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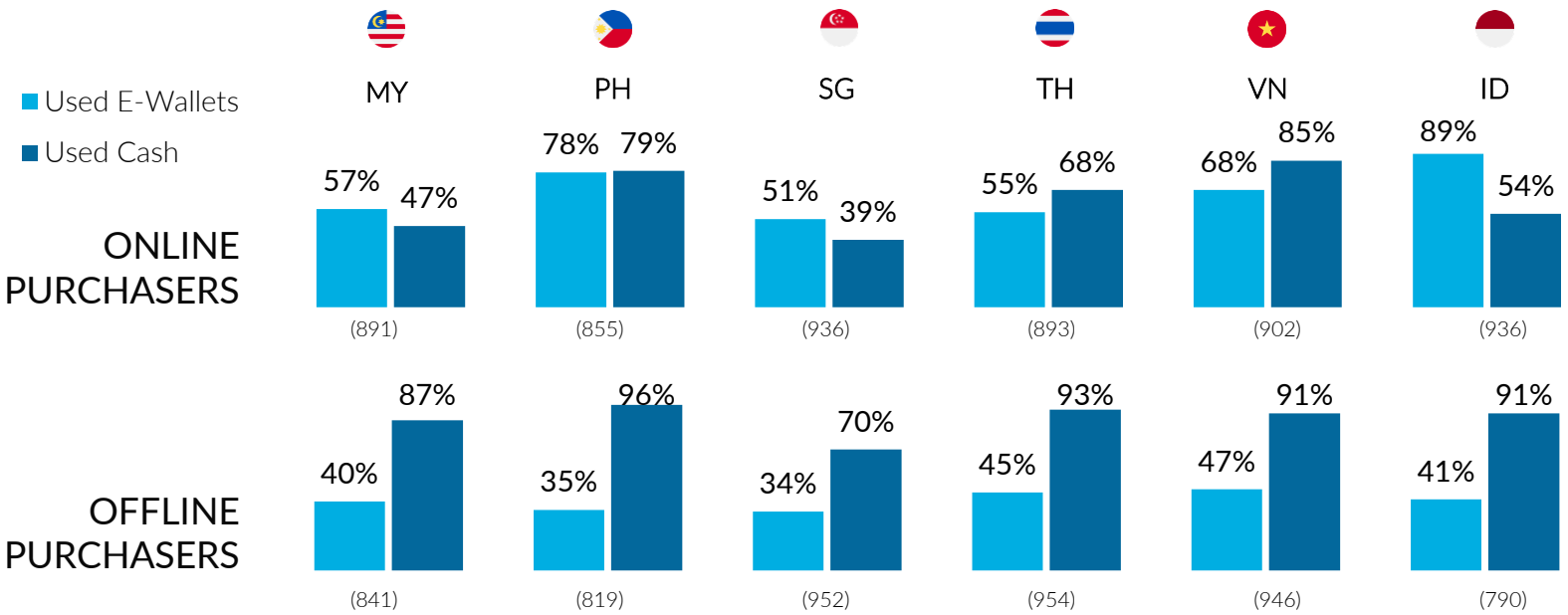
THE FUTURE OF PAYMENTS
E-WALLETS

Quick insights among Purchasers in Southeast Asia
Published August 2021

Methodology	Online surveys done with Milieu's proprietary survey community
Markets Covered	Malaysia, Philippines, Singapore, Thailand, Vietnam, and Indonesia
Target Audience	Purchased items in the past month AND have heard of any E-wallet brands
Definition of E-Wallets	E-wallets were asked as "**e-/ digital/ mobile wallet**"
Sample Size	N=1200 per market, natural fallout of E-wallet Users
Margin of Error	+/- 3% at 95% confidence level
Fieldwork Duration	April to June 2021; August 2021 for E-Wallet Brands in VN

E-Wallets are growing rapidly as a payment method, **leveling if not overtaking cash** when it comes to online purchases.



Base: All Online Purchasers, and All Offline Purchasers | Q. How did you pay for your online/offline purchases in the past month?

