

2022

The Retail Report

Trends and insights shaping the industry



adyen

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Methodology

The Adyen Retail Report is a comprehensive guide to the global and local trends impacting businesses around the world, fuelled by evolving consumer behaviours and the possibilities of financial technology.

We spoke to businesses primarily in the retail sector, but also polled segments in the hospitality and food and beverage (F&B) sectors. These industries are facing both similar and contrasting challenges and opportunities; including their perspectives ensures we capture the growing exchange of inspiration, strategy, and innovation between industries, from the rise of self-serve kiosks to data-driven loyalty programmes.

This study includes merchant and consumer data from a wide scope of countries, examined and compared on both global and local levels to ensure a holistic view complemented by regional nuances.

Consumer insights

Opinium Research LLP polled 40,020 adults in Singapore, Hong Kong, Japan, Australia, UAE, the UK, France, Italy, Spain, Portugal, Germany, Poland, Belgium, the Netherlands, Brazil, Norway, Denmark, Sweden, USA, Canada, Malaysia, Mexico, Ireland, Austria, Switzerland and India. Respondents were incentivized to participate.

Merchant insights

Censuswide polled 11,530 merchants in Singapore, Hong Kong, Japan, Australia, UAE, the UK, France, Italy, Spain, Portugal, Germany, Poland, Belgium, the Netherlands, Brazil, Norway, Denmark, Sweden, USA, Canada, Malaysia, Mexico and Ireland. Respondents were incentivised to participate.

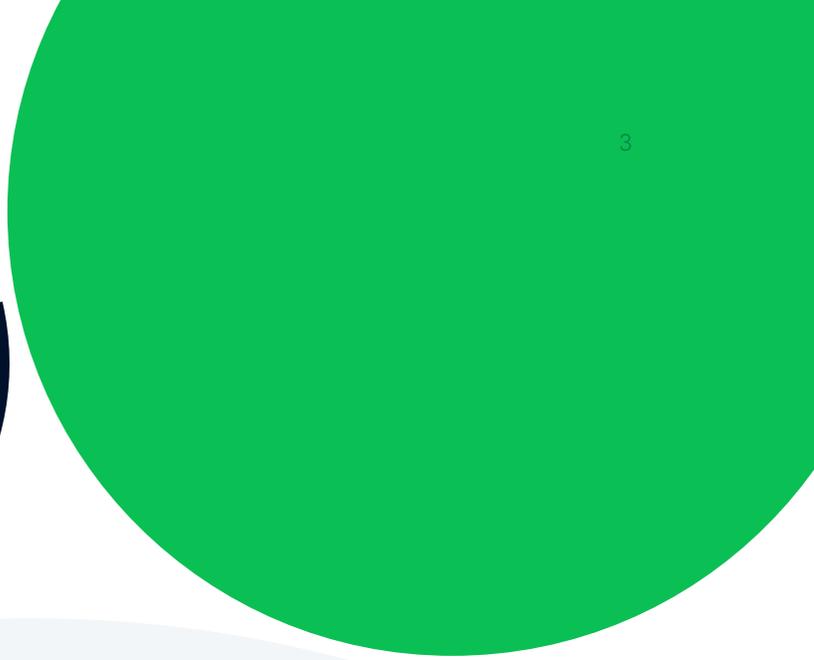
Fieldwork was conducted between 23 December 2021 - 8 February 2022.

The sample includes minimum quotas of 100 in retail, 50 in travel and hospitality, 50 in food & beverage per market.

Opinium and Censuswide campaigns are conducted in accordance with all ESOMAR principles and best practice.

Economic insights

We commissioned the Centre for Economics and Business Research (Cebr) to provide analysis on the current state of retail, hospitality, and F&B businesses around the world.



We asked over

10,000 merchants, from 23 countries

to detail their fears, hopes, strategies, and
investments for 2022 and beyond.



Then we asked 40,000 consumers
from 26 countries if they're getting it right.



Welcome to the Retail Report 2022: **The shape of ambition**

Over the past two years, many of us will have found our ambitions have evolved. From a personal perspective, we may have decided to improve our health and wellbeing. From a business perspective, things that previously felt like a distant ambition have had to be realised much faster. In the case of retail and hospitality, this meant speeding through digital transformation in order to reach customers from anywhere.

