarna's official expansion into the French market in June 2021 might change this distribution in the coming months.

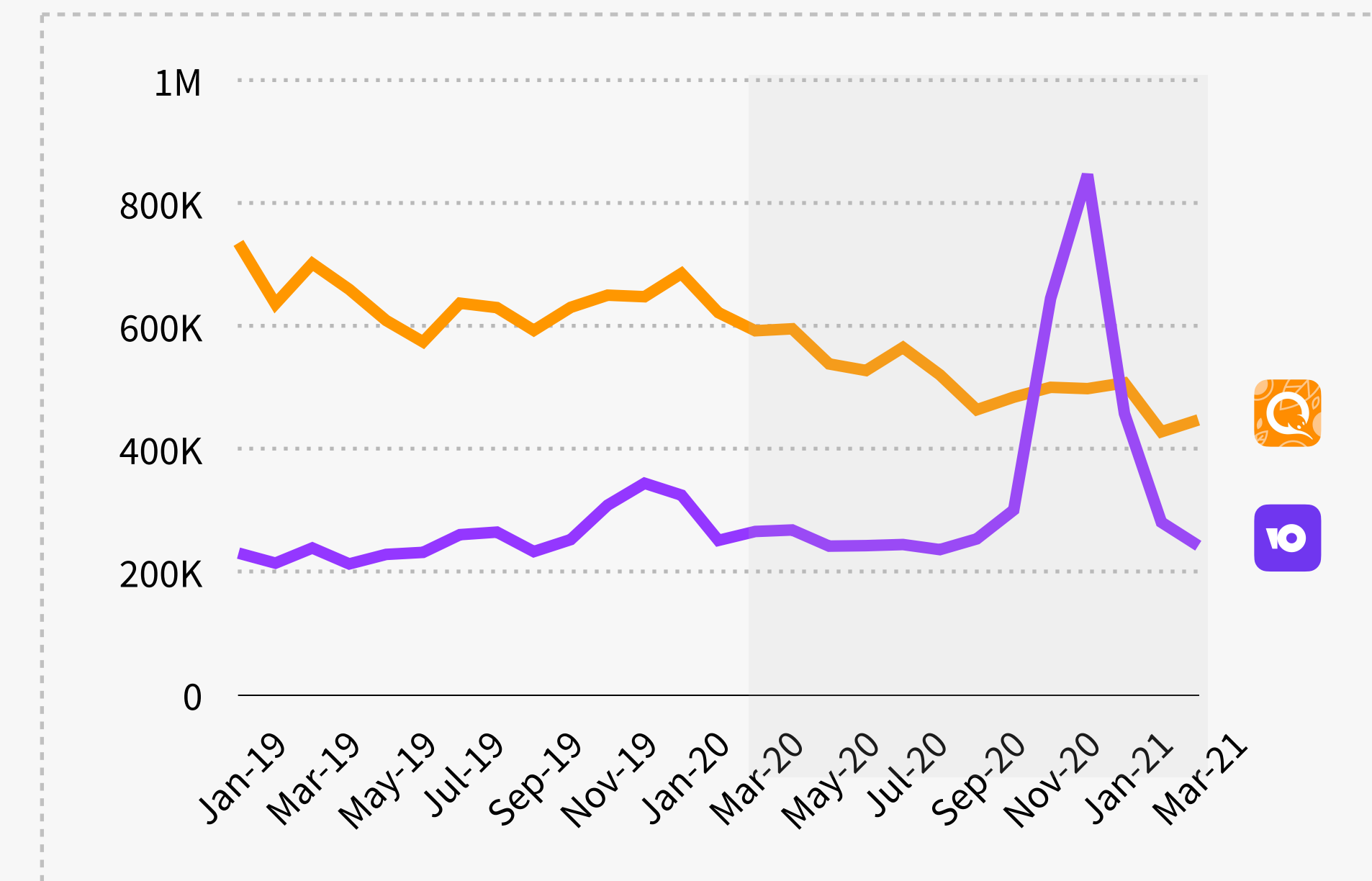
Qivi Wallet Saw a Decrease in Installs Amidst the Pandemic

Monthly Europe downloads of top digital payment apps



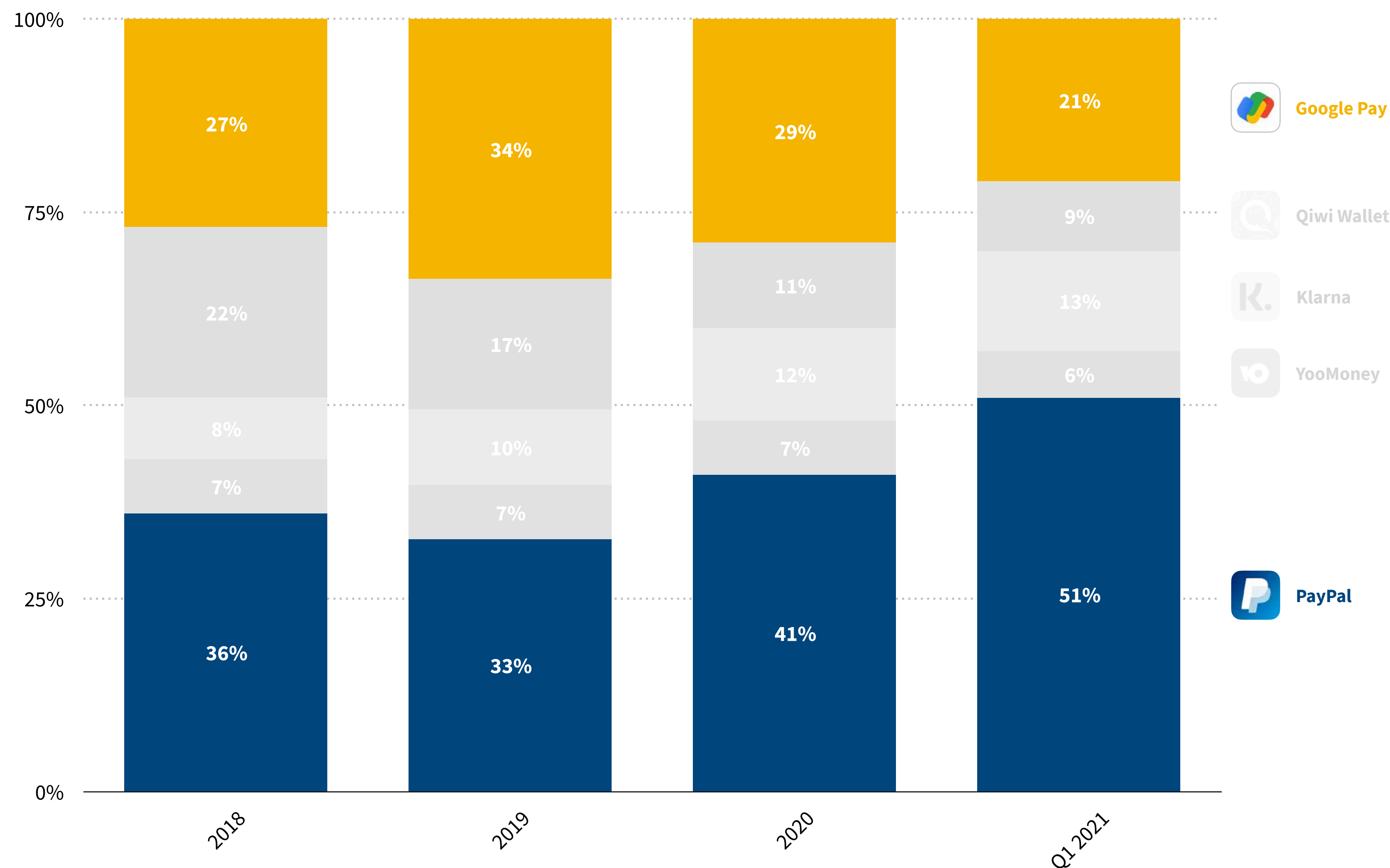
Unlike other digital payment apps in Europe, Russian local payment apps Qivi Wallet and YooMoney **did not experience a boost in adoption during the COVID-19 pandemic.**

Qivi Wallet lost more than 1 million downloads in 2020, a 16 percent decrease from the previous year. Conversely, YooMoney grew almost 40 percent, but the **spike in downloads was at least partially driven by users shifting from its old, unsupported app to the new YooMoney app.**



PayPal's Share of Downloads Continues to Increase

Proportion of Europe installs among top five digital payment apps

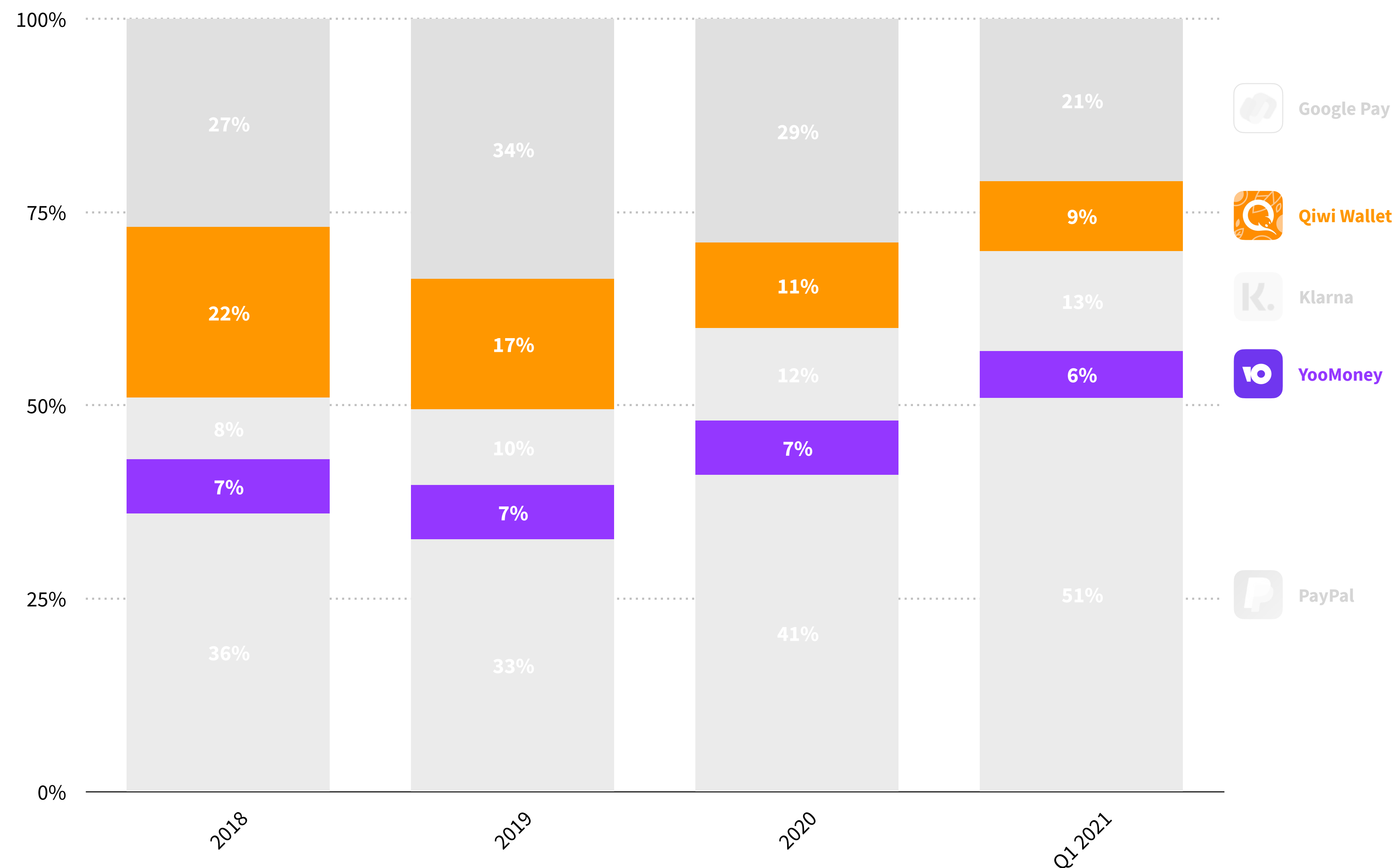


PayPal accounted for the largest share of downloads among the top digital payment apps in Q1 2021, at 51 percent. This was a **10 percentage point increase** compared to 2020 and reflected a trend that has seen PayPal increasing its market share in the last few years.

Conversely, **Google Pay's share of downloads has trended downwards** in the past several years, accounting for 21 percent of the market share in Q1 2021. Although its share size decreased year-over-year, Google Pay remained well ahead of Klarna, which accounted for 13 percent of the Q1 2021 downloads among the top five apps.

The Share of Local Russian Wallets is Shrinking

Proportion of Europe installs among top five digital payment apps

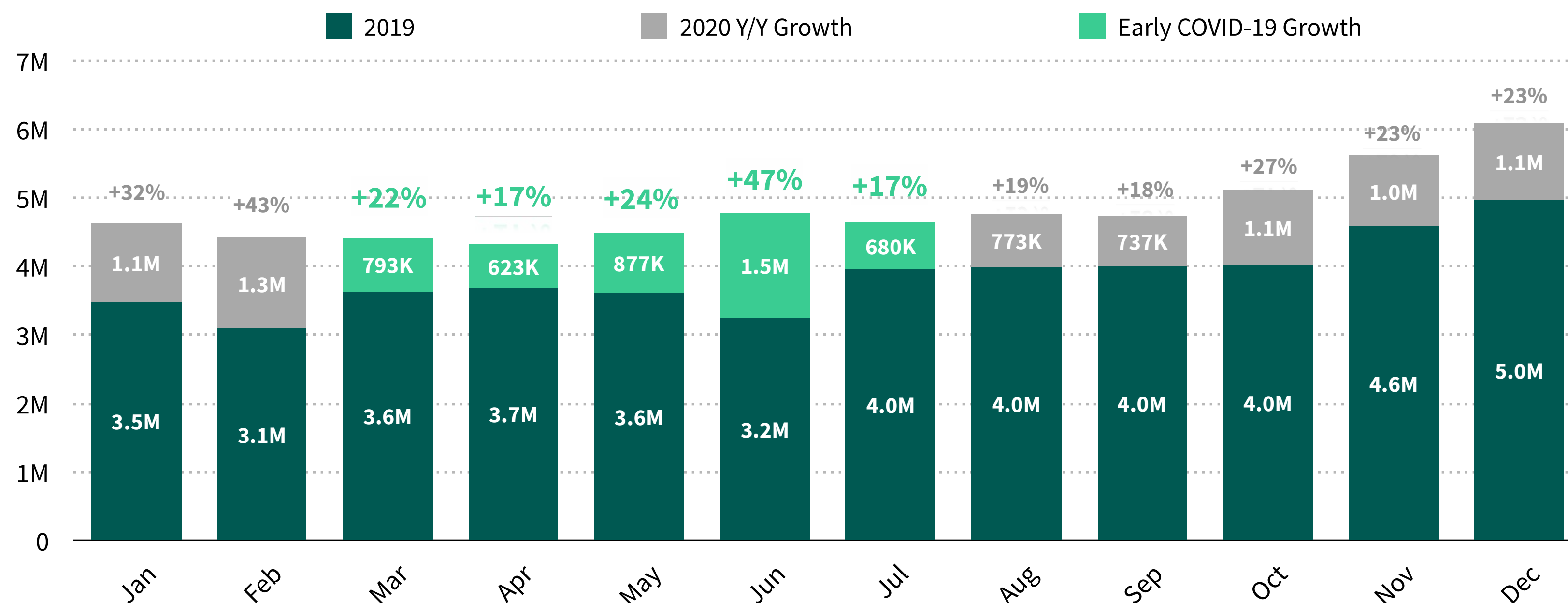


Qiwi Wallet's share of downloads saw a year-over-year decline in each of the last few years, from 22 percent in 2018 to 17 percent in 2019 and 11 percent in 2020. Overall, the app's share declined by 11 percentage points between 2018 and 2020.

YooMoney's market share remained stable at around 7 percent from 2018 to 2020 before decreasing slightly in the first quarter of 2021.

The Month of June Saw the Strongest Growth in 2020

Year-over-year download growth for top five digital payment apps in 2020

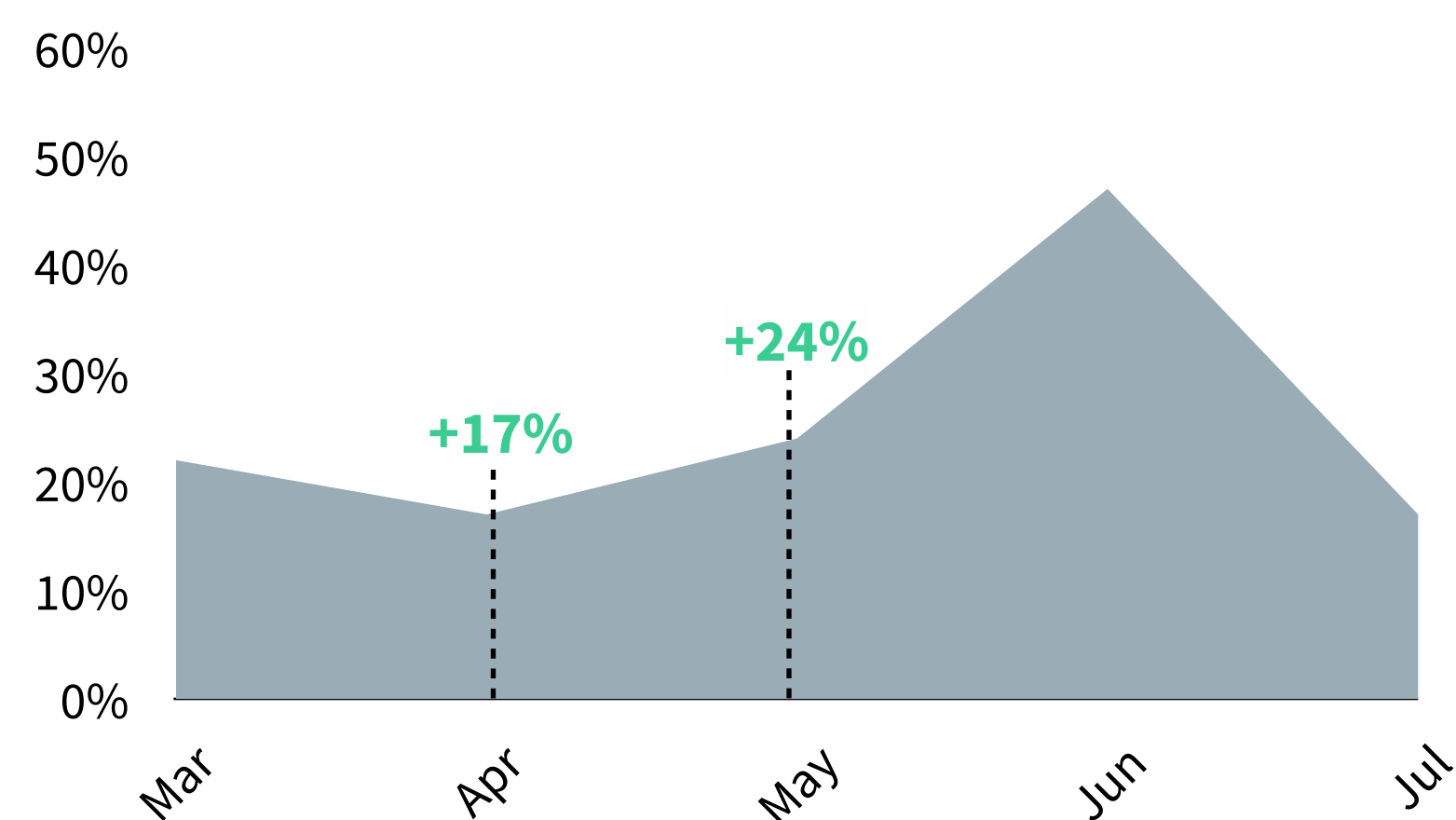


The month of June saw the most robust growth among the top digital payment apps in 2020. **Downloads were up 47 percent from the previous month to 4.7 million.**