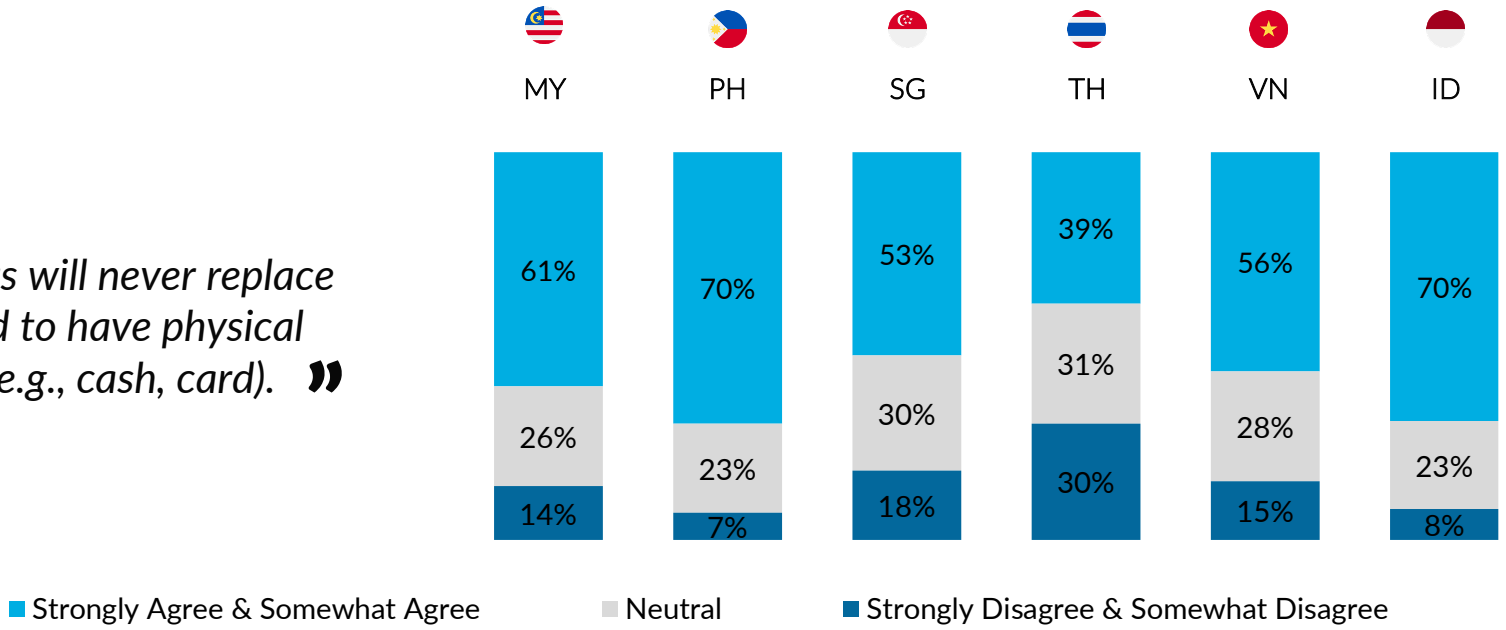
9 in 10

Purchasers across the six markets believe that e-wallets are the future of payment transactions.

Base: All E-Wallet Users (N=4333) | Q. How strongly do you agree/disagree with this statement: E/digital/mobile wallets are the future of payment transactions.
T2B (Strongly Agree & Somewhat Agree)

TH is most likely to think e-wallets can replace physical money like cash and card, while **PH** and **ID** are least likely.

"E-wallets will never replace the need to have physical money (e.g., cash, card)."