Since our last report in 2020, much about the world has changed. Businesses and their customers have seen and felt that change in irrevocable ways. And yet despite the strangeness and hardship, many adapted and thrived, showing incredible positivity and resilience. As a result of this hard work, 69% of UK businesses grew in revenue by 20% or more in 2021. This isn't just a flash-in-the-pan spike due to random trends or pent-up demand. Our data, and daily collaboration with our customers, confirms that this growth is steady and sustainable.

Digital transformation has played a pivotal role in this growth. In the face of enormous pressure and uncertainty, many of you have chosen innovation. You're optimising processes, breaking down silos, growing loyalty, helping communities, and working towards a better future.

Ambition comes in many shapes and sizes. As do customer expectations. There are challenges on the horizon: evolving risk, regulatory complexity, and rising competition - not to mention the upheaval of global events. But now you know what's possible.

We hope the following insights and recommendations help you shape, grow, and realise your ambitions for 2022 and beyond.

Colin Neil
Managing Director Adyen UK



Foreword

2022 is shaping up to be another significant and surprising year for the retail, hospitality, and food and beverage (F&B) sectors. But if there's anything we've learned from the past few years, it's to expect the unexpected. Businesses must be prepared to let go of outdated assumptions and wholeheartedly embrace the insights and technologies driving success in our post-pandemic reality.

Linda Ellett

Head of Consumer Markets,
Leisure & Retail, KPMG in the UK

Antony Ruddenklau

Global Head of Innovation,
Financial Services and Head of
Financial Services Advisory, KPMG
in Singapore

Courtney Trimble

Global Head of Payments and
Principal, KPMG in the US

At KPMG, we believe unifying business is the next frontier for long-term success. By connecting backend systems and data insights with compelling customer experiences, businesses can engender growth, achieve greater efficiencies, and lower costs. Similarly, Adyen has long championed unified commerce – the process of connecting payments across every channel where customers shop – for its ability to break down silos to deliver richer services and more agile operations.

With 94% of businesses surveyed planning to invest further in their digital transformation in 2022, we believe this year's Retail Report will be a valuable tool for those deciding exactly where to focus their resources. This year's report highlights the increasingly inextricable link between operational digitisation, customer experience, and growth – and the pivotal role payments technology plays for any business serious about all three. Findings show that 72% of businesses globally expect to grow by 20% or more in 2022. This jumps to 80% for businesses who have connected their payments systems across the business.

Increased investment in payments has been fuelled by the global acceleration of digital trends—from the increasing popularity of digital and contactless payments to the growing demand for alternative shopping options like buy-now-pay-later (BNPL), social commerce, and buy online, return in store. This is evident in both mature markets like the US and UK, and in highly digitised markets within Africa, Latin America, and Southeast Asia.

Those retailers who can leverage digital technologies to make their service ubiquitous and engage with customers across channels are more likely to build long-term loyalty. Adyen's research shows that globally, 61% of consumers feel that if retailers can sell across multiple channels during the pandemic, they should adopt the same, flexible approach as a baseline going forward. And businesses agree: 49% feel they are in a better position due to investments to improve operations during the pandemic.

But this is all work in progress. 47% of businesses understand the direct connection between customer experience and payments—and those that make this connection are financially better off. Yet only 28% use payments data to improve customer experience or create new services as a result.

KPMG believes this highlights significant growth and retention opportunities for businesses, particularly across loyalty, credit, marketing, supply chain, and personalisation. Businesses must understand who their customers truly are and design for them. This is where real-time payments data shines. Loyalty, after all, means different things to different people.

Whether you're adding digital capabilities to existing services and products, or stepping out to build completely new digital processes, your technology must be capable of taking you anywhere you want to go, now and in the future. Working with industry leaders who can provide a high level of knowledge, flexibility, and security will ensure a strong return on investment and continued resilience.

For businesses reshaping their digital transformation strategy in 2022 and beyond, it'll be those who can let go of old assumptions and base their decisions on real moments of truth who will grasp long-term, sustainable growth. Together with Adyen, KPMG wishes all consumer and retail businesses the very best in 2022, and hope the following insights serve to inspire and motivate.

Linda Ellett is Partner and UK Head of Consumer Markets, Leisure and Retail, and believes in creating change through people.

Antony Ruddenklau is Global Head of Innovation, Financial Services and Head of Financial Services Advisory for KPMG in Singapore.

Courtney Trimble is the Global Head of Payments and a Principal with KPMG in the US, and focuses on payments modernisation and large-scale digital transformation.