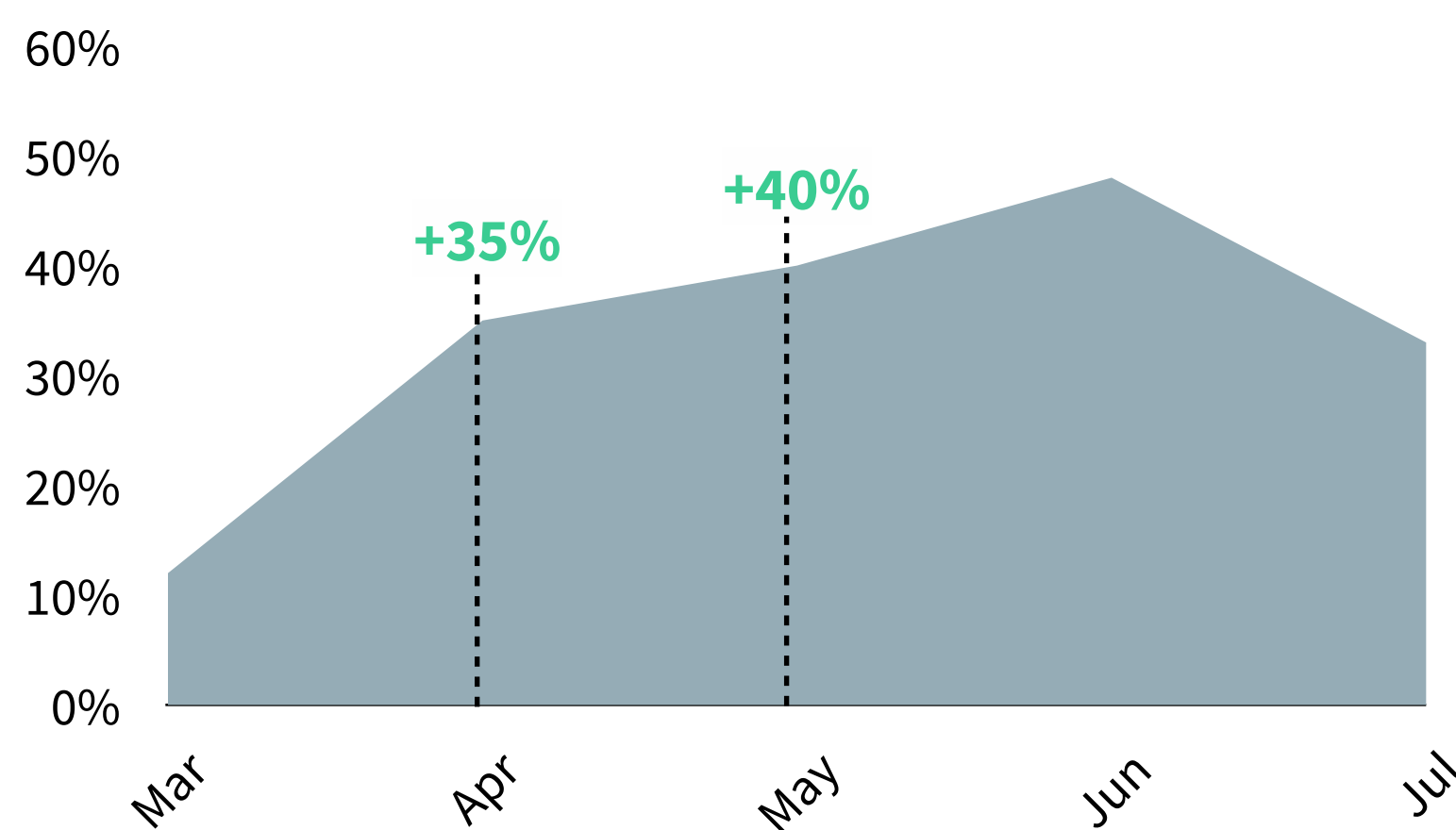
The increase in installs coincided with the **easing of lockdown measures and the reopening of many businesses across European countries.**

While downloads continued to grow during the first few months into the pandemic, not all the apps contributed to the same extent. **Excluding Google Pay from the group significantly changes the growth trend, with downloads growing 35 and 40 percent, respectively, in April and May, compared to just 17 and 24 percent when Google Pay is included in the top five group.**

Growth Rate of Top Payment Apps, Including Google Pay

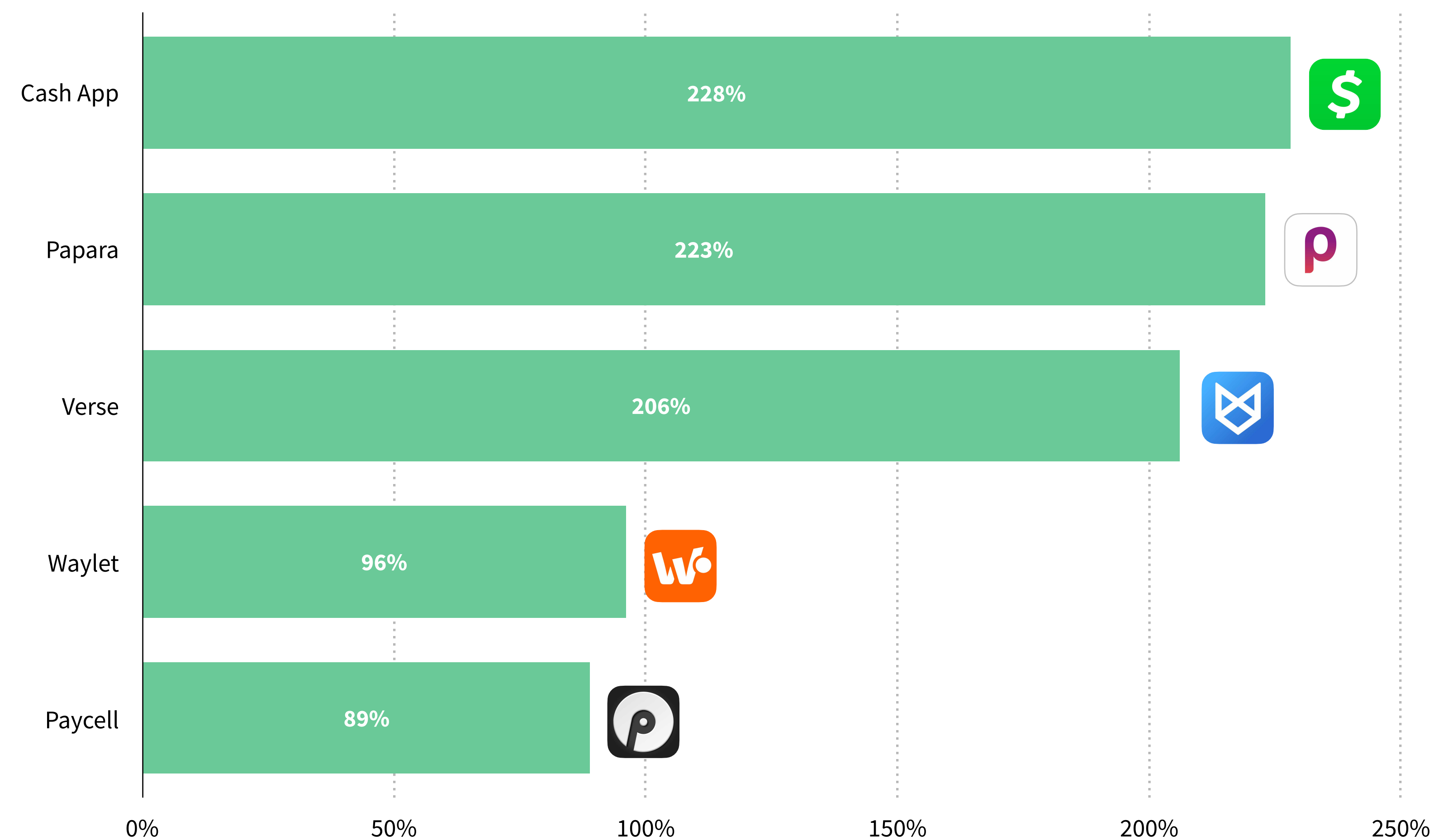


Growth Rate of Top Payment Apps, Excluding Google Pay



Cash App Is the Fastest Growing Digital Payment App

Top five fastest growing digital payment apps in 2020 by Europe downloads



U.S.-focused **Cash App** was the fastest growing digital payment app in Europe in 2020, growing almost 230 percent versus the previous year. The increase came entirely from the U.K., which represented 100 percent of its European market.

Local Turkish digital payment apps held two of the top five spots, with **Papara in the second position and Paycell closing the list as the fifth fastest growing app** by downloads. Papara and Paycell were also the only two apps that made it into the 2020 ranking chart by overall downloads (see page 6).

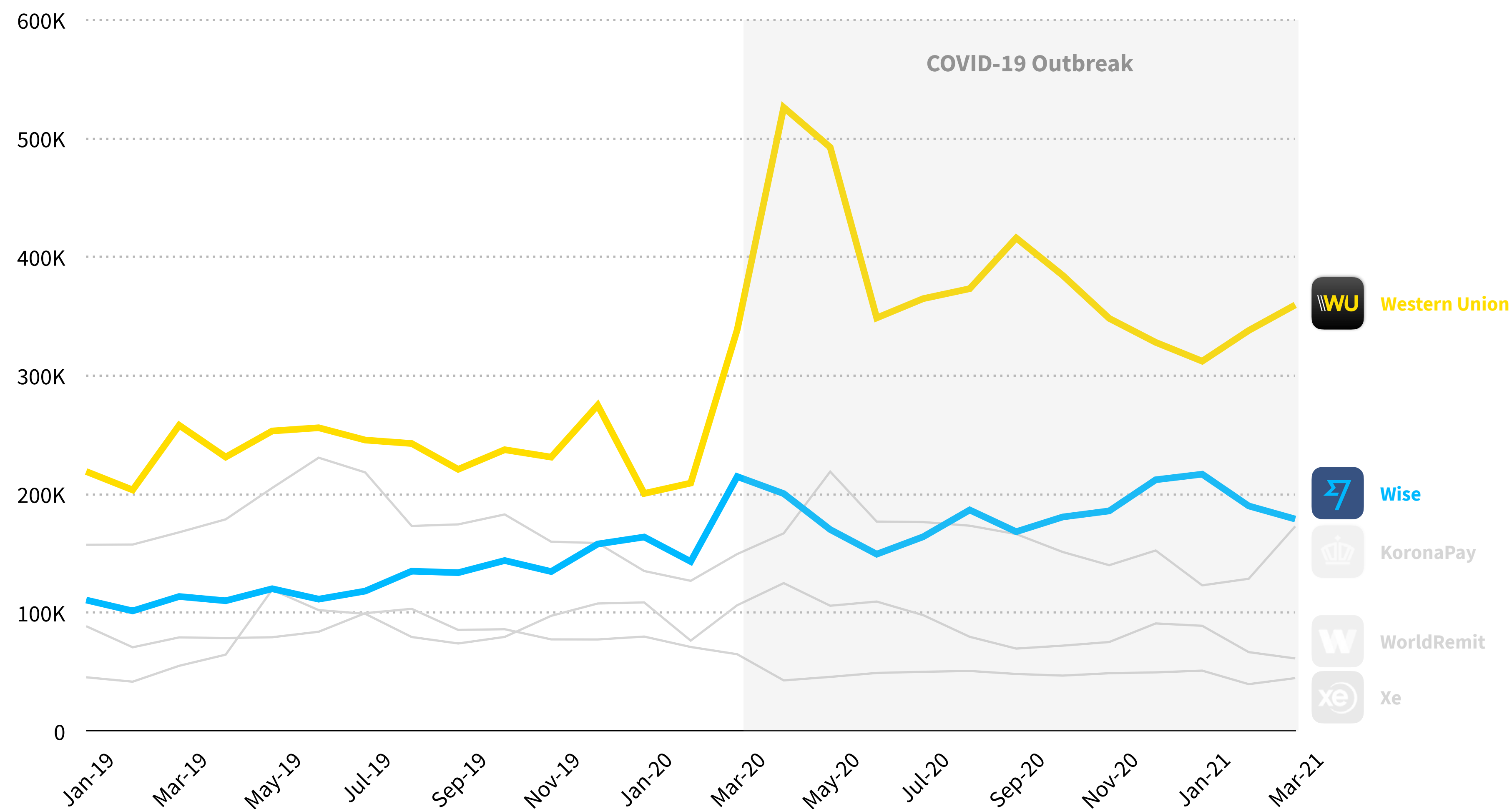
The other apps in the top five by growth included **Verse** and Spain-focused **Waylet**.

Money Transfer Apps: Europe

— Trends of Money Transfer Apps in Europe

Western Union Led Growth for Top Money Transfer Apps

Monthly Europe downloads of top money transfer apps



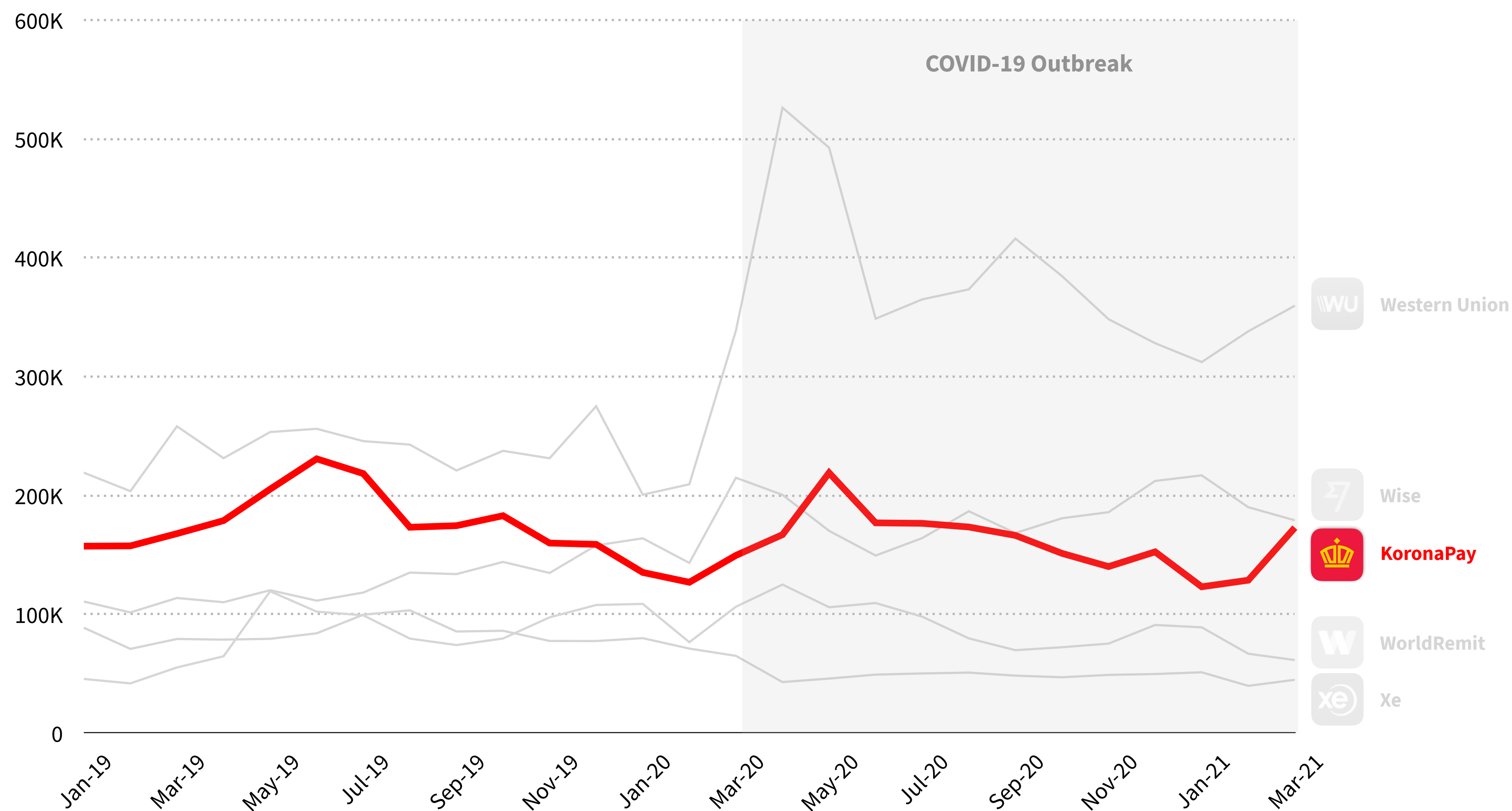
Western Union’s leadership position strengthened with the start of the COVID-19 pandemic, with **2020 downloads up 51 percent year-over-year to 4.3 million.**

This was 2.1 million higher than the second most downloaded money transfer app in Europe, Wise. While Wise seemed to regain ground during the second half of 2020, the gap between the two apps showed signs of widening again in Q1 2021.

Although Western Union was the **market leader by a comfortable margin in key continental markets like France, Germany, Italy and Spain,** in the U.K., Western Union was just slightly ahead of Wise by the number of installs in 2020 (see U.K. section beginning on page 25).

