



Over 175 million Europeans ready to pay with wearable devices

Europeans want to be empowered in the digital economy as Mastercard identifies the overwhelming success of contactless technology across Europe.



High tech, near future

One quarter of Europeans expect to start making wearable payments in the future. Countries with highest interest:



Sweden
+41%



France
+34%



Netherlands
+27%

New habits, big impact

Over half of Europeans are already paying with **contactless at least once a week**. Most frequent weekly spenders:



Poland
+79%



Russia
+59%



Netherlands
+58%

Trusted technology

Concerns around **contactless fraud across Europe have seen a 24% decrease** since using contactless. Countries with biggest drop in fraud fears:



Netherlands
-41%



Spain
-33%



United Kingdom
-31%

Seamless experience

Between 2016 – 2017, the number of shops accepting contactless grew 42%, resulting in **38% of all retail transactions being contactless**. Highest in-store contactless transactions:



Georgia
+86%



Poland
+80%



Slovakia
+75%