Chapter 1

Digital transformation is ambition's best friend





Digital transformation is a **£269 billion** opportunity.

In spite of – or perhaps because of – the multitude of pandemic-fuelled challenges hitting retail, food and beverage (F&B), and hospitality over the last year, businesses around the world managed to invest in digital technologies. The goal? Improving operations and breaking down silos in backend processes and systems such as payments. **1 in 5 businesses** connected payment systems to other parts of the organisation, such as inventory management and supply chain.

This proved to be the right move. **49% of respondents** say their business is now in a better

position due to investments to improve operations. And customers agree. **61% of consumers** believe retailers used technology well to make their products available during the pandemic. No wonder **94% of businesses** plan to invest further in this area in 2022.

With so much investment planned, it's time for businesses to take a holistic view of digital transformation. Connecting operations and customer experience is key to success – not just in terms of sales, but also operational efficiency.

Our studies show that there is a **9% increase in growth** amongst businesses that connect payment systems to other parts of their business compared to those that don't. This is reflected in their ambitions – the growth projections for 2022 are **11% higher** for those who connect their systems compared to those who do not.

Digital transformation is expected to continue opening up a wealth of opportunities. Our research found that **72% of retailers** expect to grow by 20% or more in 2022. Overall, hitting these growth

ambitions equates to a **£269 billion opportunity** – and with so many planning to invest further and grow bigger, that number could be even higher. In fact, if technological adoption is accelerated, the retail sector could add 4.7% percentage points to its growth rate over the next five years.





61%

of consumers believe retailers used technology well to make their products available during the pandemic.



+9%

Companies that connect payments systems with other sections of their business grow **9% more** than those that don't.



+11%

Growth ambitions for 2022 are **11% higher** for those merchants who connect their payments systems across the business.

1 in 5

businesses globally have connected their payments systems to other parts of their business.





What does this mean for the UK?

Reflecting global trends, UK businesses have been working hard to digitise their business and improve their agility.

In doing so, they're not just streamlining their processes and providing better experiences to their customers. Partnering with the right technology providers also enables them to stay one step ahead of changing regulations. For example, Strong Customer Authentication was mandated in the UK in March 2022 but our research found that **44% of UK businesses** weren't ready. Fortunately, today, this is an easy problem to solve. Technology partners are there to ensure you're always compliant with the latest, most frictionless customer experiences built in.

A nice example of digital transformation in action in the UK is Ted Baker. Despite a rocky Christmas period (due to Omicron) its sales rose by **35%** year-on-year. This is thanks to its digital transformation on which the company is pinning

its future ambitions. In a move to further unify its operations, it recently embarked on a project with Adyen and Big Commerce to relaunch its online store, supporting all regions in a single system. Customers in all locations will enjoy a consistent, but locally relevant, experience. And Ted Baker will benefit from a single view of its shoppers as well as access to plug-and-play solutions for loyalty, returns, and gift card processing. As a result, the brand is cementing its place as a digital leader in the luxury space.

Check the next page for data.

53%



of UK consumers say retailers used technology well to make their products available during the pandemic.

50%



of UK merchants say their business is in a better position due to investments to improve operations during the pandemic.

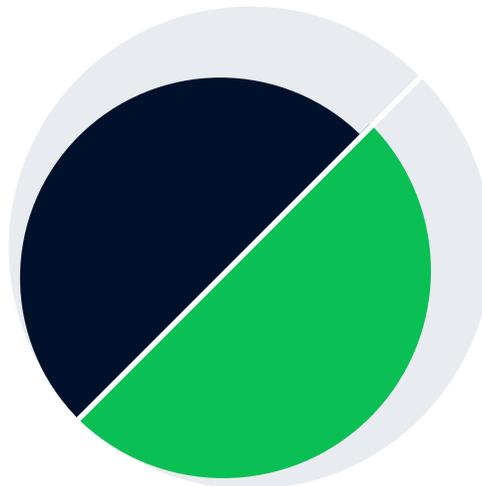
21%



of UK merchants say their payments system(s) is connected to other parts of our operations (eg inventory management, supply chains etc).

72%

of UK merchants that connect payments systems across the business grew by 20% or more.



74%

of UK merchants that connect online and offline payments expect to grow by 20% or more in 2022.



“We want to offer our franchisees the best tools to run their businesses. If you split out your online and in-store payments you have all these different systems and tools and reports from which the franchisee must collect the revenue per day, often all by themselves. Unified commerce means we have a one-stop environment for franchisees to better understand what money they’ve made from which channels.”