KoronaPay Saw Fewer Installs in 2020, But a Promising 1Q21

Monthly Europe downloads of top money transfer apps



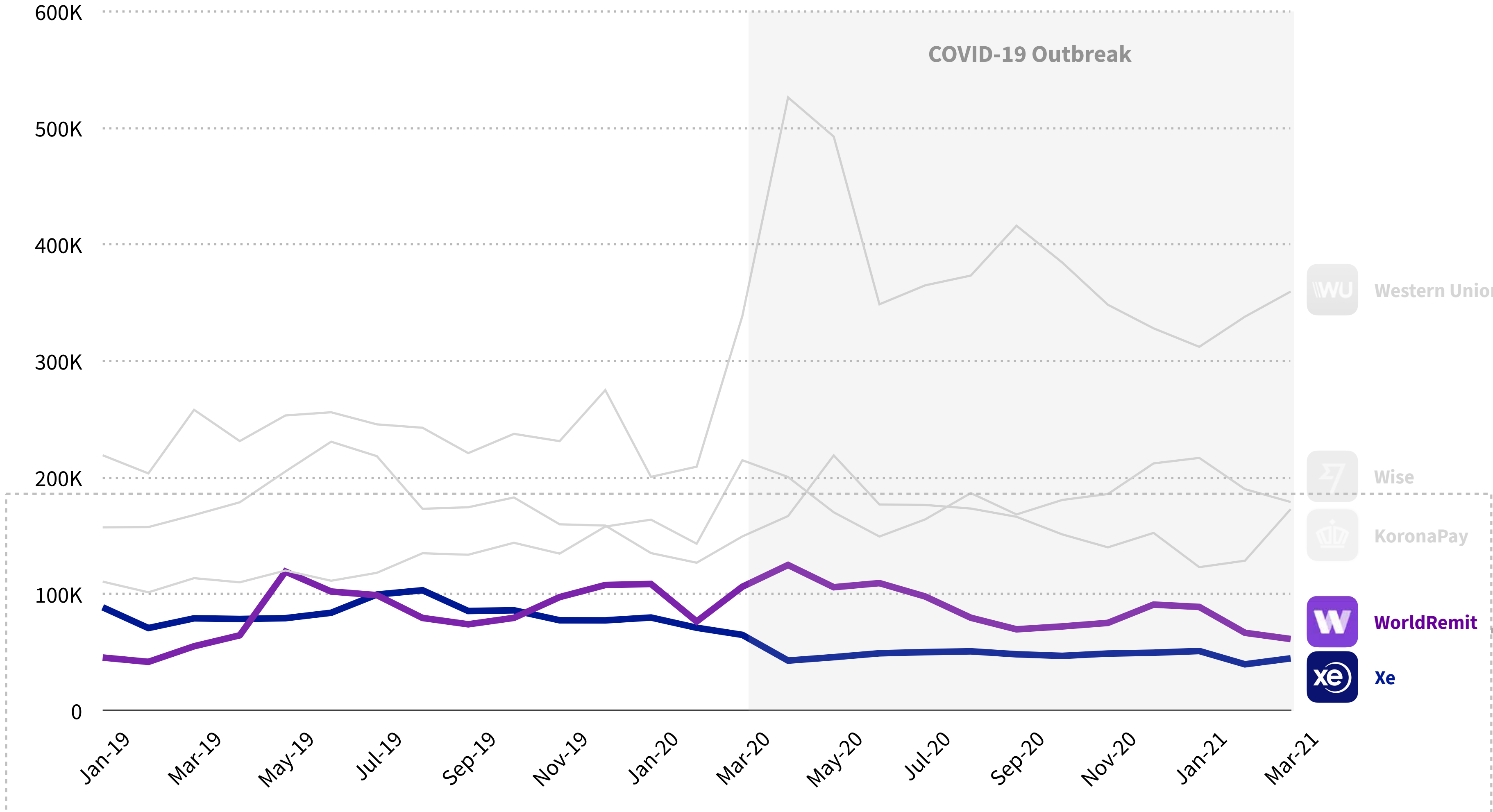
KoronaPay saw 230K fewer downloads in 2020 than in 2019, an 11 percent decrease year-over-year to 1.9 million.

The app is heavily focused on the Russian market (71 percent of its global downloads in 2020 were from Russia, followed by Kazakhstan at 6 percent). **KoronaPay expanded its money transfer services to a host of European countries in May 2020** where, until then, local users could only receive but not send money.

Q1 2021 data showed a potential reversal of the downward trend, with downloads up 3 percent quarter-over-quarter.

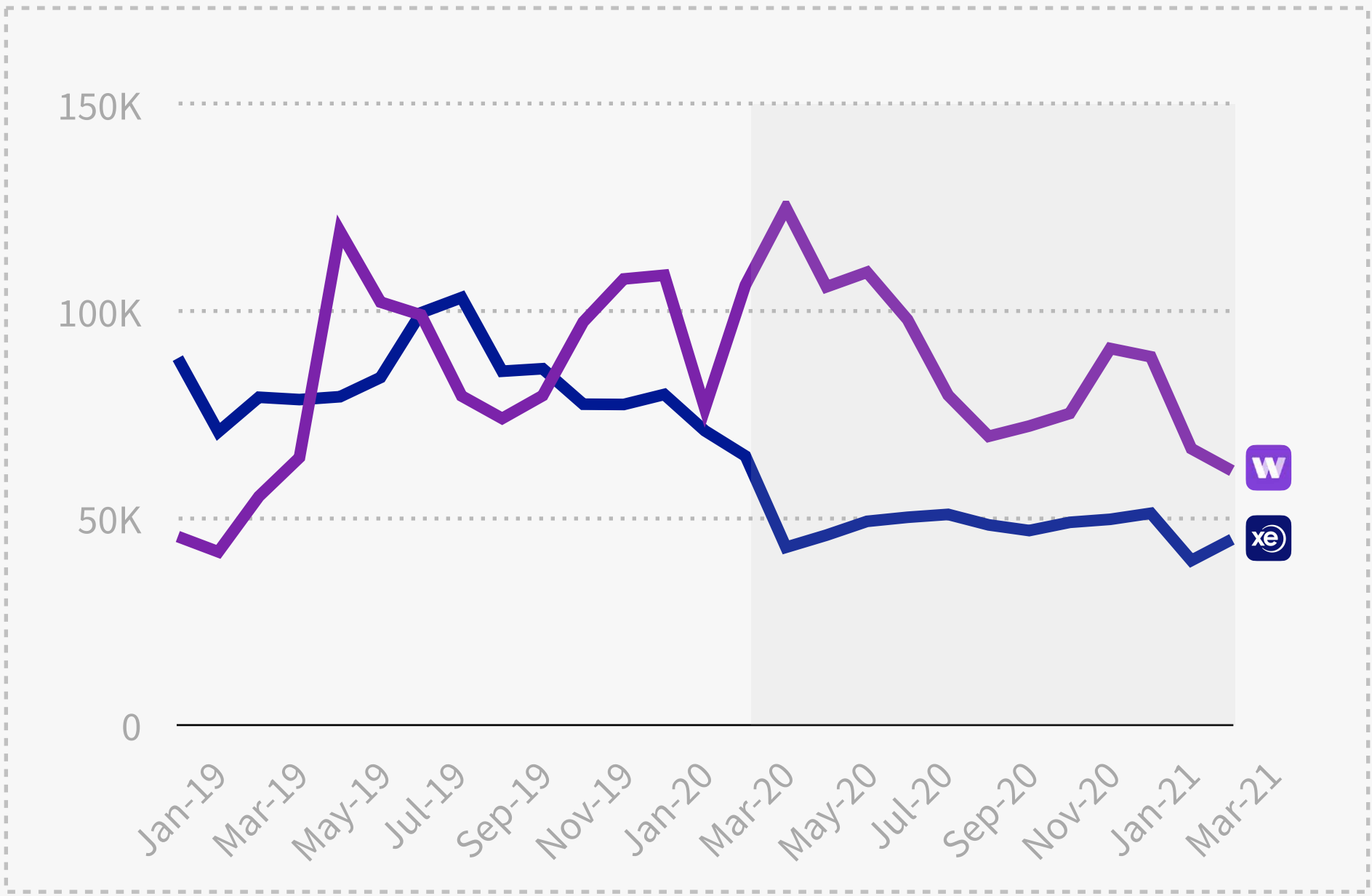
WorldRemit Remained Ahead of Xe During the Pandemic

Monthly Europe downloads of top money transfer apps



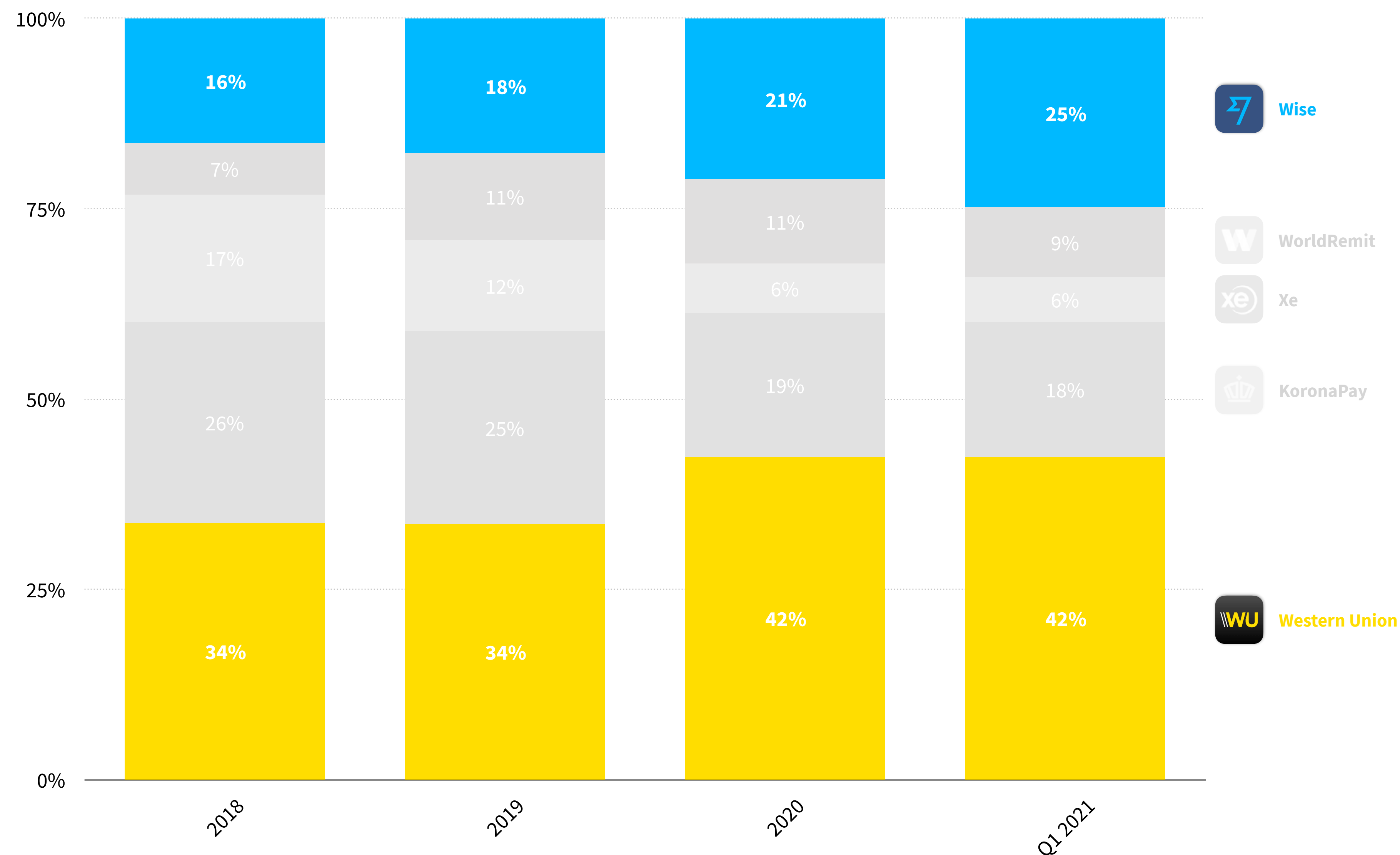
Xe's installs were down at the start of the COVID-19 pandemic, continuing a downward trend that had started in the summer of 2019. The app saw 370K fewer downloads in 2020 compared to the previous year (a 36 percent decrease).

WorldRemit saw a 16 percent increase in total downloads to 1.1 million (although a significant part of the increase occurred in the first few months of the pandemic).



Western Union and Wise Control Almost 70% of Downloads

Proportion of Europe installs among top five money transfer apps



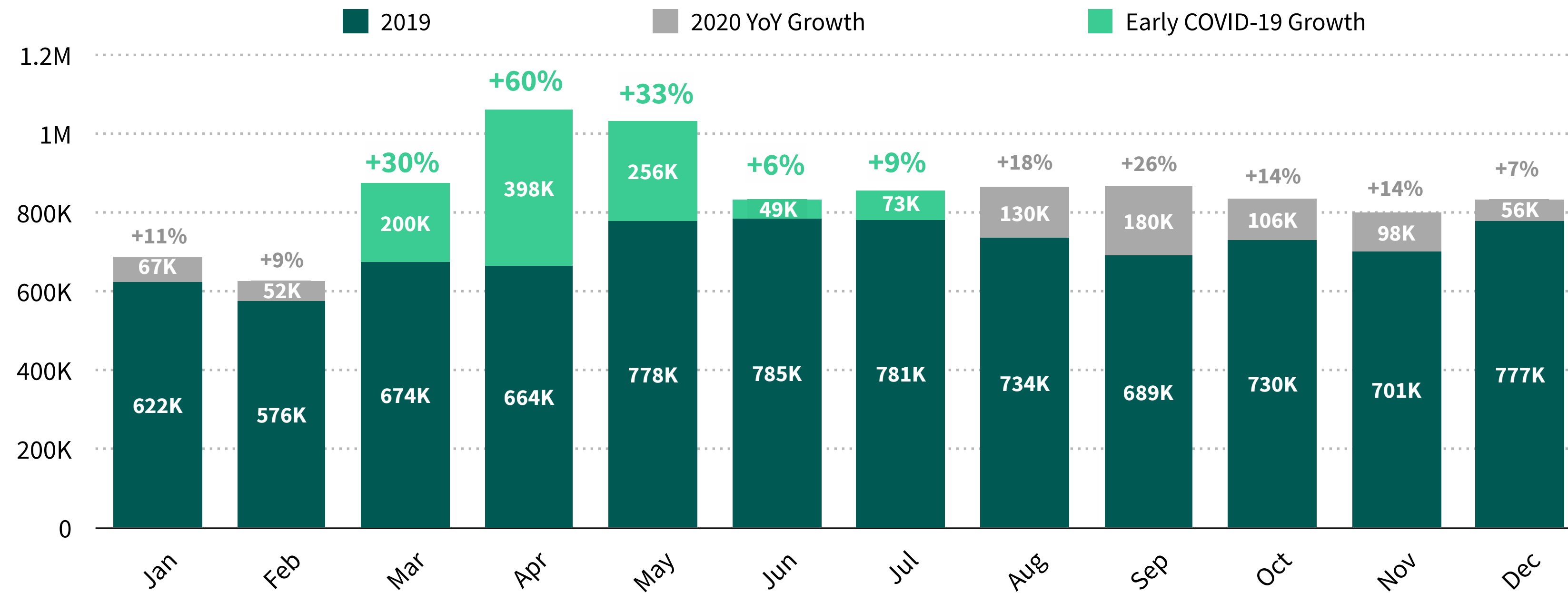
Western Union accounted for the largest share of downloads among the top money transfer apps in Q1 2021, at 42 percent of the total. This was equal to its market share in 2020 but 8 percentage points higher than 2018 and 2019.

While still behind Western Union, **Wise's share of downloads has also trended upwards** in the last few years, reaching 25 percent of the market share in Q1 2021.

Taken together, **Western Union and Wise controlled 67 percent of the installs** of the top money transfer apps in Q1 2021.

Western Union Drove the Majority of Growth in Spring 2020

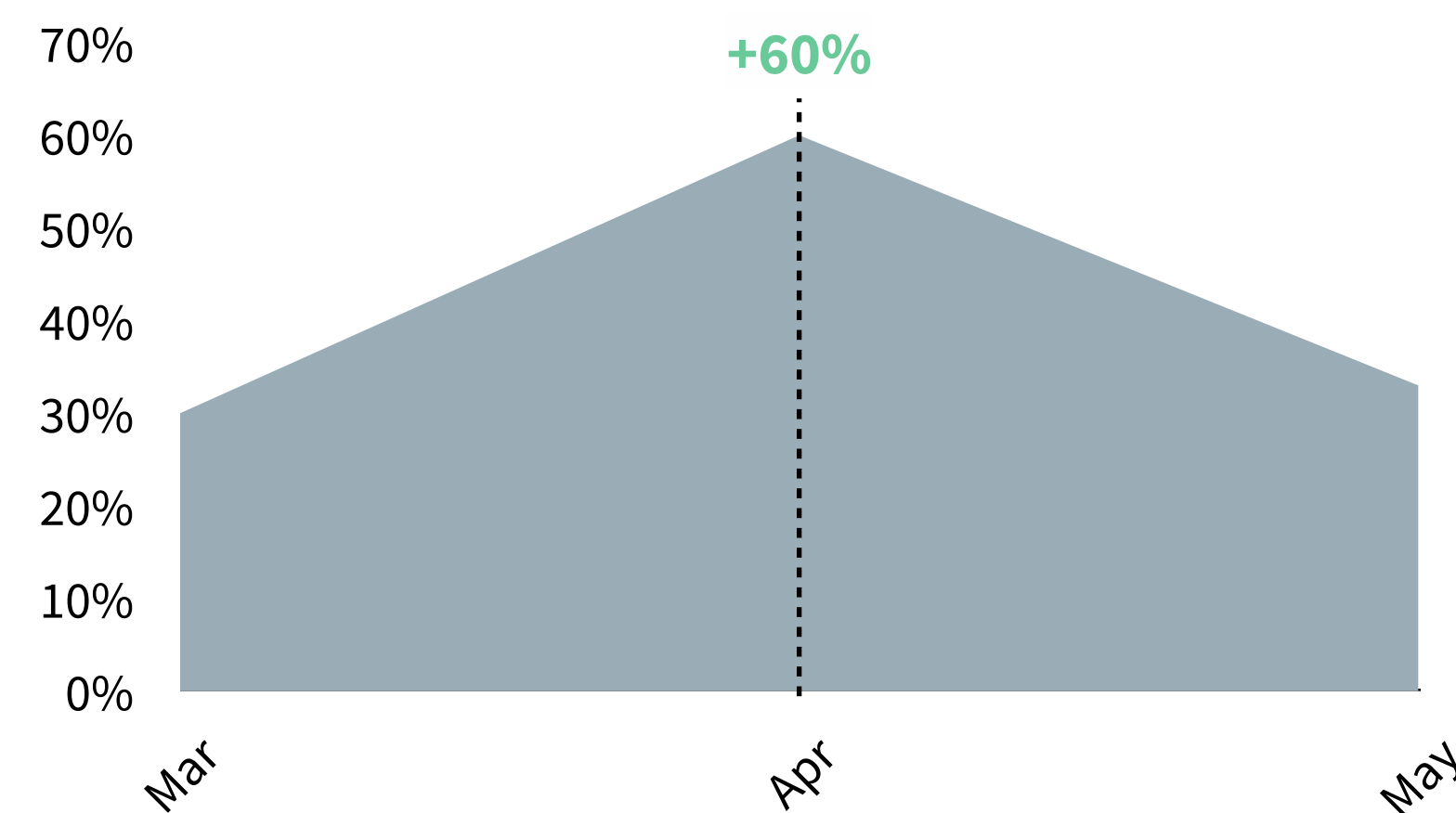
Year-over-year growth of top five money transfer apps in 2020



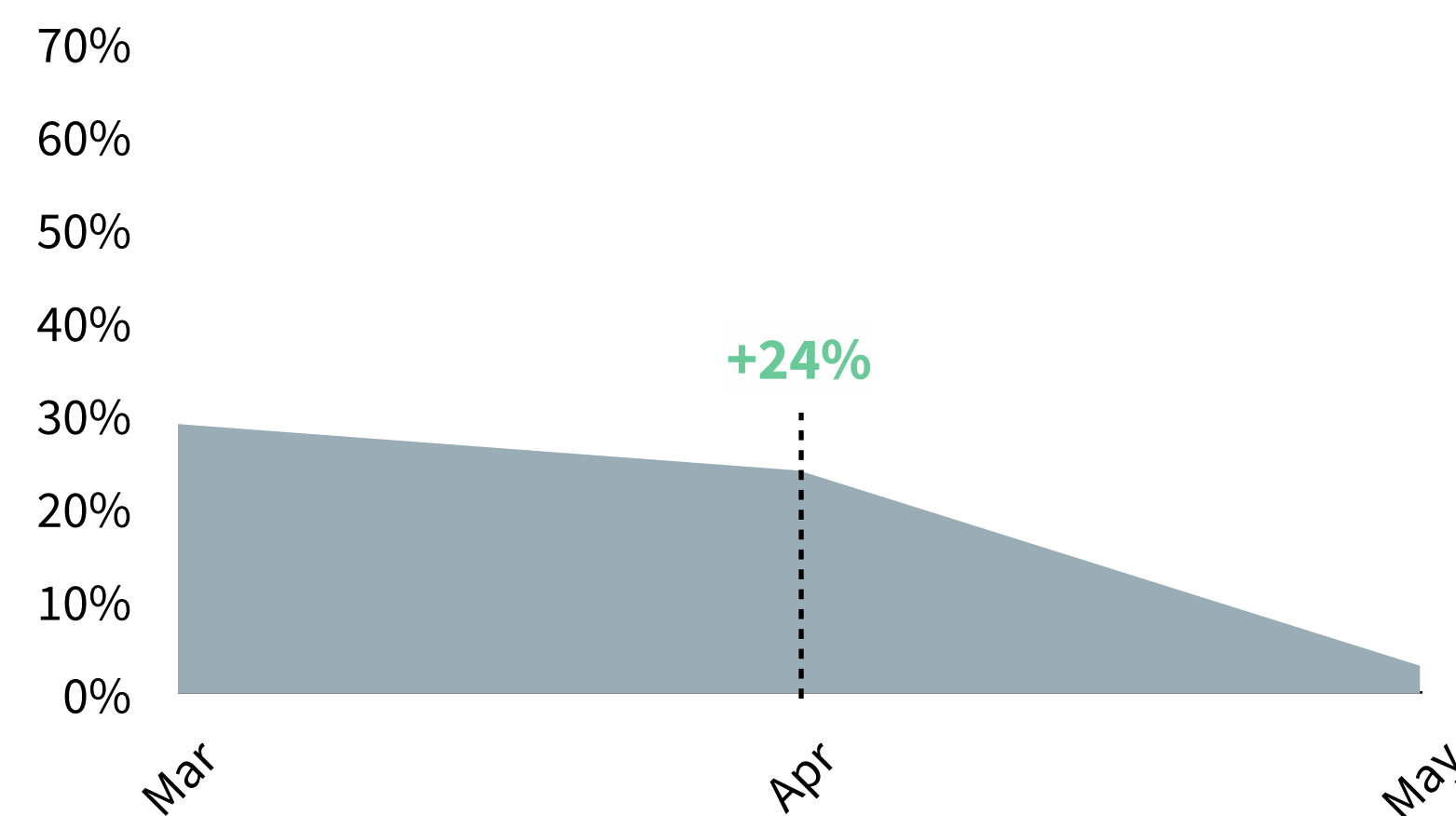
The months of March, April, and May saw the strongest growth of 2020 among the top money transfer apps. Growth peaked in April when **downloads went up 60 percent compared to the previous year to 1.1 million.**

The surge in installs coincided with the beginning of the pandemic in Europe and the enforcement of strict lockdown measures across most of the continent.

Growth Rate of Top Money Transfer Apps, including Western Union



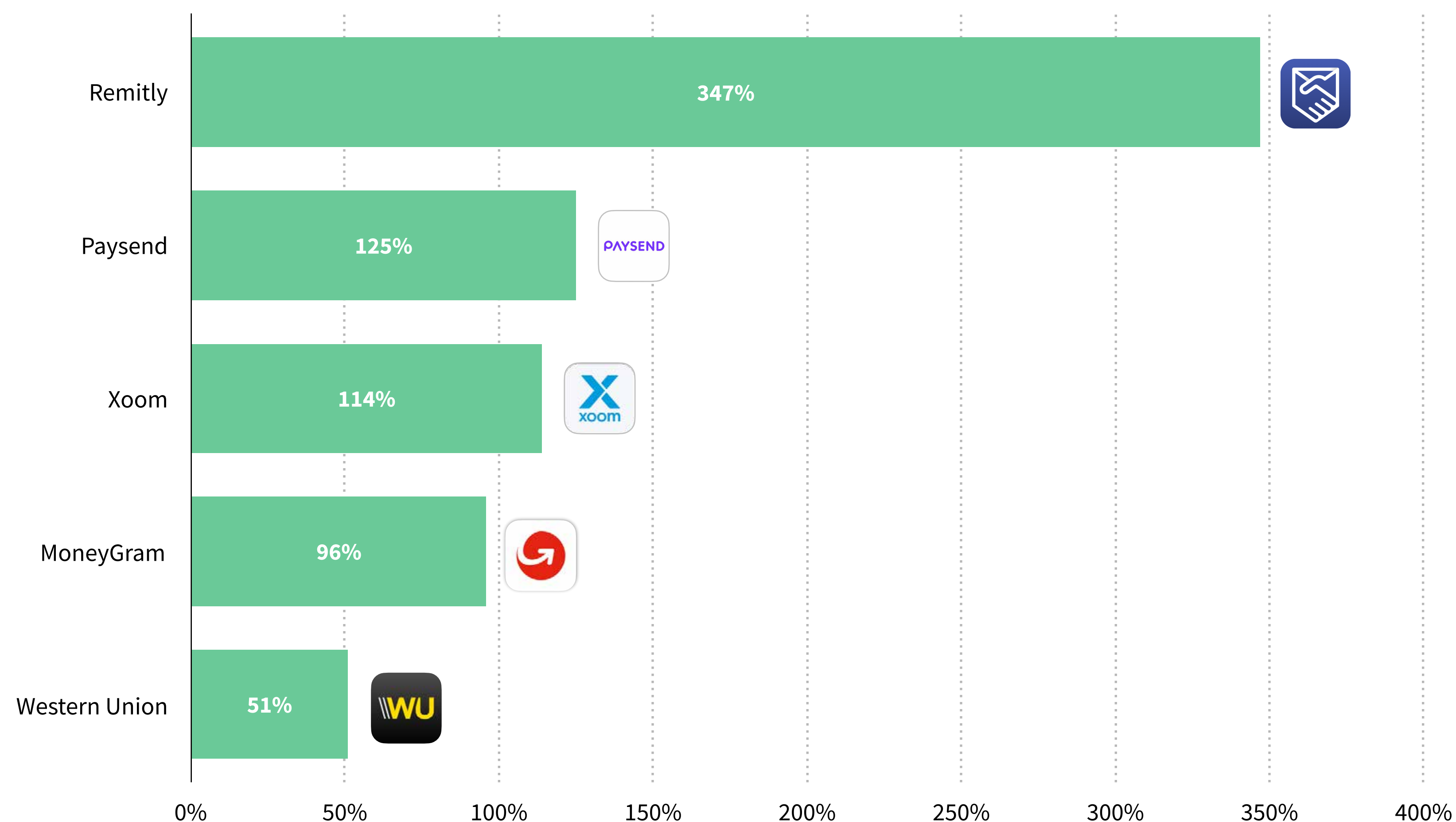
Growth Rate of Top Money Transfer Apps, Excluding Western Union



While downloads rocketed up in the first few months of the pandemic, not all the apps contributed to the same extent. **Excluding Western Union from the group significantly deflated the growth, with downloads growing just 24 percent in April,** compared to 60 percent when Western Union is included in the top five.

Remitly Was the Fastest Growing Money Transfer App in 2020

Top five fastest growing money transfer apps in 2020 by Europe downloads



Remitly was the fastest growing money transfer app in 2020, growing almost 350 percent versus the previous year.

Paysend and **Xoom** came next, with 125 and 114 percent growth, respectively.

MoneyGram ranked No. 4, growing almost 100 percent year-over-year.

Western Union, which **grew 51 percent year-over-year**, was the only app among the fastest growing apps to also be part of the top five money transfer apps by overall downloads in 2020 (see page 6).

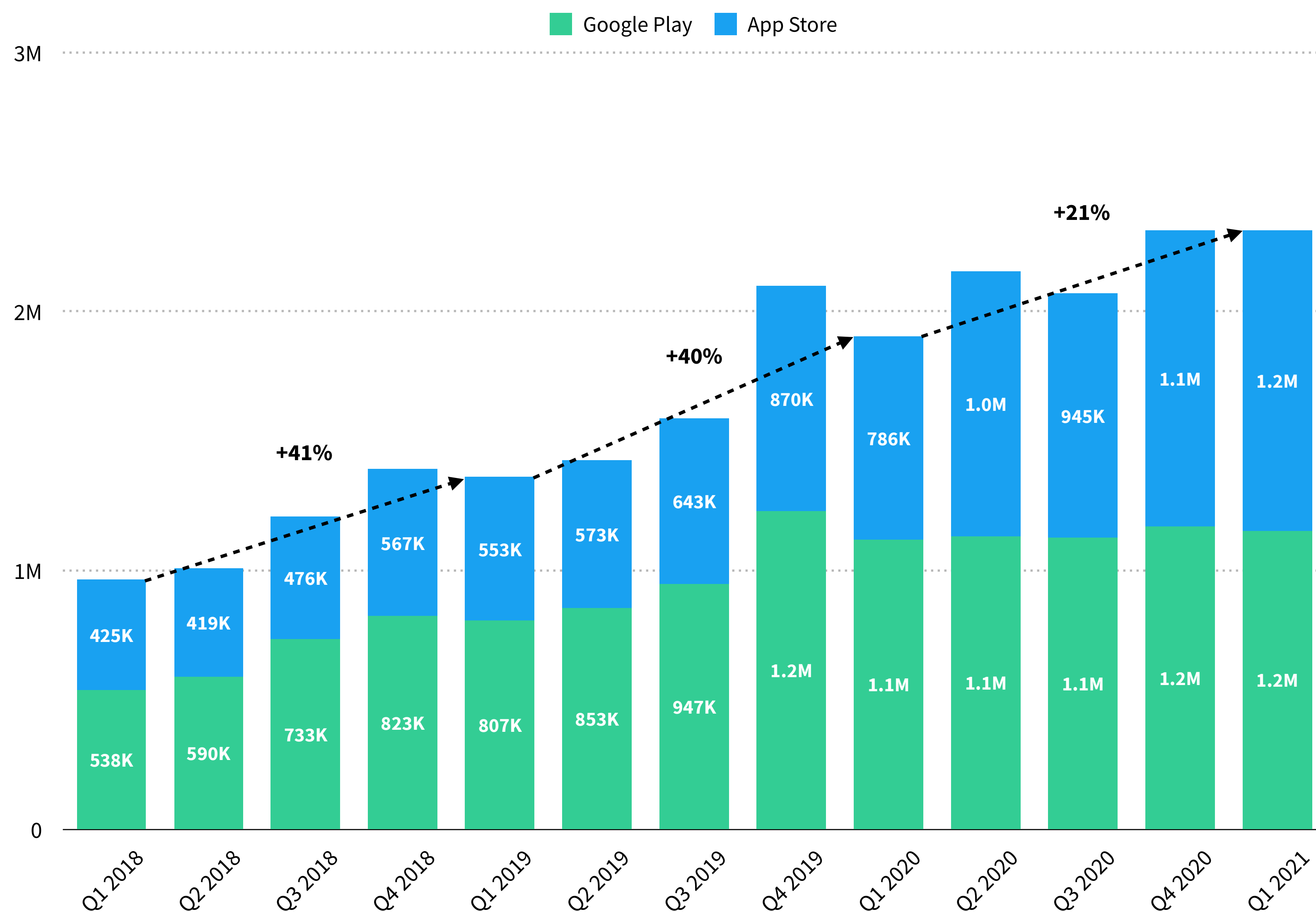
Market Overview:

U.K.

— An Overview of Payment Apps in the U.K.

Payment Apps Reached Nearly 2.4 Million Installs in Q1 2021

Quarterly downloads of top digital payment and money transfer apps in the U.K.



Top digital payment and money transfer apps saw **consistent quarter-over-quarter growth in the U.K.**, reaching nearly 2.4 million downloads in Q1 2021, a 21 percent increase year-over-year.

Full-year 2020 downloads were up 30 percent year-over-year to 8.4 million.

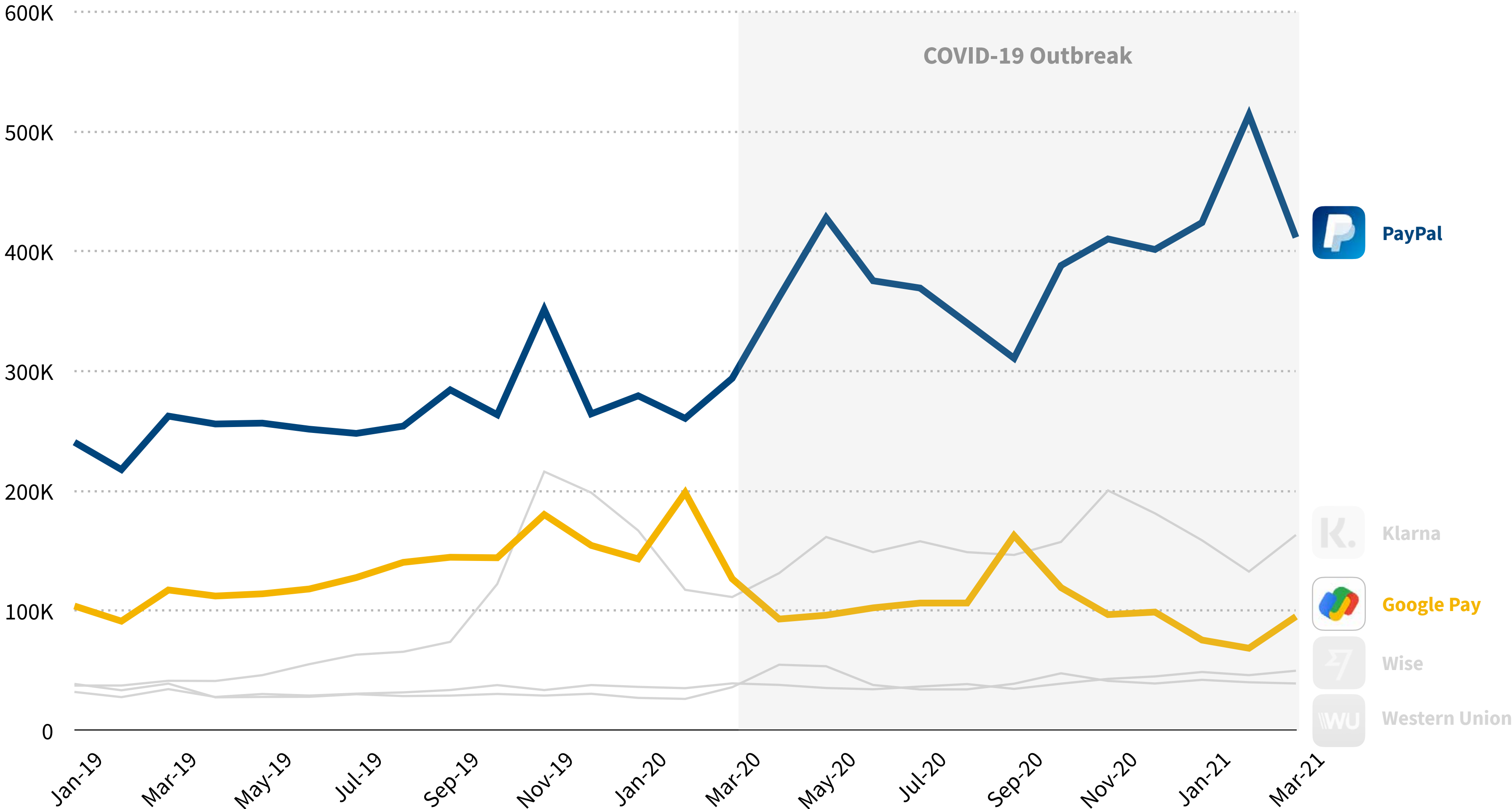
With 4.2 million installs, PayPal accounted for 50 percent of U.K. downloads in 2020 (among the top five apps).

Note Regarding Downloads Estimates:

Download estimates are the aggregate downloads of the top 5 payment apps in Europe from 2018-2020.

PayPal Installs Went Up 34% Amid the Pandemic

Monthly downloads of top digital payment and money transfer apps in the U.K.