From insight to action

Connecting opportunities with unified commerce



47% of businesses say unified commerce improves customer experience

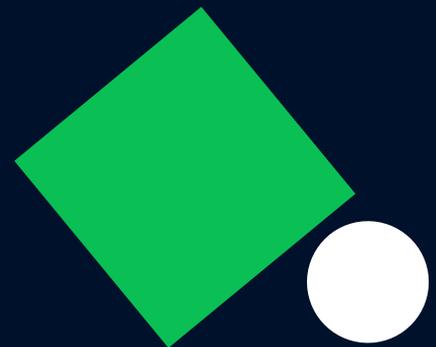
Businesses that consistently perform the best are those that can combine their physical and digital worlds to create a fluid, channel-agnostic experience which prioritises the customer. This is unified commerce, the next level up from omnichannel sales.

Omnichannel businesses are great at delivering cohesive cross-channel experiences to their customers. But behind the scenes, backend systems are often unconnected, complicating cross-channel reconciliation, limiting the experiences you can offer customers and hindering your operational agility across multiple channels and regions.

With unified commerce, payments from all your channels – online, in app, and in store – feed into the same system. This gives you more targeted, data-driven decision making, and a more seamless, flexible experience for customers. It also keeps you agile since you can add new channels and support new customer journeys quickly because everything's connected.

Chapter 2

**You'll win hearts,
minds, and wallets
with unified
commerce**





61% of consumers believe that retailers should deliver the same cross-channel flexibility they provided during the pandemic.

The flexible, tech-driven experiences made available mid-pandemic have blurred the line between sales channels and encouraged the rise of nonlinear customer journeys. Businesses are providing new or simply different ways to shop, from the convenience of click and collect or curbside pick-up to the perks of brand-owned apps – and customers are embracing the change. **50% of shoppers** globally reported using shopping apps more frequently during the pandemic than previously – a 43% increase compared to results from our 2020 Retail Report.

Both businesses and consumers have a taste for what's possible with technology – and now there's no going back. **61% of consumers** believe that retailers should deliver the same cross-channel flexibility they provided during the pandemic. Keeping up with these expectations greatly improves the likelihood of repeat purchases and higher spending. Falling short could result in the opposite: **70% of consumers** will not shop with organisations that have a bad shopping experience, either online or in store.

It makes sense that linking online, in-app, and in-store payments with a single system – i.e. unified commerce – has proved to enhance both brand resilience and customer satisfaction. **51% of businesses** say online stores were able to offset the losses at physical stores during the pandemic.

And the more channels your shoppers use, the higher their value: **47% of businesses** say a benefit of unified commerce is improved customer experience, **46%** say it helps increase sales, and **44%** say unified commerce increases customer loyalty.

Our research shows that globally, unified commerce increases businesses' performance by **9%**.

This brings us to some interesting findings around loyalty programmes. Only a handful of brands are making the most of them – look to Domino's Pizza and Gap for inspiration – and it's an area of the customer experience ripe for innovation. **70% of consumers** globally say retailers should use tech to make their loyalty or rewards schemes easier and more effective. Payments-linked loyalty programmes and brand apps are a good place to start: **61% of consumers** would download a retailer's app to receive better loyalty rewards.





61%

of consumers say they would download a retailer's app to receive better loyalty bonuses or rewards.



70%

of consumers thinks retailers need to use technology to make their loyalty/rewards schemes easier and more effective.

- Agree
- Neither agree or disagree
- Disagree

% merchants that say unified commerce has:



Improved customer experience.



Increased sales.



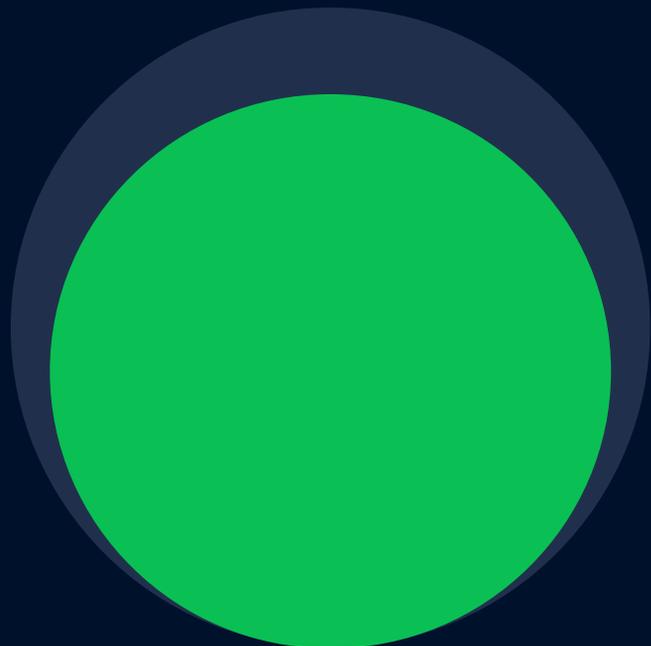
Increased customer loyalty.