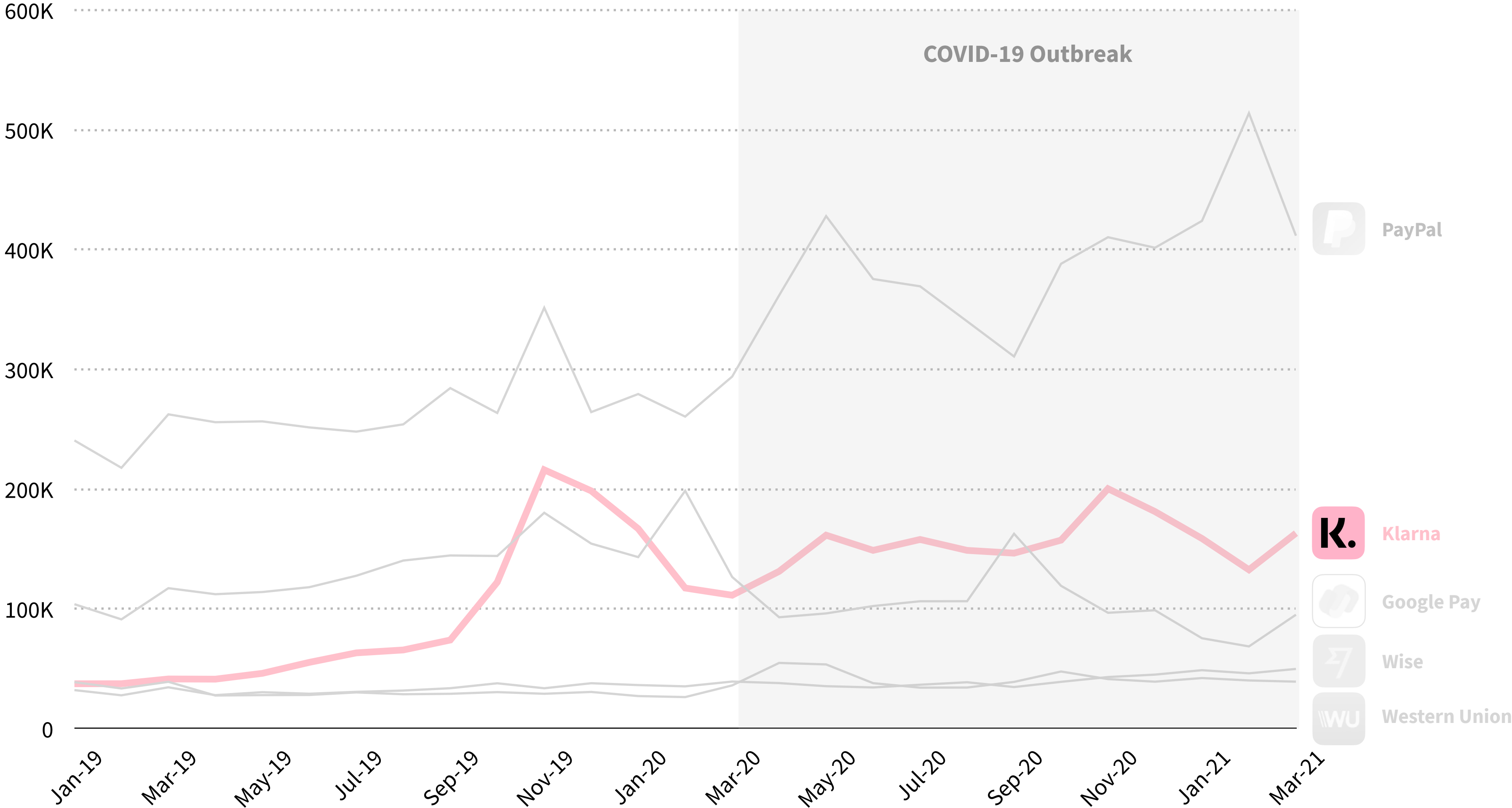


Similar to other European markets, PayPal experienced a significant surge in its U.K. installs during the COVID-19 pandemic. The app saw a **34 percent increase in adoption in 2020 to 4.2 million** and recorded 1.3 million downloads in Q1 2021 only, up 12 percent versus Q4 2020.

PayPal, which in 2020 generated 18 percent of its European downloads in the U.K., launched a buy now, pay later service in Q4 2020 called “Pay in 3”, in direct competition with Klarna.

Klarna Installs Surged 83% to 1.8M in 2020

Monthly downloads of top digital payment and money transfer apps in the U.K.



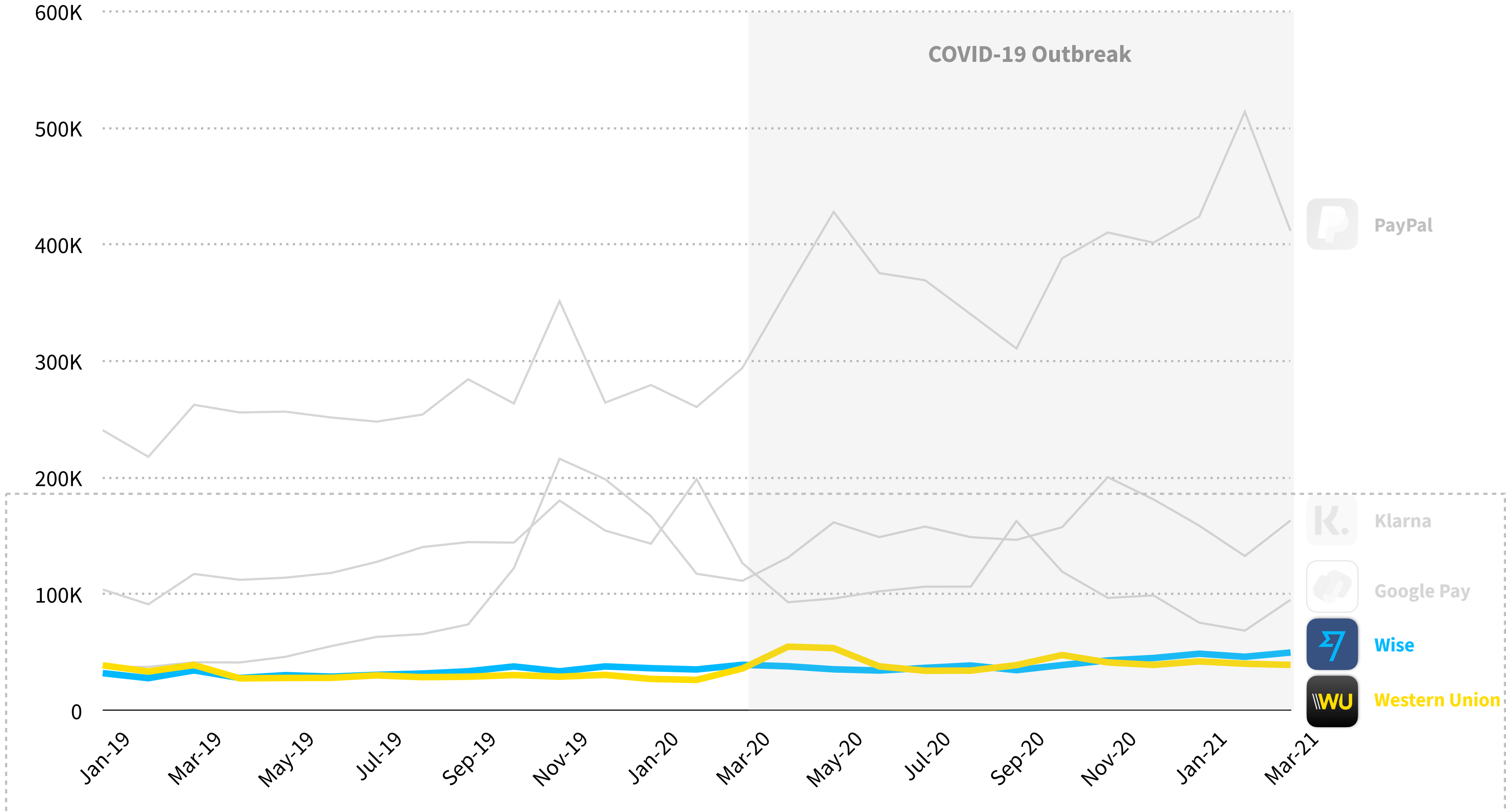
In 2020, the **U.K. was the second largest market for Klarna** (it accounted for 27 percent of the app’s European downloads) behind Germany and ahead of Sweden.

The app experienced a surge in downloads in the fall of 2019 and then a series of quarterly **increases that helped it secure its position as the leading buy now, pay later app in the country.**

The app saw an **83 percent year-over-year increase in downloads in 2020 to 1.8 million** while recording 450K downloads in Q1 2021, down 16 percent versus the previous quarter.

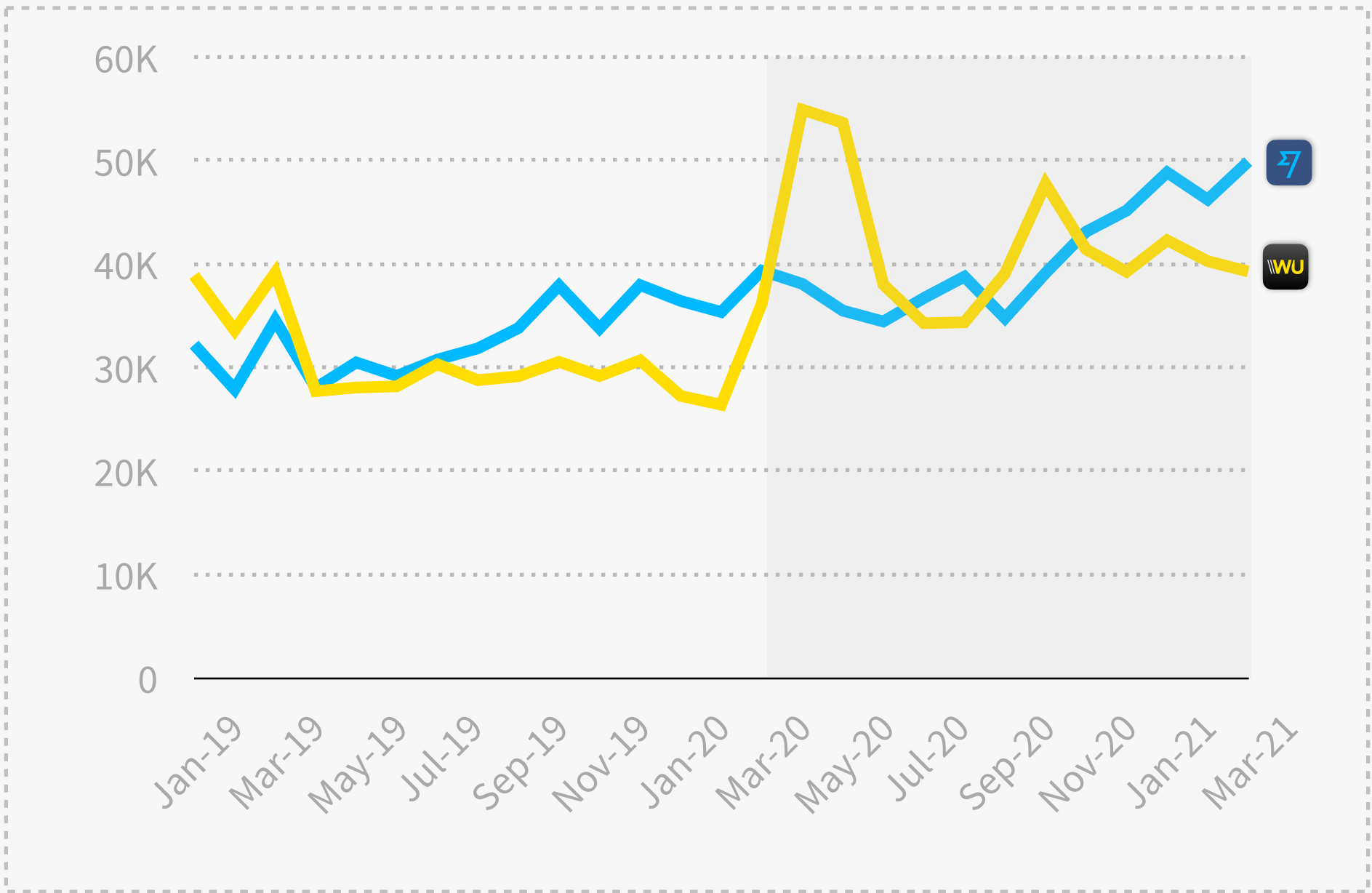
Western Union Saw Almost 100K More Installs in 2020

Monthly downloads of top digital payment and money transfer apps in the U.K.



Both **Wise** and **Western Union** trended **slightly upward during the pandemic** while remaining close to each other in overall downloads.

Western Union experienced a **spike in the number of installs at the beginning of the pandemic** (March to April downloads were up 70 percent versus the previous two months) but saw a decline during the summer months. Conversely, **Wise** saw a **more modest increase at in the first few months of the pandemic** but it then regained ground, surpassing Western Union in Q1 2021.

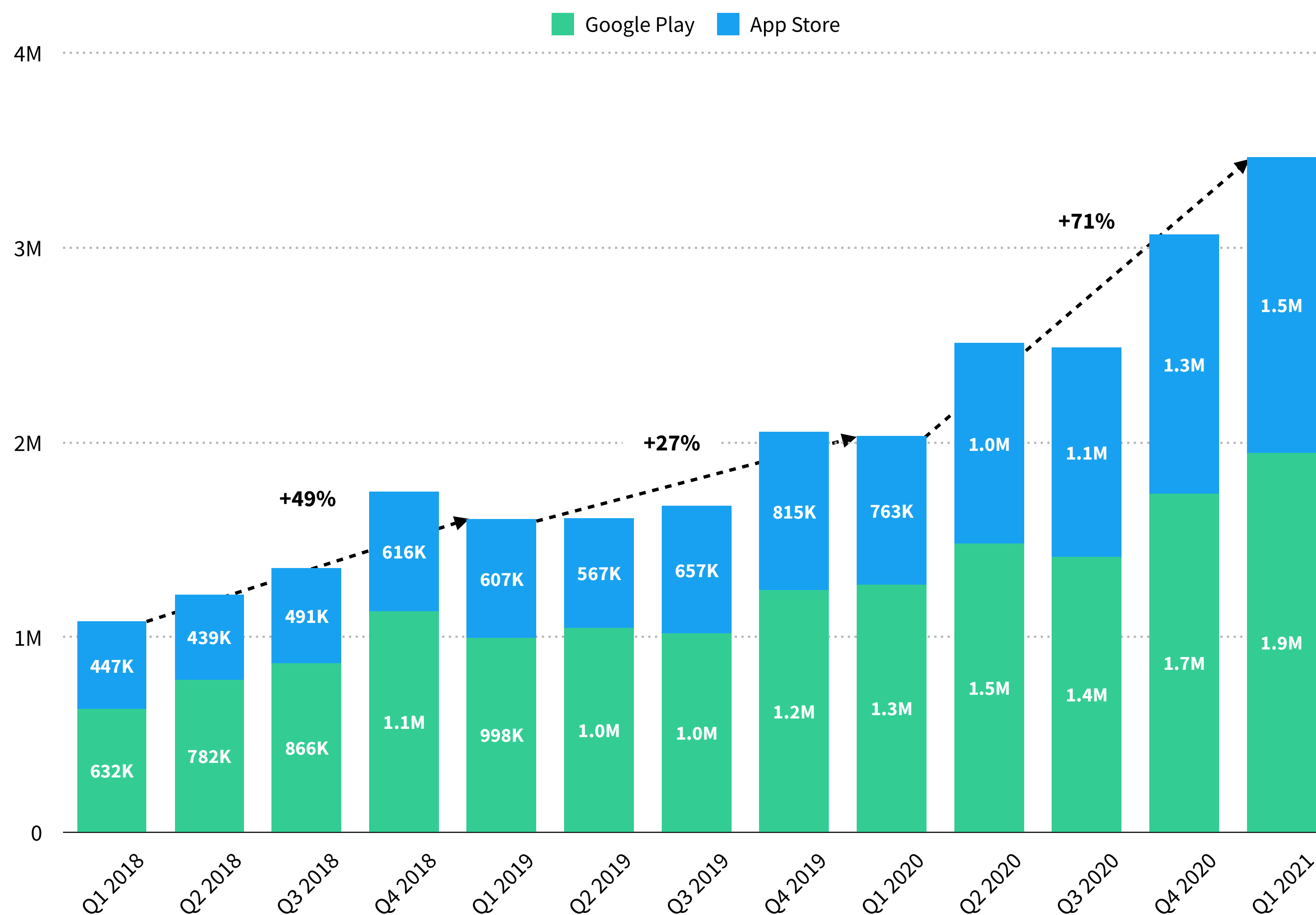


Market Overview: Germany

— An Overview of Payment Apps in Germany

Payment Apps Surpassed 3.4 Million Installs in Q1 2021

Quarterly downloads of top digital payment and money transfer apps in Germany



Top digital payment and money transfer apps saw **consistent quarter-over-quarter growth in Germany**, approaching 3.5 million downloads in Q1 2021, a 71 percent increase year-over-year.

Full-year 2020 downloads were up 45 percent year-over-year to 10.1 million. PayPal accounted for 56 percent of downloads in Germany in 2020 with 5.7 million installs.

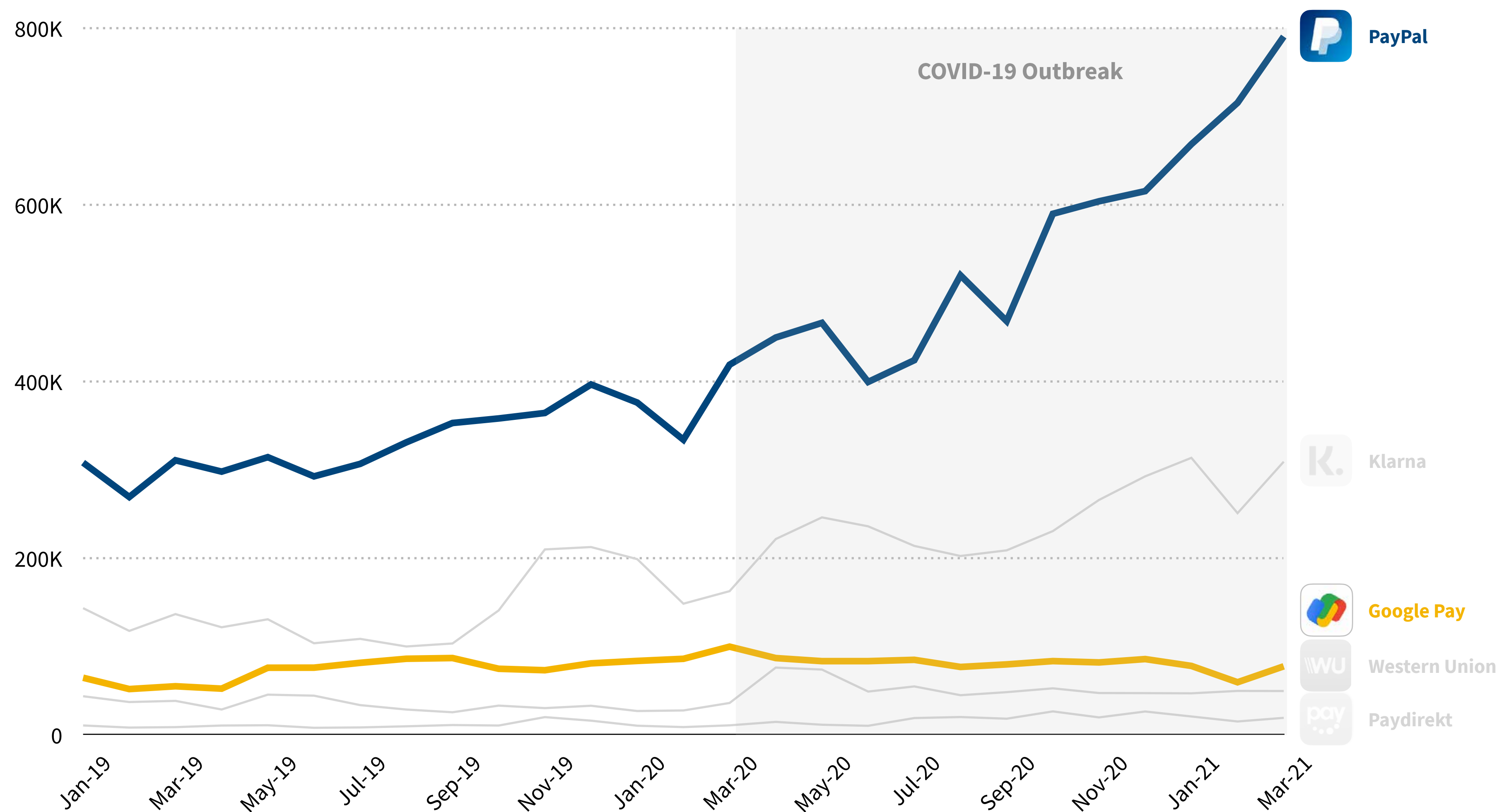
The App Store's share trended slightly upwards in the last few years, from 37 percent of the total in 2018 to 38 percent in 2019 to 42 percent in 2020.

Note Regarding Downloads Estimates:

Download estimates are the aggregate downloads of the top 5 payment apps in Europe from 2018-2020.

PayPal Strengthened its Leadership Position, Surging 45%

Monthly Europe downloads of top digital payment apps in Germany



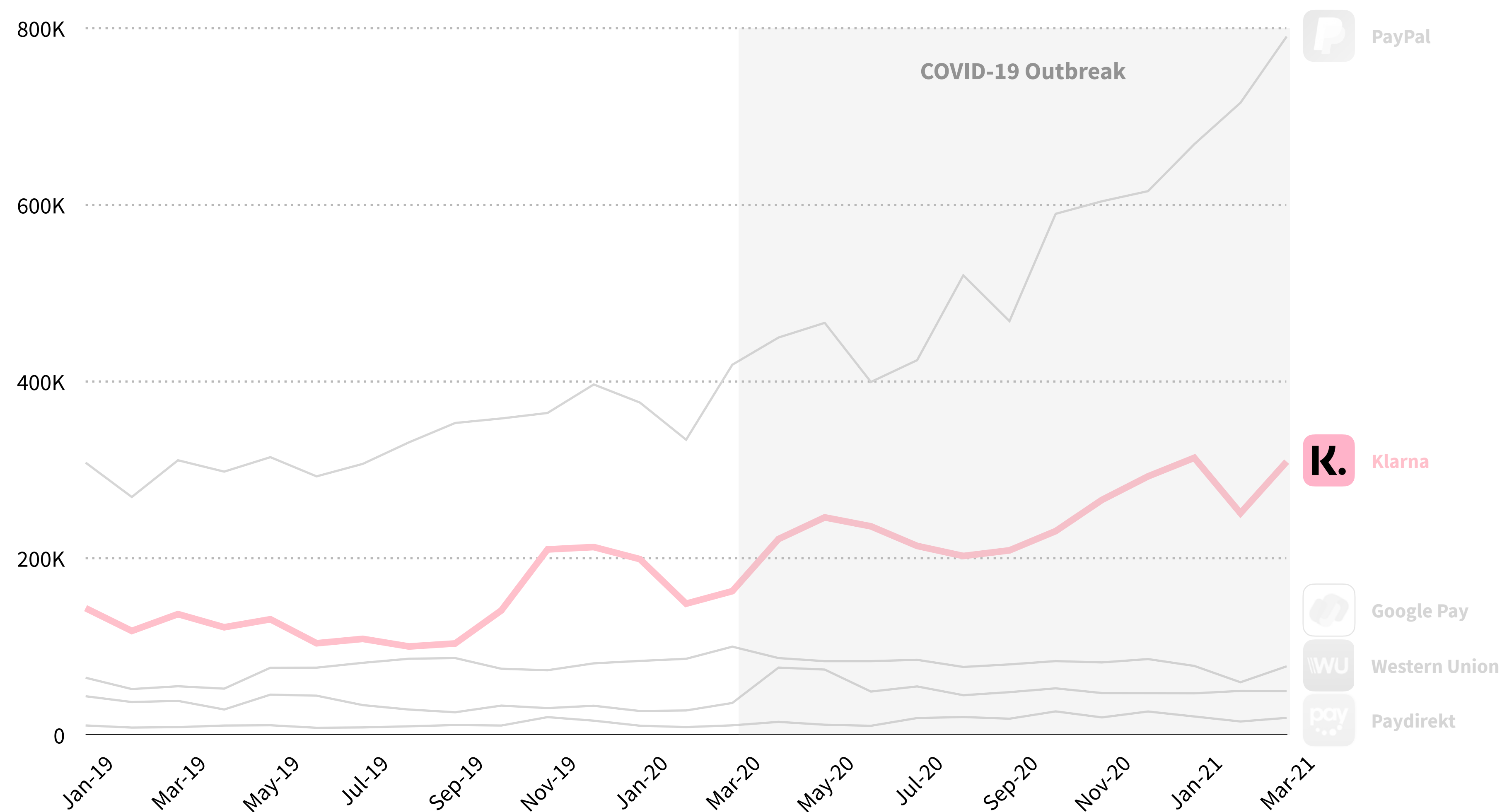
PayPal experienced a surge in installs in 2020, while Google Pay downloads grew more modestly in the same period.

In 2020, PayPal installs were up 22 percent to 870K in the March to April period compared to between January and February. The app saw a **45 percent increase in 2020 to 5.7 million** and a **record 2.2 million downloads in Q1 2021**, up 20 percent from Q4 2020.

Google Pay saw an **18 percent increase in downloads in 2020 to a record 1 million downloads.** However, in Q1 2021, the app's downloads were **down 14 percent quarter-over-quarter to 215K.**

Klarna Was No. 2 Payment App in Germany in 2020

Monthly Europe downloads of top digital payment apps in Germany



In 2020, Germany **was the most important European market for Klarna** (it accounted for 39 percent of the app’s European downloads in 2020) ahead of the U.K. and Sweden*.

The app saw a **61 percent increase in downloads in 2020 to 2.6 million** and recorded 873K downloads in Q1 2021, up 11 percent versus the previous quarter.

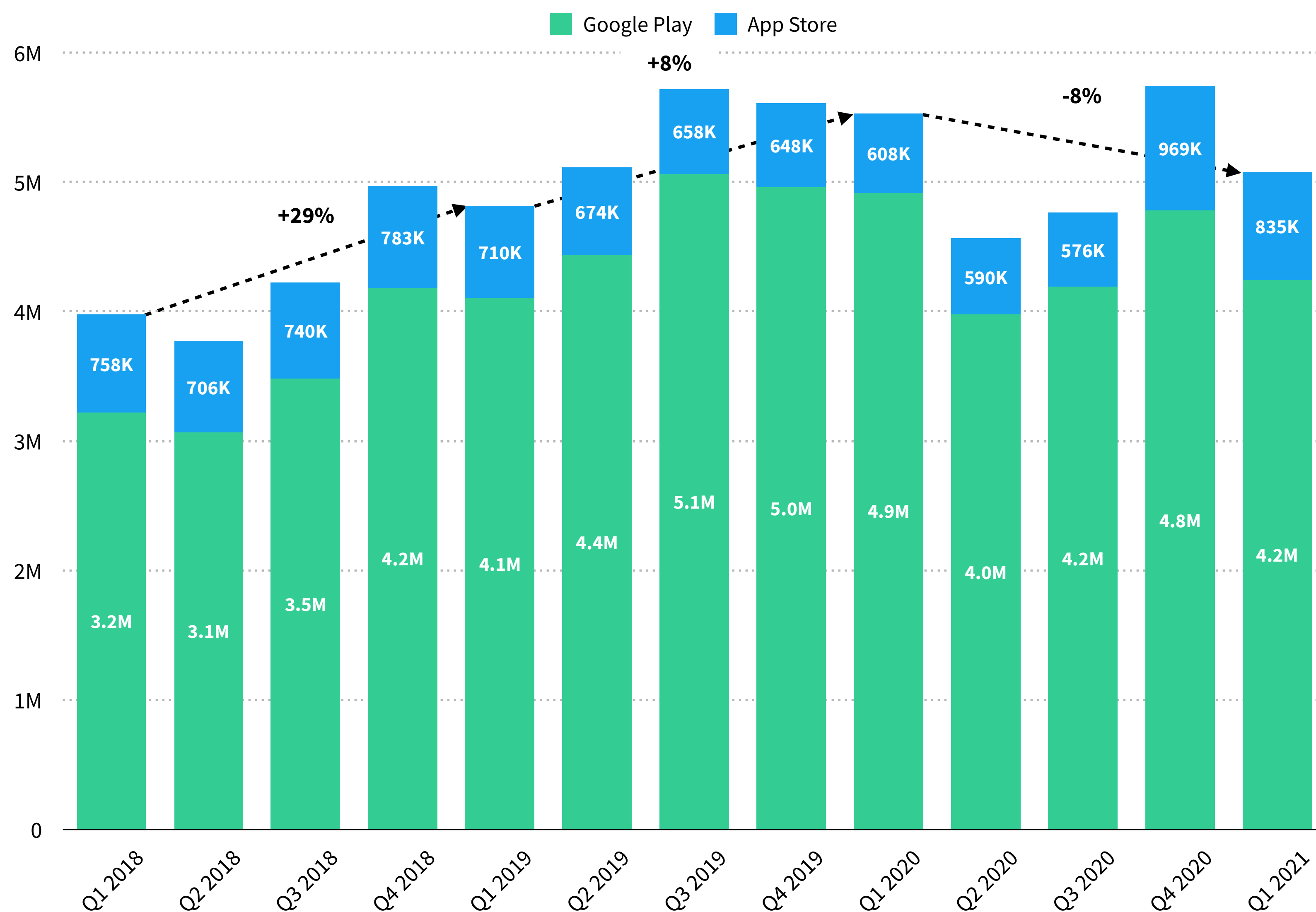
* Worldwide, the U.S. remains the most important market for Klarna.

Market Overview: Russia

— An Overview of Payment Apps in Russia

Payment Apps Reached 5.1 Million Installs in Q1 2021

Quarterly downloads of top digital payment and money transfer apps in Russia



Top digital payment and money transfer apps in Russia showed mixed results in 2020 and early 2021, with downloads falling at the beginning of the COVID-19 pandemic before rising again in Q4 2020.

Overall, 2020 downloads for the top apps were down 3 percent year-over-year to 20.6 million.

Q1 2021 downloads were down 12 percent quarter-over-quarter and 8 percent year-over-year to 5.1 million.

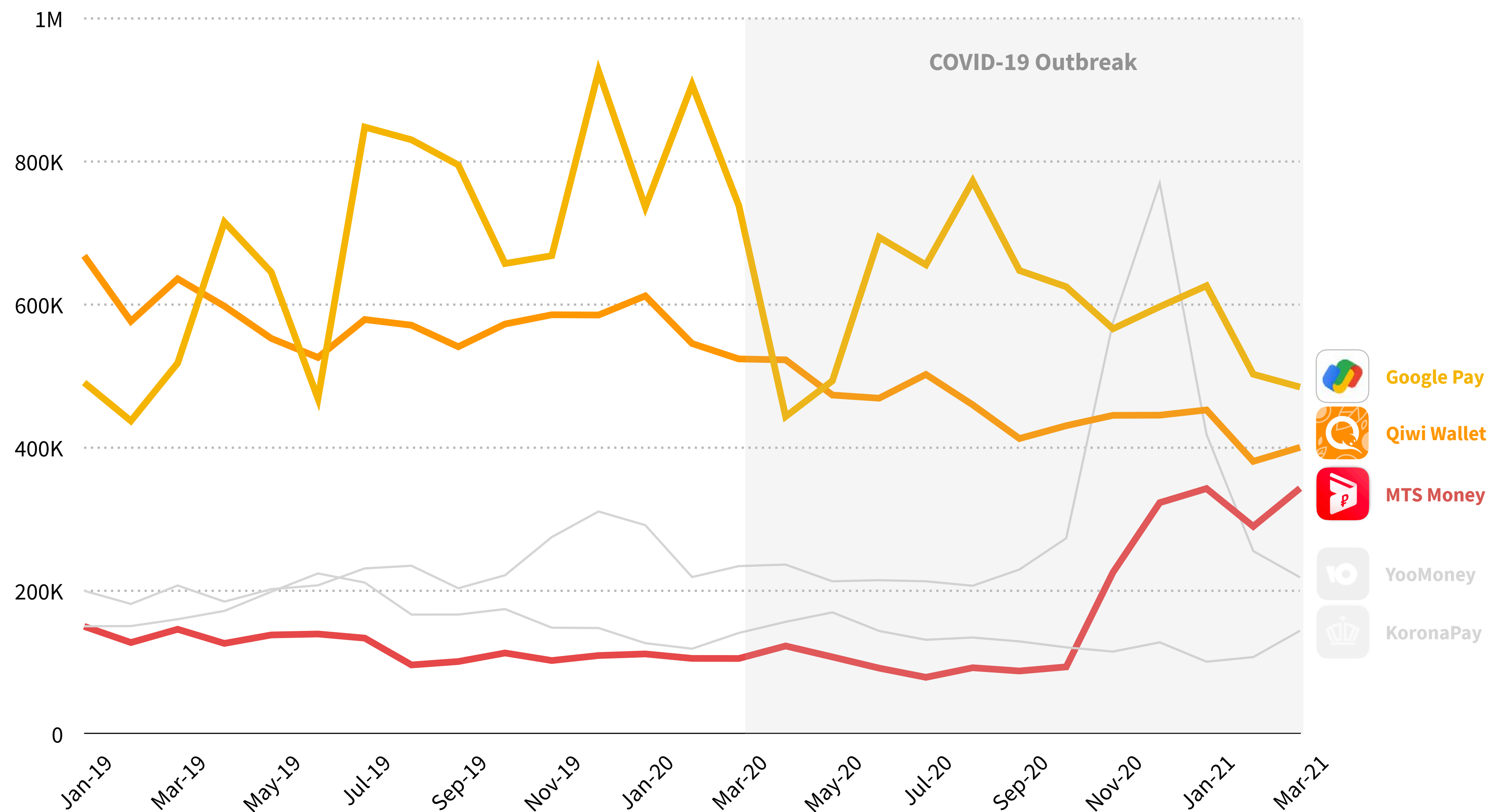
While **Google Pay downloads were down two percent year-over-year in 2020**, with 7.9 million total installs, the app was still the most downloaded in the country.

Note Regarding Downloads Estimates:

Download estimates are the aggregate downloads of the top 5 payment apps in Europe from 2018-2020.

Downloads for Top Payment Apps Converged in Q1 2021

Monthly Europe downloads of top digital payment apps in Russia



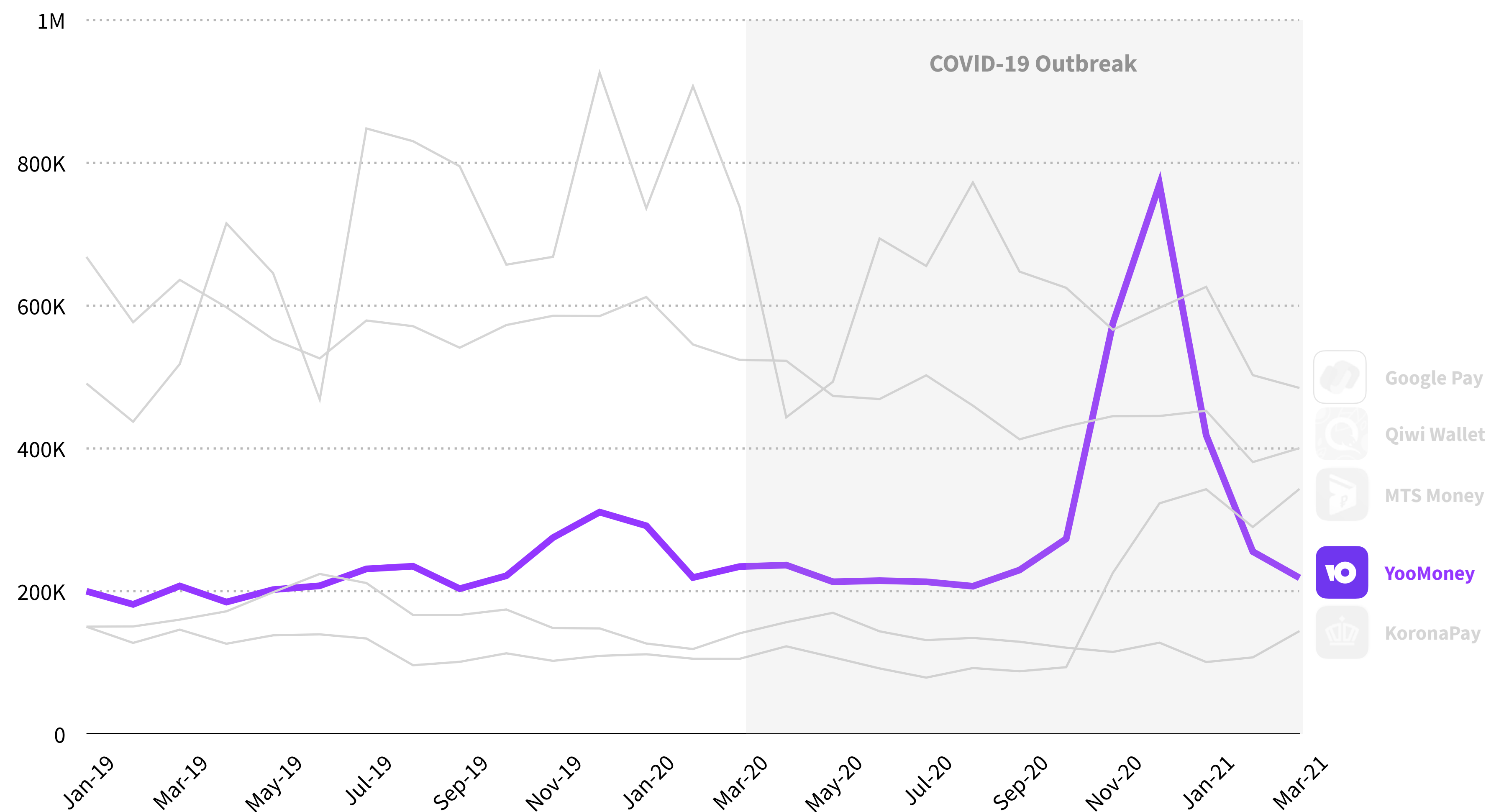
The two biggest digital payment apps in Russia—**Google Pay and Qiwi Wallet**—both saw a **decrease in the number of downloads in 2020**. Google Pay installs were down 2 percent year-over-year to 7.9 million, while Qiwi Wallet installs decreased 16 percent to 5.9 million.

Google Pay downloads in March to April 2020 were down 28 percent compared to the previous two months, whereas **Qiwi Wallet downloads decreased 10 percent** during the same period. The downward trend showed signs of a potential slow down for Qiwi Wallet in Q1 2021.

Q1 2021 also saw the emergence of MTS Money as the third most downloaded digital payment app in Russia with almost 1 million installs.

Yandex.Money's New App Drove a Large Spike in Downloads

Monthly Europe downloads of top digital payment apps in Russia



After having been acquired by Sberbank, **Yandex.Money went through a rebranding completed in December 2020 and launched a new app called YooMoney.**

Users switching from the old to the new app were likely behind the large spike in downloads recorded between the months of November and December 2020.

While Q4 2020 downloads totaled a record 1.6 million, installs in Q1 2021 were significantly lower at 900K and much closer to the first three quarters of 2020 (the average for the first three quarters of 2020 was 690K downloads).