Higher average spend.

73%

of merchants who grow by 20% or more enable customers to shop and complete transactions easily across online and offline channels.





What does this mean for the UK?

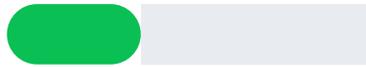
Similar to the global figures, UK consumers are showing a strong appetite for apps and app-based loyalty programmes.

This has been particularly well demonstrated by the success of the Joe app, which gamifies its loyalty programme with users proudly sharing their progress through the loyalty tiers on social media. The coffee chain also makes good use of its payments data to ensure its messaging and offers are absolutely on point based on users' previous orders.

Another critical loyalty-driver in the UK is impact. UK consumers feel strongly about issues around ethics and sustainability. **63%** believe brands have a responsibility to ensure their stock is ethically sourced and produced. **43%** prefer brands that stand up for causes they believe in. And **26%** want to donate to good causes while they're paying. Fast food chain, Leon, integrated a donate-at-checkout feature (with Adyen Giving) into its in-store kiosks. Customers can now donate directly to its charity partner Bags of Taste and the money is passed directly to the charity while Adyen absorbs the processing cost.

Check the next page for data.

% of UK merchants that say unified commerce has:



37%

Increased average spend.



41%

Increased customer loyalty.

57%

of UK consumers say if retailers can sell across multiple channels during the pandemic (e.g. in store, on their website, or through social media), they should adopt the same, flexible approach normally.



54%

of UK consumers would be more likely to shop with a retailer if their loyalty programme worked automatically through their payment card.



26%

of UK consumers like it when retailers enable them to use their card to donate to good causes at the same time as shopping.



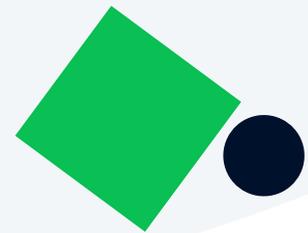
BROMPTON

“Having all our data in one place helps us understand our customers better and deliver what they really want. We now know that the people who test-ride bikes in store go on to purchase online. And our online store is our ultimate shop window where many of our shopper journeys start. Knowing this ensures we focus our efforts and investment in the places that will most benefit our customers. This ultimately helps strengthen our relationships and significantly contributes to customer loyalty.”

Chris Matthews — Global DTC Channel Director, Brompton

From insight to action

Cross-channel recognition and payment-linked loyalty



Address customer needs in real time

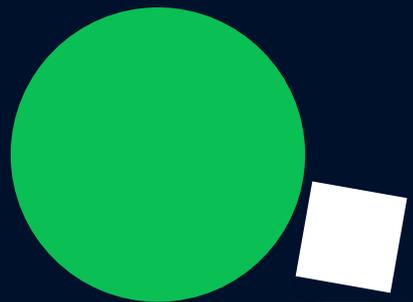
Payments data enables you to build a better picture of your customers, their purchases, and their preferences in real time, across every channel and region. With these insights you can investigate your customer segments, understand their behaviour, and address their needs more quickly – plus shape more effective product, marketing, and operational strategies for the future.

Recognise and reward loyal customers

Use customer recognition to make your loyalty programme more frictionless by removing the need for a traditional loyalty card or app. When customers make a payment in your online or physical store, you can automatically recognise them and award them with points, discounts, or a reward.

Chapter 3

Customers appreciate physical stores more than ever (but there's a catch)





61% of consumers would be more loyal to a retailer that lets them buy things online and return in store – but only 23% of businesses offer this.

They say absence makes the heart grow fonder, and everyone is feeling very fond of the physical store experience indeed. **41% of consumers** globally say they have a new appreciation for being able to touch, feel or physically try products before they buy, and **59%** prefer to shop in store.