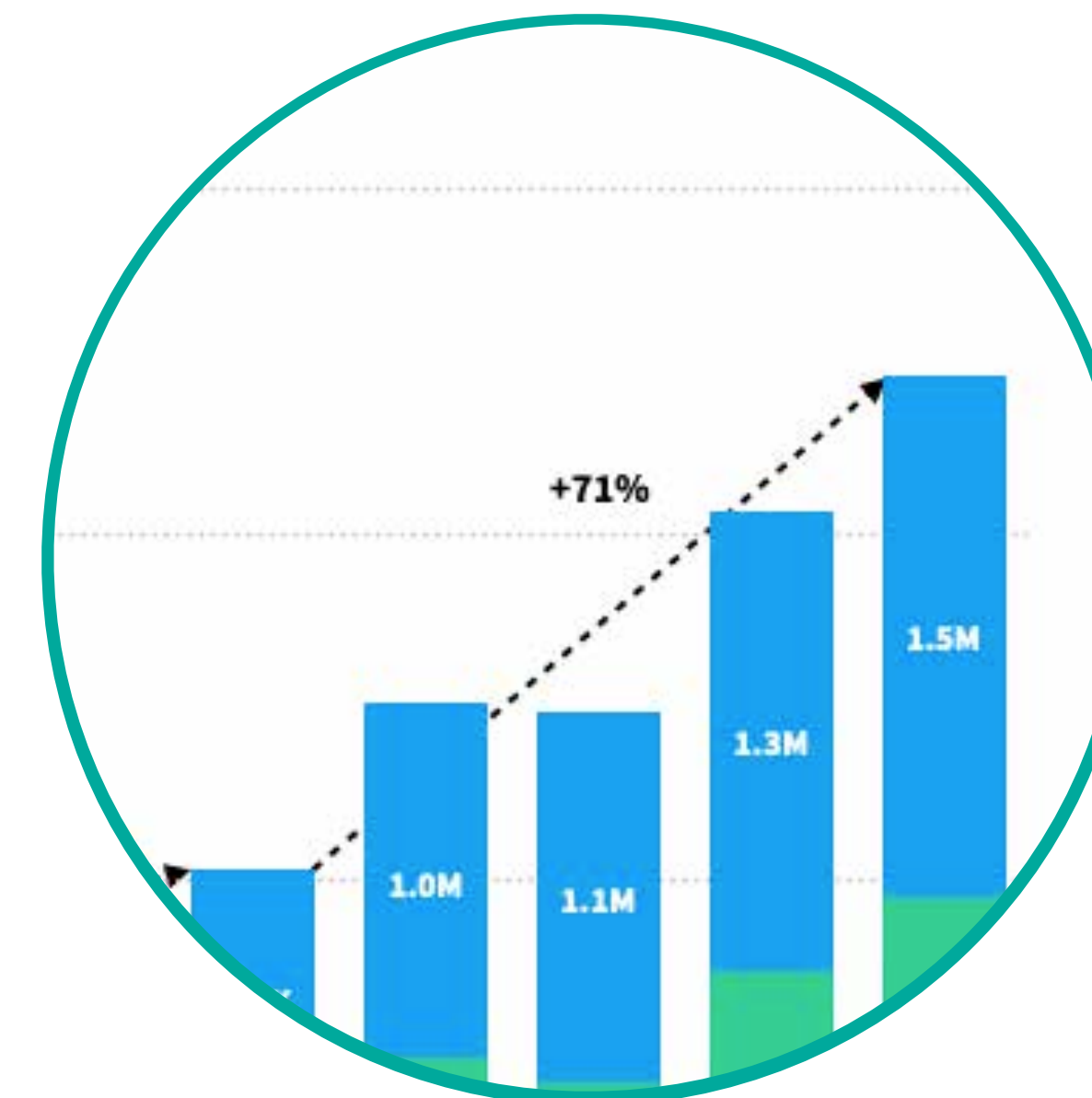
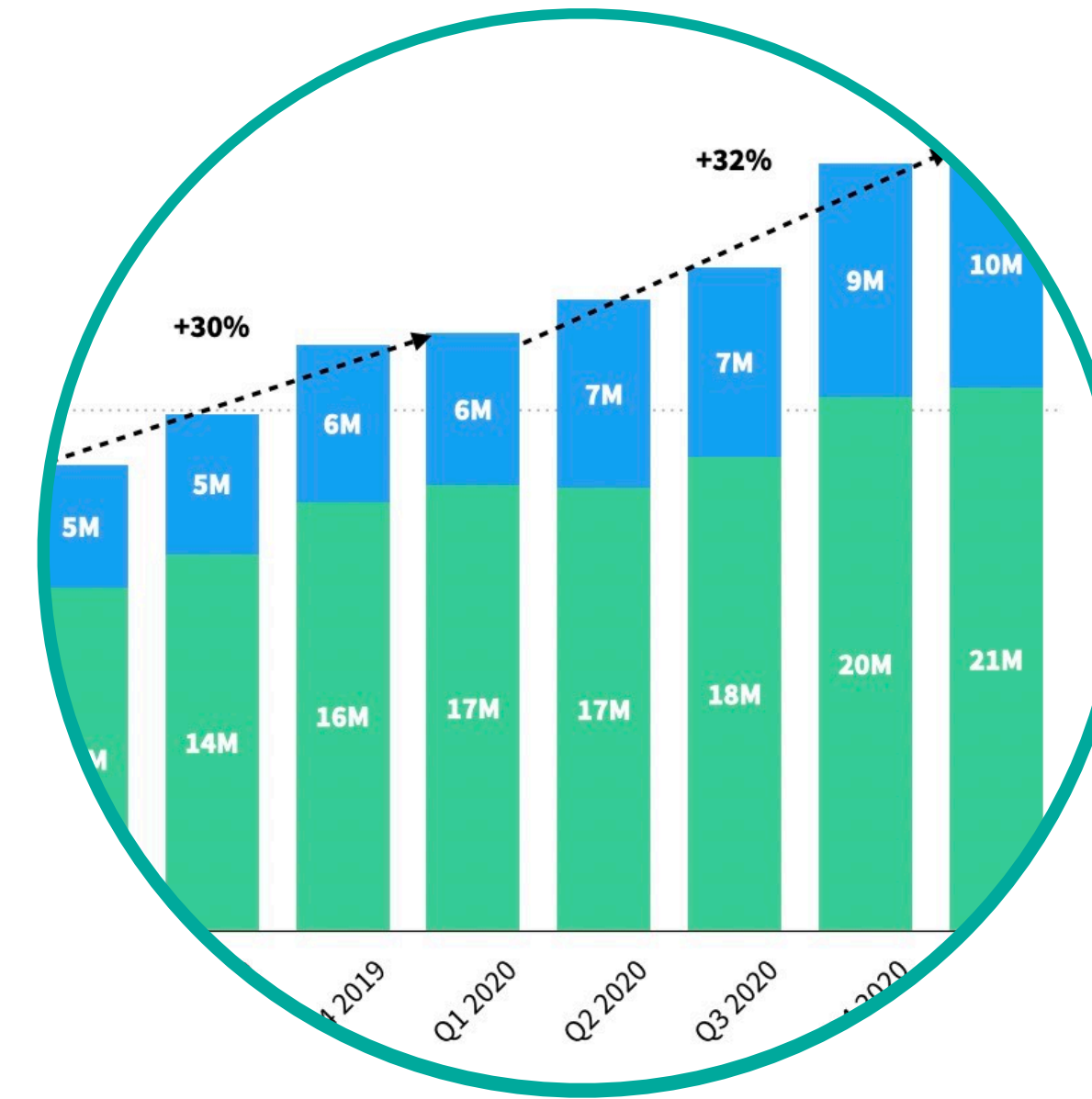
Conclusion

—
Key Takeaways from This Report

Conclusion: Overall

1. The top European digital payment and money transfer apps gained 29 million downloads in Q1 2021, soaring 29 percent year-over-year.

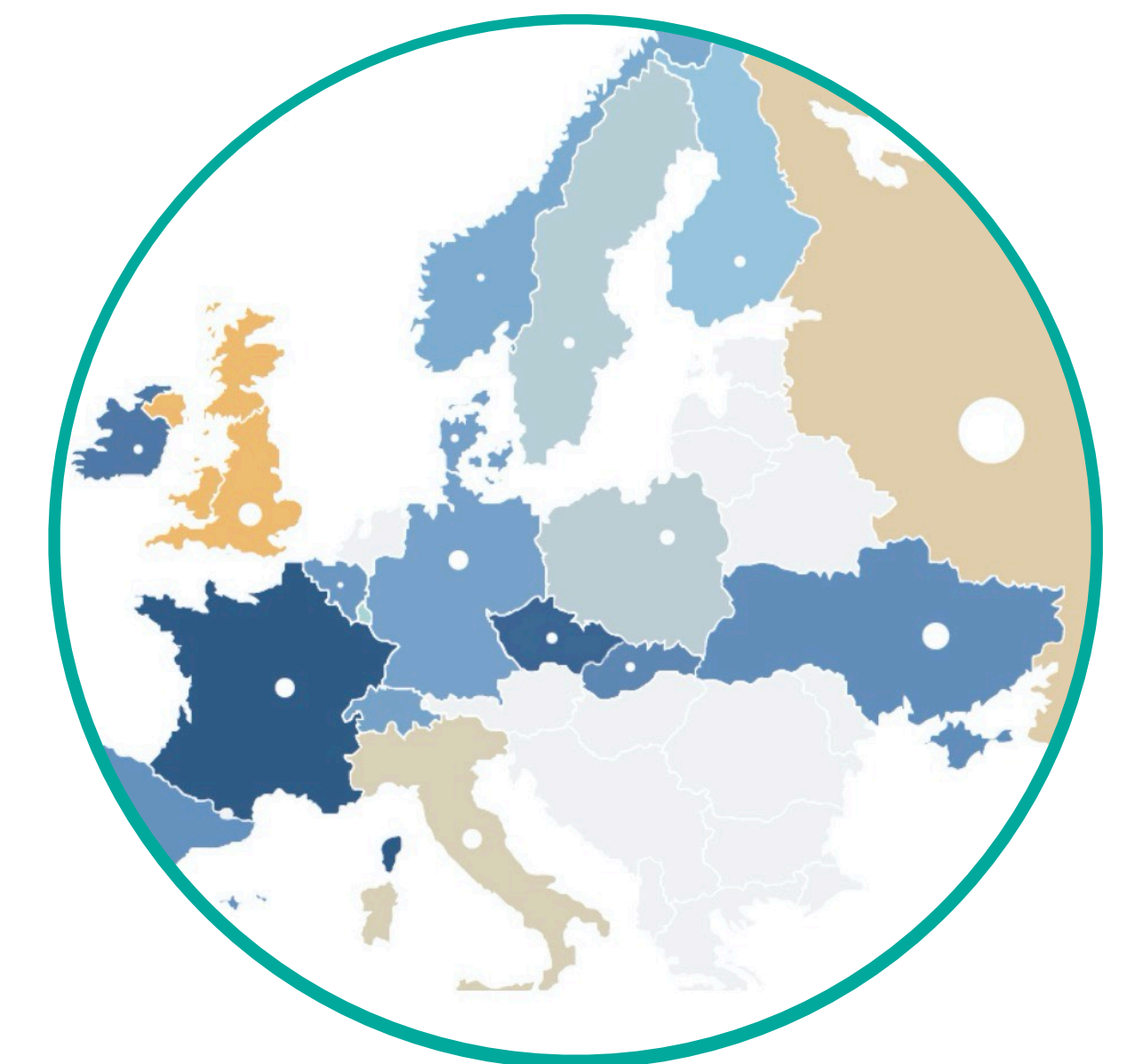
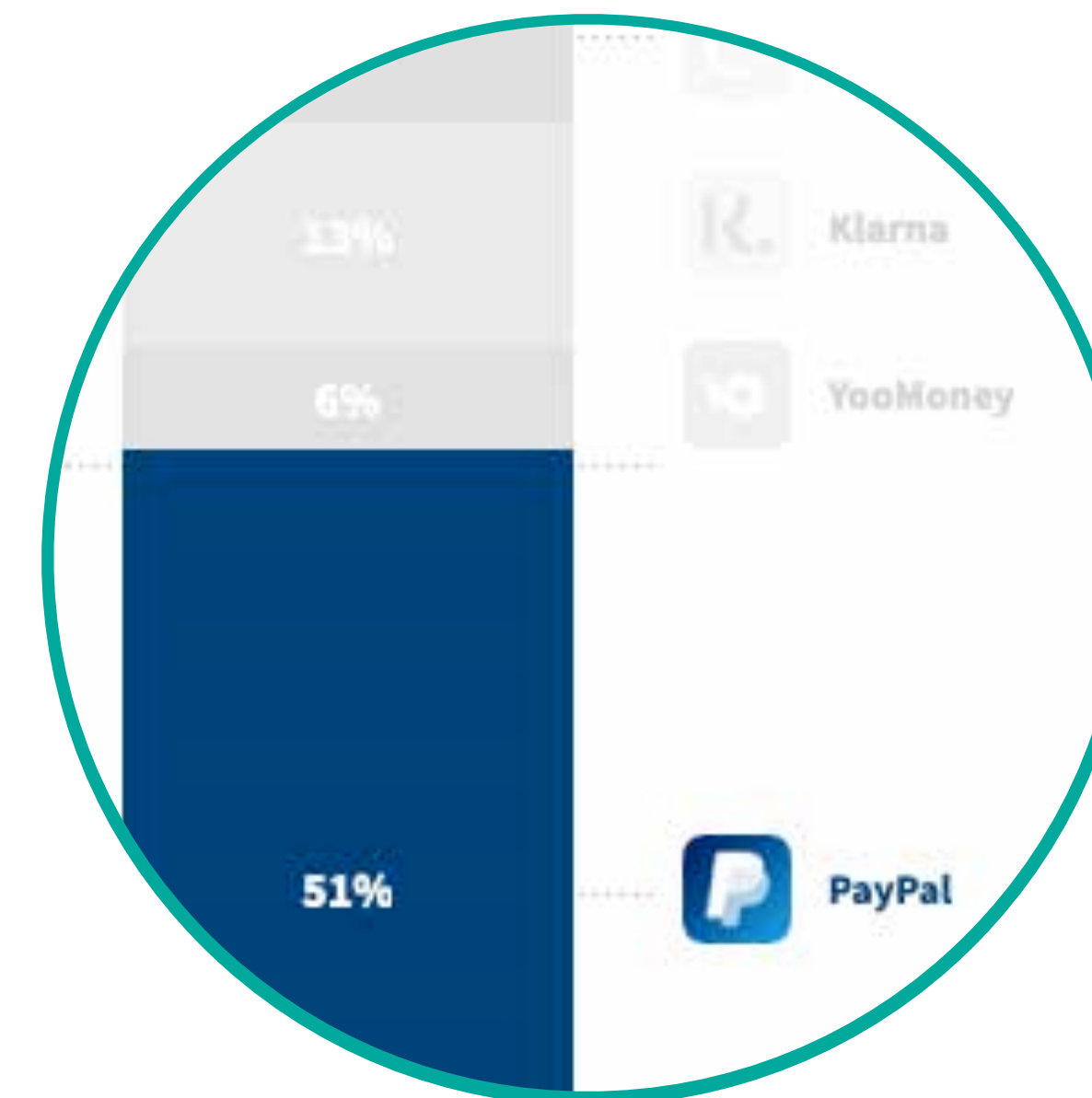
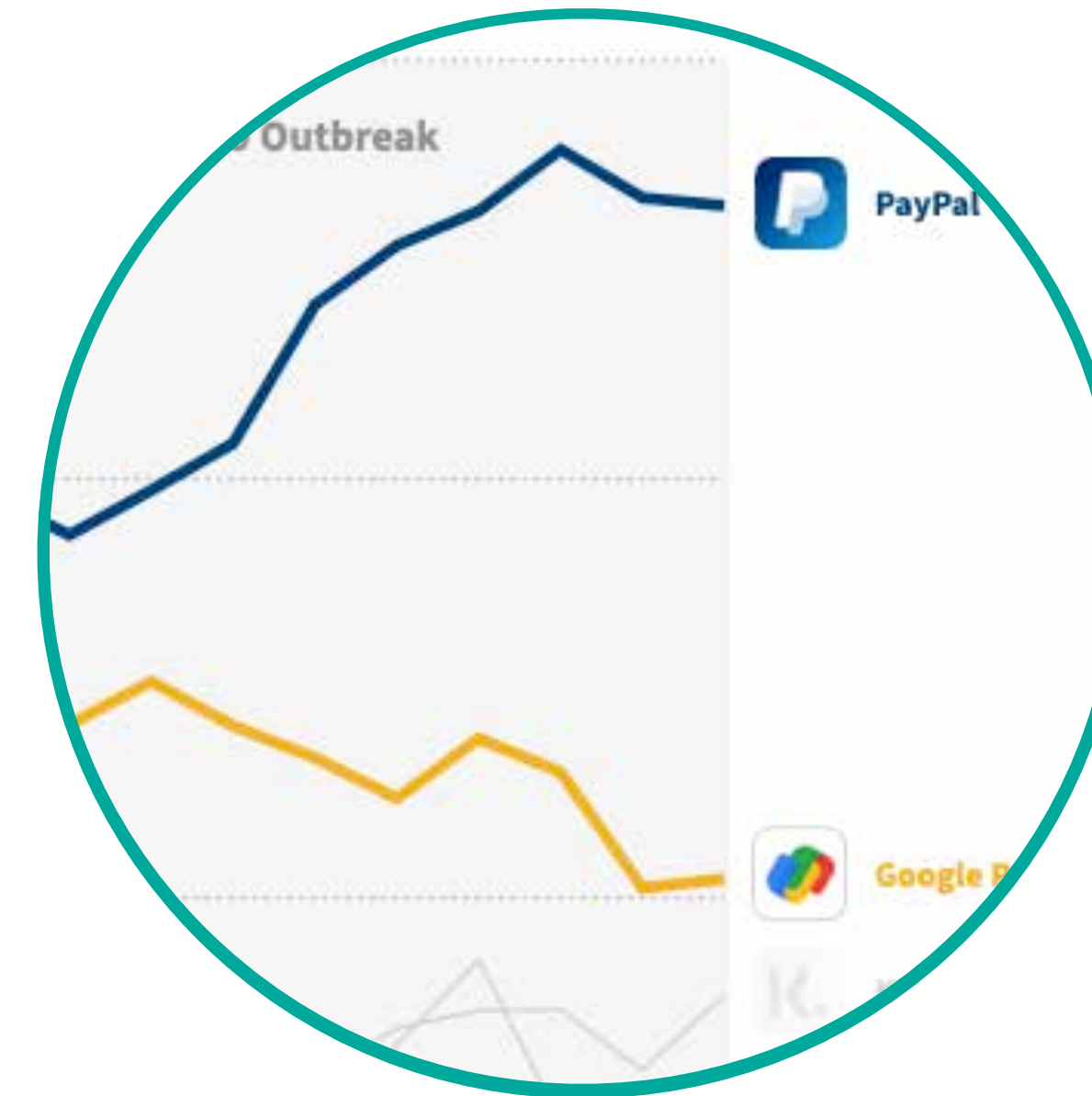
- 2020 was a strong year for digital payment and money transfer apps in Europe, with app installs increasing nearly 30 percent year-over-year to over 100 million. This continued an upward trend in recent years, with 2020 installs up 71 percent compared to 2018.
- Alongside a number of more global apps, the top payment app landscape in Europe was characterized by a host of local-focused apps, particularly in Russia and Turkey. In 2020, 5 out of the 10 top payment apps in Europe had the bulk of their downloads from one of those two countries. With some of these apps expanding operations across Europe, competition in the payment space is likely to intensify.
- PayPal and Google Pay dominated the European continent as the most downloaded apps in 2020. Our analysis also showed a marked geographical split between PayPal (strongest in Western Union) and Google Pay (strongest in parts of Central and Eastern Europe), although different growth rates in some of these countries might alter the picture in the medium-term.