On the business side, things are looking equally affectionate: **51%** expect the proportion of revenue to increase from physical stores in the next year, and **41%** plan to increase their number of physical stores in the same period.

This doesn't mean we can stock some shelves, throw open the doors, and expect the crowds to coalesce. It's about creating a destination that entices: **59% of consumers** say physical stores should be exciting places to visit. Stores must offer something more than the products and services available online.

Technology proves pivotal in creating an in-store experience worth visiting. From endless aisle shopping – providing kiosks or terminals to check additional stock for home delivery – to offering new

ways to pay through QR codes or mobile payment terminals, **55% of consumers** say they are more likely to shop with retailers that use technology to improve the shopping experience.

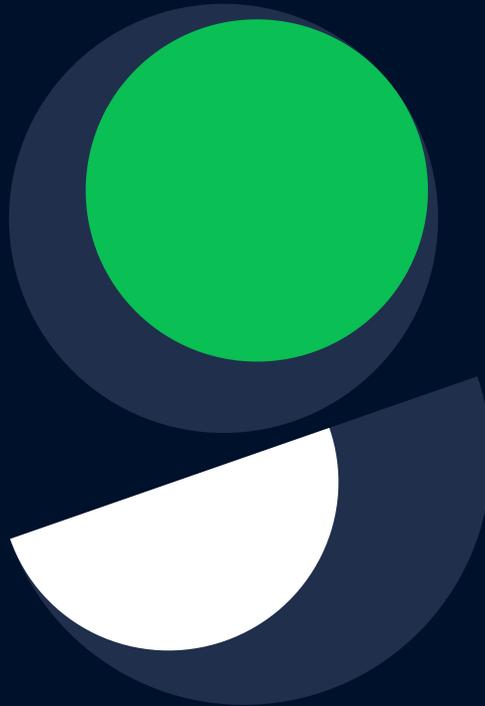
But even more crucial is the ability to connect online and physical channels to ensure a truly seamless experience: **61% of consumers** would be more loyal to a retailer that allows them to buy things online and return in store, an increase of 13% compared to our 2020 Retail Report research. Shockingly, only 23% of businesses globally say they currently provide this option.

Customer and staff experiences are inextricably intertwined; any technology you leverage for in-store experiences should help, not hinder, your sales teams. **46% of consumers** say they would love it if in-store sales assistants used technology to assemble items from their online wishlist in the changing room ready to try on.



64%

of consumers say physical stores are an important touchpoint, even if they shop with the same retailer online.



41%

of businesses plan to increase their number of physical stores in the next year.

Customers are more loyal to businesses that:

61%



Offer buy online, return in store options.

64%



Allow customers to buy out of stock items in store, and have delivered home.

55%



Have physical stores and online options.



What does this mean for the UK?

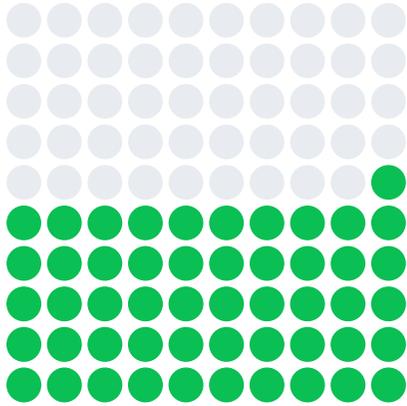
Despite years of whispers that the physical stores will eventually succumb to online shopping, our research found that this still isn't so.

59% of UK customers view them as an important touch-point for brands, with this especially the case for shoppers aged 55+ (**64%**). Women are a lot more interested in additional in-store features too with **44%** open to experiences improved by tech, such as staff assembling items from an online wish list (compared to 38% of men). However, both men (**53%**) and women (**62%**) want the ability to order out-of-stock items from an online inventory while in store (endless aisles).

Younger demographics follow suit in this desire to push boundaries; **19% of 18-34 year olds** are open to initiatives that enhance their visit, including an online wishlist brought to life in a real changing room (desired by **48% of this age range** compared to just 12% of 55+).

Physical stores are still valued by UK customers. But the experience goes beyond simply browsing and paying in-person. As trends evolve, brands need to adopt a unified commerce approach in order to meet growing expectations. Friendly and helpful staff is important but you also need to consider the bigger picture and connect your digital offering if you want to stand out. With only **29% of businesses** enabling customers to shop and buy across channels, there are gains to be had in this area.

Check the next page for data.