Conclusion: Digital Payments

2. The growth of the digital payment space was driven by PayPal, while Google Pay saw mixed results during 2020.

- 2020 was an exceptional year for PayPal, with the app growing everywhere in Europe and posting double or triple-digit growth figures in many Eastern European markets. Conversely, while Google Pay retained its position as the second most downloaded app in Europe behind PayPal, its installs declined in some markets (such as Russia, the U.K., and Italy), particularly at the beginning of the pandemic.
- Within the digital payment space, payment solution apps were dominated by Swedish app Klarna, with almost 7 million downloads in 2020. Nevertheless, other leading payment apps, such as PayPal, are entering the buy now, pay later space, with competition expected to increase in the future.
- Cash App was the fastest-growing digital payment app in 2020, with the U.K. representing 100 percent of its European market. Local Turkish digital payment apps hold two spots, with Papara in the second position and Paycell closing the list as the fifth fastest growing app by downloads. Other fast growing apps in 2020 included Verse and Spain-focused Waylet.

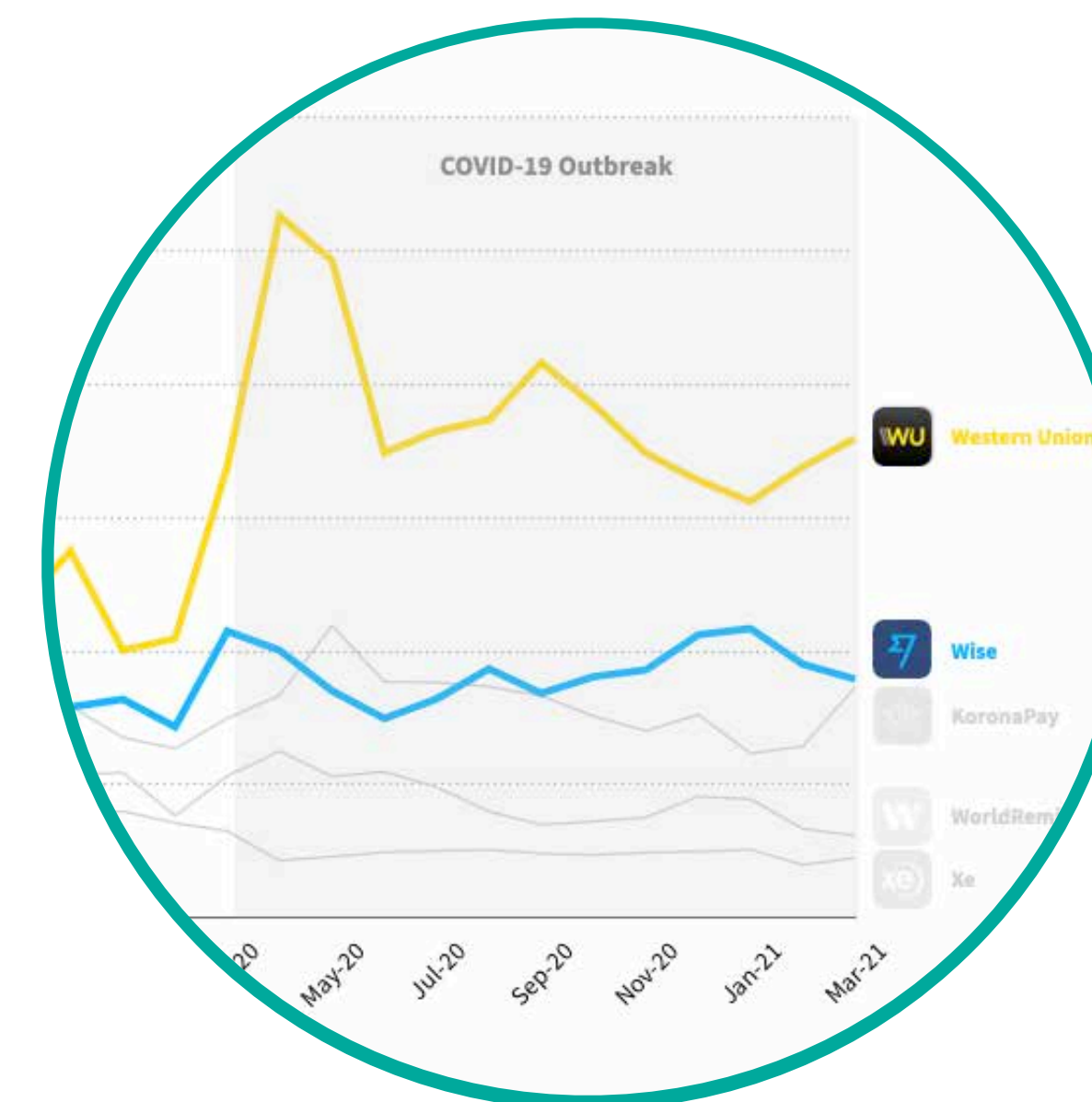
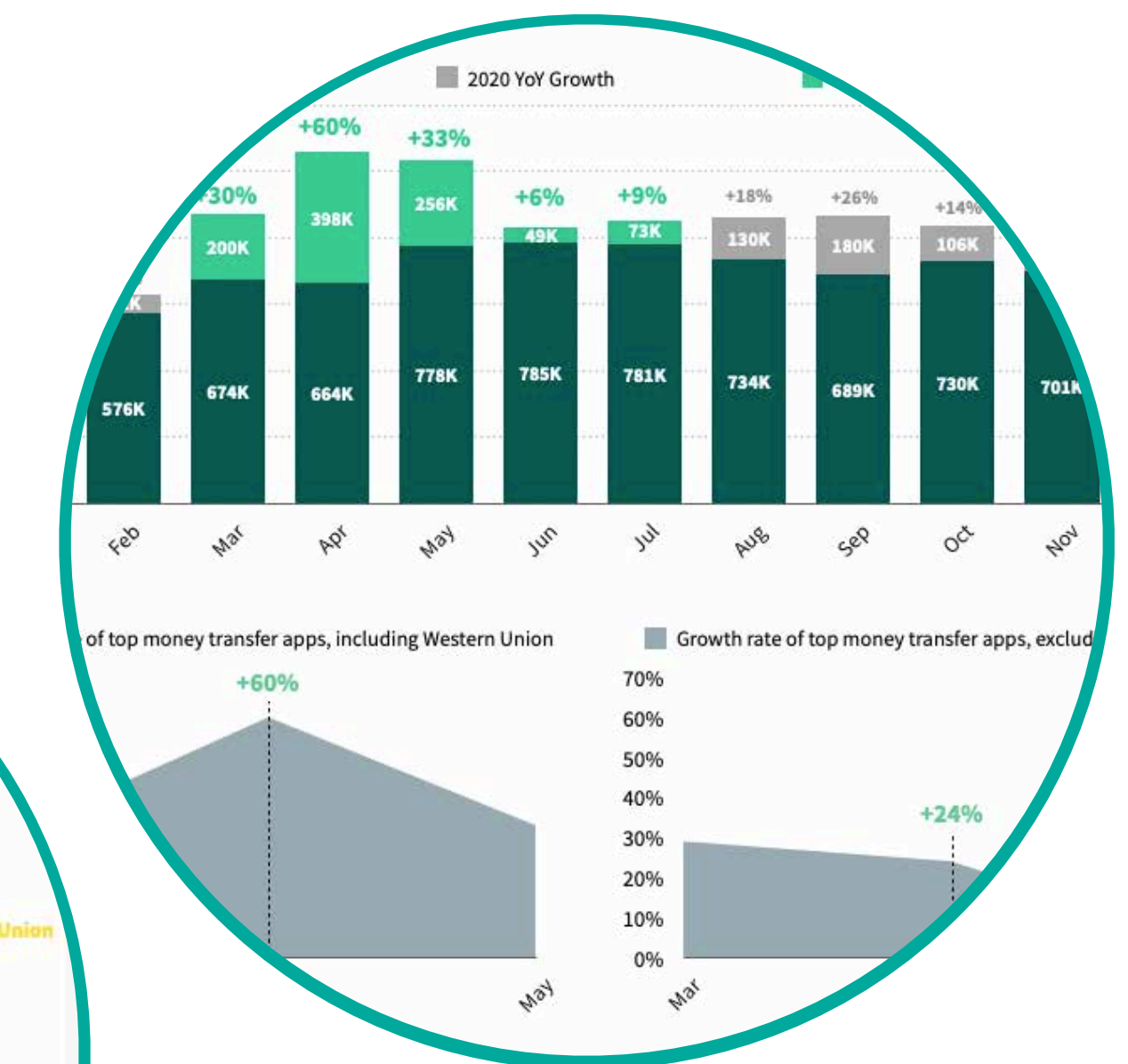
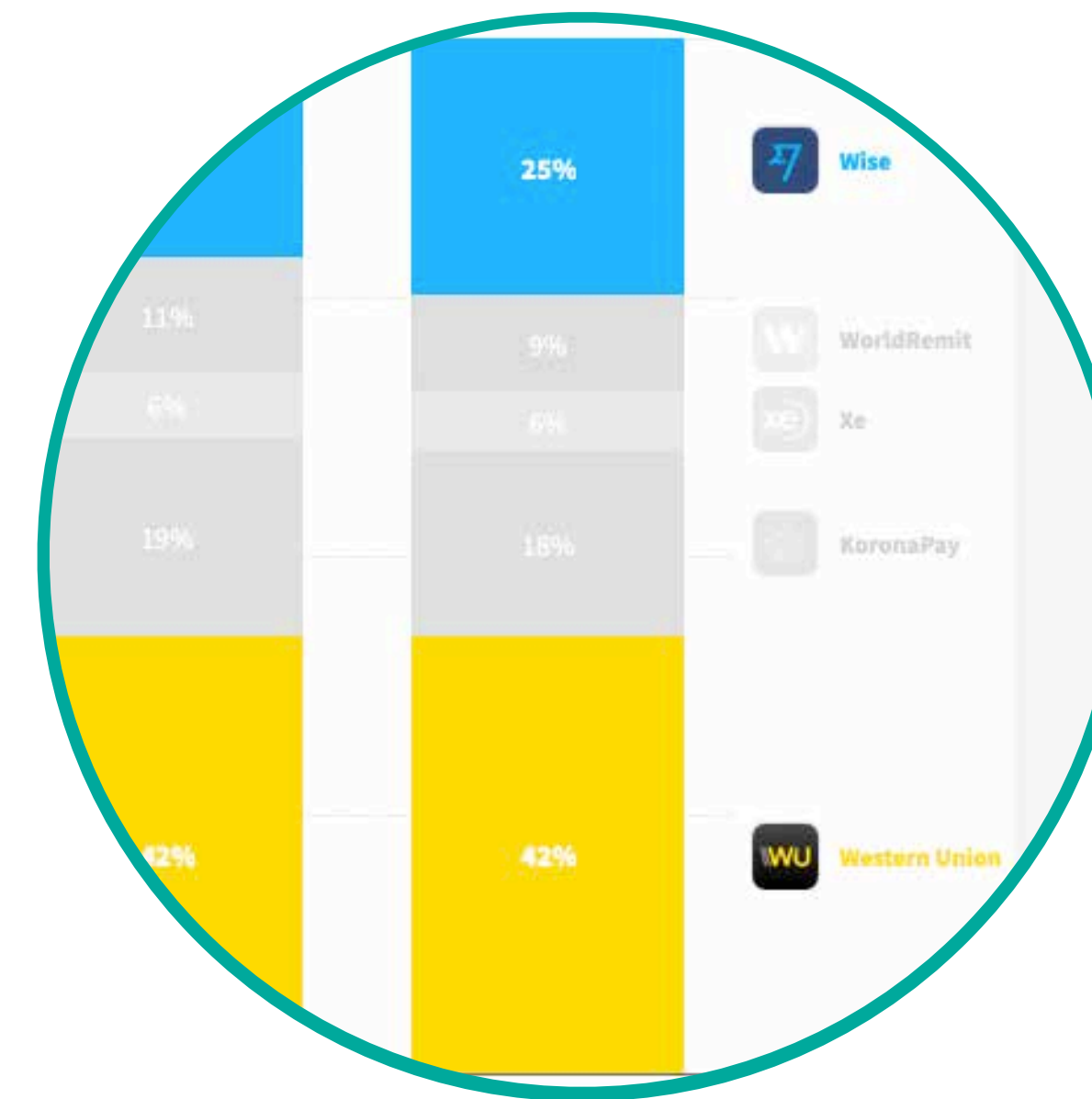


Conclusion: Money Transfer and Payment Solutions

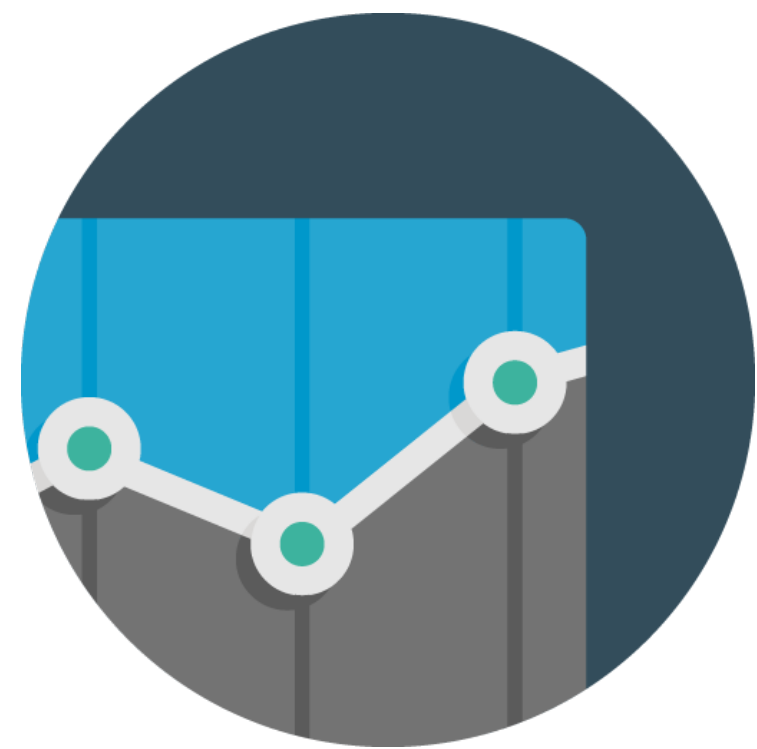
3. Western Union led the European money transfer app space in 2020, with downloads up 51 percent to 4.3 million.

- Western Union was the leading money transfer app in Europe, significantly ahead of the second most downloaded app, Wise, which had 2.1 million fewer downloads in 2020. Western Union was also the No. 1 app in Germany, growing nearly 40 percent year-over-year in 2020 to 585K downloads.
- In the U.K., the money transfer app space was characterized by a close competition between Western Union and Wise. In 2020, Western Union saw a significant but short-lived increase in downloads at the beginning of the pandemic, but failed to keep pace with it, while Wise slowly gained grounds and moved to the first spot in Q1 2021.
- The Russian money transfer space was led by KoronaPay. While Russia remained the app's most important market, it expanded operations to 31 European markets in May 2020. Downloads in these new markets have remained low so far, but with global remittances projected to increase in 2021¹, the app might intensify its market penetration efforts in the coming months.

¹The World Bank, May 2021



Sensor Tower Solutions



Store Intelligence

Make strategic decisions with the industry's most accurate estimates.



App Intelligence

Drive organic growth with the leading App Store Optimization platform.



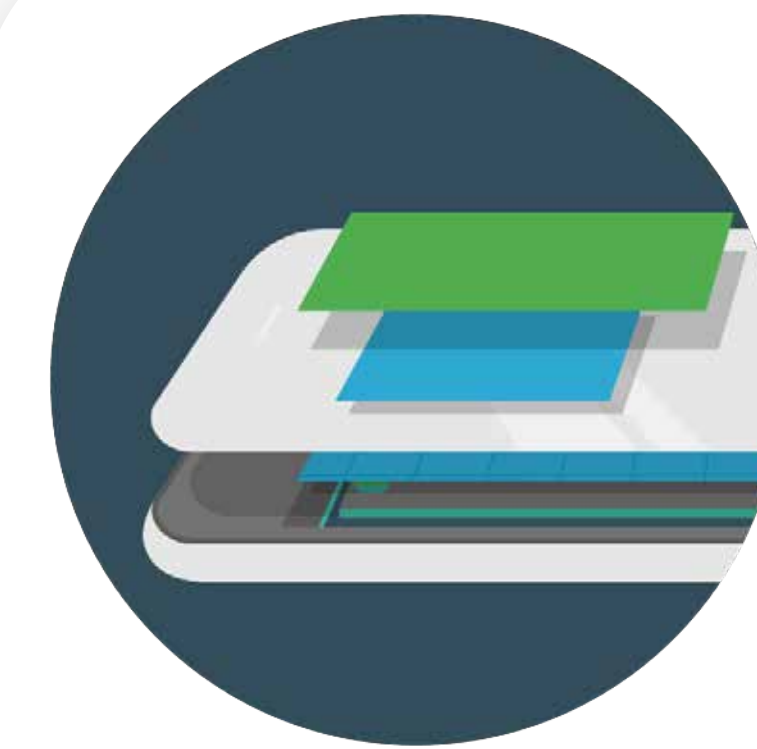
Ad Intelligence

Develop winning User acquisition campaigns with crucial mobile advertising insights.



Usage Intelligence

Benchmark app usage, engagement, and demographics.



App Teardown

Evaluate which SDKs apps are using and measure SDK adoption across market segments.



Consumer Intelligence

Access unfiltered mobile user engagement for financial analysis.

Sensor Tower

Terms of Use

This report and all original content contained within are wholly owned by Sensor Tower, Inc. © 2021.

Modification, republication, distribution, or other unauthorized usage violate this copyright, unless express permission has been granted.

App icons, images, and other branding assets are property of their respective publishers and are used expressly for the purpose of editorial commentary.

LOOKING FOR MORE INSIGHTS?

Download our latest **Store Intelligence Data Digest** report on the mobile market at sensortower.com/reports

About Us

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower's product suite includes: Top Charts, App Intelligence, Store Intelligence, Ad Intelligence, Usage Intelligence, and Consumer Intelligence.

Office Locations:

 San Francisco, London, Shanghai, Seoul

Contact Info:

 sensortower.com

 sales@sensortower.com

 @sensortower





Sensor Tower