51%

of UK consumers say physical stores should be exciting places to visit, not just about products because they can get those online easily.



59%

of UK consumers say physical stores are an important touchpoint for them, even if they shop with the same retailer online.

41%

of UK businesses will increase the number of physical stores they operates in the next year.



58%

of UK consumers would be more loyal to a retailer if they were able purchase an item that was out-of-stock in store and have it shipped directly to their home.

41%

of UK consumers are more likely to shop with retailers that use technology to improve the shopping experience (for example adding new ways to pay, offering kiosks to check stock, or using in-store technology such as digital mirrors).



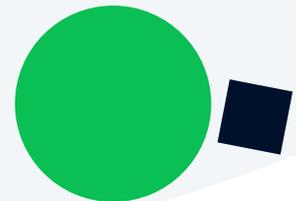
*R.M.
Williams*

“We can deliver a unified experience and provide a smoother checkout process with mobile checkout and endless aisle capabilities. It also means we can extend digital into physical retail by connecting our in store to our online ecosystem. This will allow us to get a full understanding of our customers’ shopping behaviours and actionable insights.”

Nathan Alexander – CTO, R.M.Williams

From insight to action

Driving in-store convenience through technology



How to improve in-store experiences with payments innovation

Enhance in-person payments

Offer flexibility with options like endless aisle shopping. Use the terminal to ask questions and better interact with customers.

Recognise your customers

Personalise experiences and grow loyalty through data insights, brand apps, or payments.

Make donations easier

Make donating at the checkout easier for you and your customers.

Localise the checkout

Present customers with relevant languages and payment methods.

Chapter 4

**There's untapped
potential in real time
payments data**





28% of businesses globally use payments data to understand user behaviour and improve customer experience.

COVID-19 hasn't just influenced consumer behaviour; it's completely disoriented it. Think of all the one-off purchases like kettlebells and baking tins, or the temporary exodus from cities muddling location insights. The historic data businesses use to inform decision making has been compromised.

Our research shows that consumers want businesses to recognise, predict, and meet their needs in a relevant and timely way: **47% of consumers** prefer retailers who remember their preferences and previous shopping behaviours

to create a more tailored shopping experience. Businesses who can leverage real time data insights instead of relying on historic data will be best placed to deliver these more personalised, sophisticated experiences.

The insights unlocked via payments data, and particularly unified commerce data, allow businesses to act more immediately on what consumers are telling them. A growing number of businesses are leveraging this opportunity – but many are still missing out. **28% of businesses**

globally use payments data to understand user behaviour and improve customer experience, and **27%** to build a better picture of their customers.

Those businesses who are using payments data can identify popular product lines, inform inventory management, create personalised marketing campaigns, and inform decision making – a testament to the wealth of insights made possible through payments data.

If you're diving into the payments data pool, there are a few crucial things to keep in mind. Regulations such as General Data Protection Regulation (GDPR) and Payment Card Industry Data Security Standards (PCI DSS), the Revised Payment Services Directive (PSD2) and similar data protection laws are developing around the world. In the absence of federal legislation, some U.S. states are devising their own. On a global scale, it's clear consumers are

demanding responsible use of their personal data – and the industry demands it.

43% of consumers believe retailers shouldn't be able to use their data or purchase behaviour information unless they give express permission. And **39% of consumers** will only allow data to be stored and used by retailers if there are assurances around security and privacy. Businesses need to stay informed and compliant to protect shoppers and themselves from data breaches and fraud.





47%

of customers prefer retailers who remember their preferences and previous shopping behaviours to create a more tailored shopping experience.



45%

of customers like it when retailers serve personalised adverts or suggestions.

- Agree
- Neither agree or disagree
- Disagree

How businesses are using payments data:



To understand user behaviour and improve customer experience.



To help with inventory and guide what stock needs to go where.



To build a better picture of customers.



To drive personalised marketing campaigns.



To identify popular product lines and guide product development.



To inform decision making in other areas of the business.



What does this mean for the **UK**?

In the UK, consumer attitudes towards data remain a bit mixed.

29% of all consumers surveyed prefer retailers who create a tailored shopping experience by remembering their preferences and past behaviours. But this number jumps to **37%** in 18-34 year olds. Across the board, **19%** expect online stores and apps to remember their card details. While personalised ads and suggestions are appreciated by **39%** of the younger demographic.

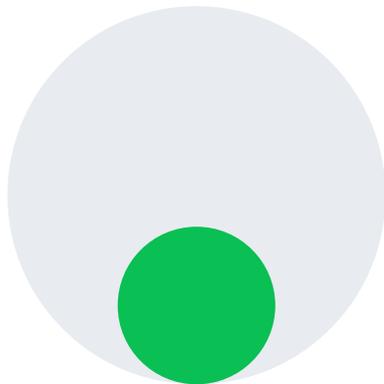
Given the above results, which will increase over time as customers become more used to brands using data and personalisation, it's clear that data will play an ever-important role in business growth. By gaining a 360-degree view of your customers' habits you can build a deeper understanding of their needs.

Fast food chain Leon is learning to reap the benefits of customer data. Thanks to its connected payments, it can offer guests a seamless ordering and payment process. On top of that, it also gains insights into the new versus repeat visitor and can track the habits triggered by opening new stores in different regions.

The team can see whether a steady flow of new guests became regulars, or if the branch continues to attract first-time visitors only. This is critical information as the company continues to expand.

Remember, it's important to be transparent about using data. **46% of UK consumers** believe they should give retailers permission beforehand, and **41%** will only allow data to be stored and used if assured about security and privacy.

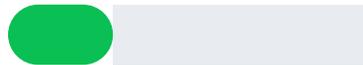
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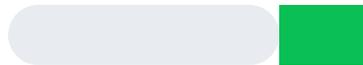
25%

of UK consumers will only give their data to a business if there's something in it for them – such as a discount or special offer.

29%



of UK consumers prefer retailers who remember their preferences and previous shopping behaviours to create a more tailored shopping experience.



25%

of UK consumers like it when retailers serve them with personalised adverts or suggestions.

How UK businesses are using payments data:

23%



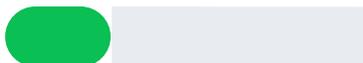
To understand user behaviour and improve customer experience.

17%



To build a better picture of customers.

27%



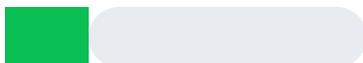
To build a better picture of customers.

19%



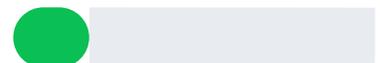
To drive personalised marketing campaigns.

23%



To identify popular product lines and guide product development.

21%



To inform decision making in other areas of the business.

LEON

“We'd have hundreds of thousands of guests but no idea who they were or if they'd ever been to Leon before. Within a week, through Adyen's shopper tokenization, we could see if they had visited us before and how many times. And on a business level, we can see what percentage are new, what percentage are returning, and what our order frequency is. Those are really crucial insights, especially in such a dynamically changing landscape as hospitality.”

From insight to action

Securing trust with smooth payment authentication



Blocking fraudsters, not customers

In an increasingly digital payments landscape, maintaining trust is a top priority, especially when it comes to the exchange of value between customers and businesses. No ecommerce strategy is complete without a clear plan for data consent mechanisms, fraud mitigation, and risk management.

Implementing baseline customer authentication protocols helps to reduce fraud to a degree – but there are additional steps businesses should take to ensure payments remain seamless and secure. Consumers expect their online checkout process to be fast; the last thing you want when fighting fraud is to disrupt the customer experience or block a legitimate shopper. Here's what to keep in mind when setting up your risk management:

1. Fraud detection technology
2. Using risk knowledge and data to fight fraud
3. Customisable settings to support the needs of your business
4. The ability to test and experiment from the outset
5. Cost-efficient risk operations

There's no one-size-fits-all approach to managing fraud, but the right technology partner will take care of this for you.

A resilient industry with new ambition

The evidence is there. Businesses in 2022 are optimistic about the future, and so they should be.

Whilst resilience and adaptability have been key themes of the last few years, there is also opportunity. Digital transformation remains a key priority, accelerated by recent challenges but at the same time more within reach than ever. Consumers continue to drive innovation and flexibility, and businesses are expected to not only keep up, but continue to shape whatever comes next.

At Adyen our focus is, and always has been, on supporting long-term, sustainable growth. We're committed to ensuring our customers remain at the forefront of this ever-evolving industry and look forward to speaking with you about how payments can be the strategic growth driver you're looking for.

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Adyen is the payments platform of choice for many of the world's leading companies, providing a modern end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods. Adyen delivers frictionless payments across online, mobile, and in-store channels. With offices across the world, Adyen serves customers including Facebook, Uber, Spotify, Casper, Bonobos and L'Oreal.

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