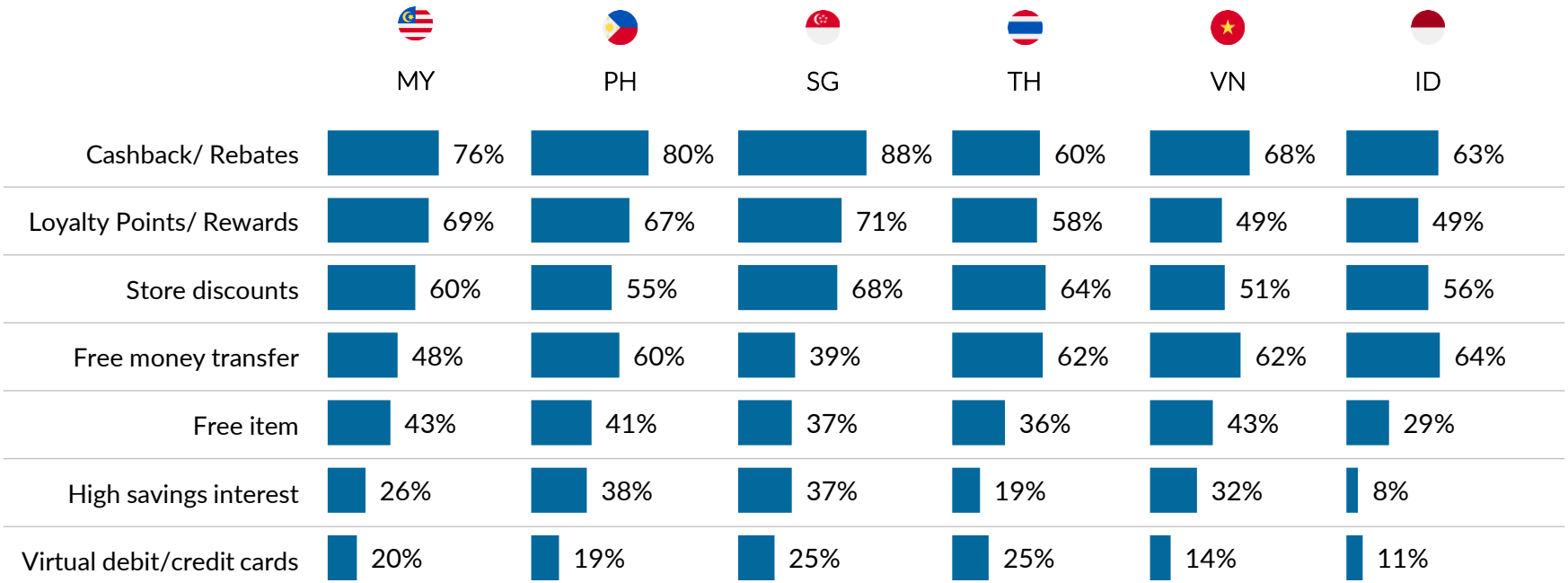


Base: All Purchasers (N=1200 per Market)

At least 60% of e-wallet users like how e-wallets are **convenient**, **contactless,** and have **promos and discounts.**

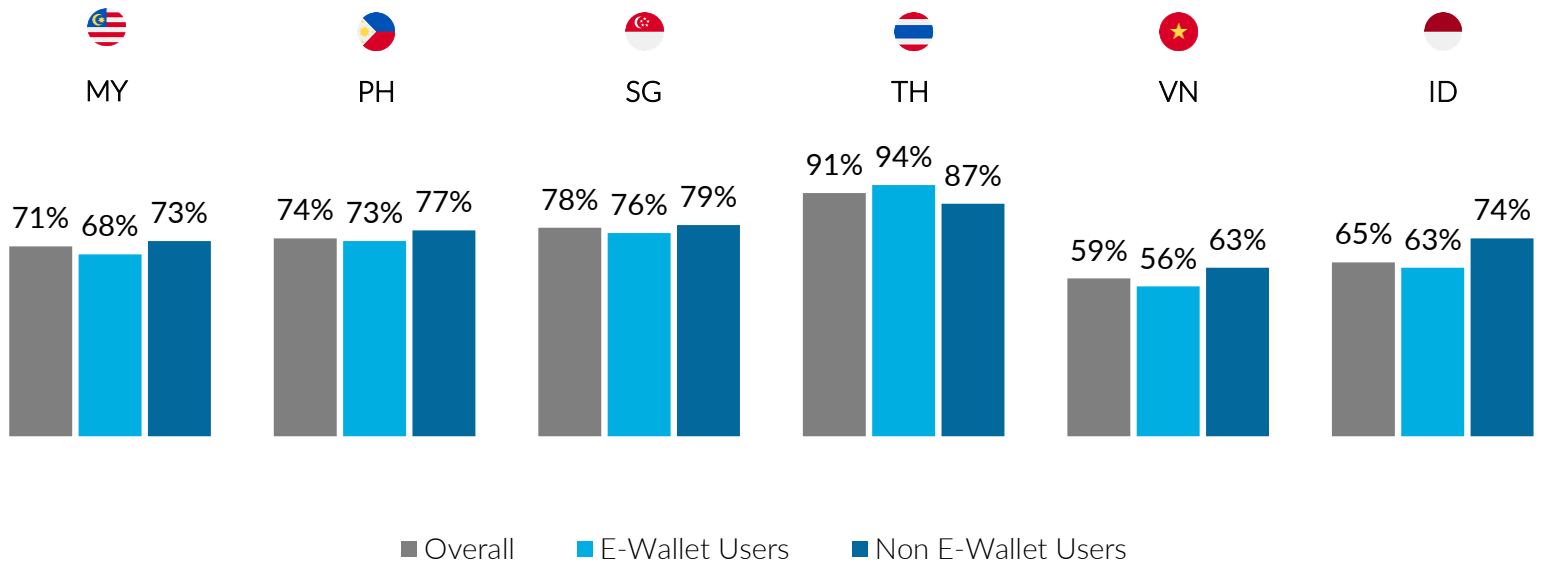
Base: All E-Wallet Users (N=4333) | Q. In general, what do you LIKE about e/digital/mobile wallets?

Cashbacks and **loyalty rewards** are attractive offers for e-wallets, but **free money transfer** is also popular in **PH**, **TH**, **VN** and **ID**.



Base: All Purchasers (N=1200 per Market) | Q. What promotion(s) do you think are attractive for e/digital/mobile wallets?

There is high preference to use just **one e-wallet brand**, and this sentiment is greatest in **TH** and least in **VN**.



Base: All E-Wallet Users, and All Non E-Wallet Users | Q. How strongly do you agree/disagree with this statement: I would prefer to just use ONE universal e/digital/mobile wallet brand instead of having different e/digital/mobile wallet brands. T2B (Strongly Agree & Somewhat Agree)

Except in **SG, ID**, and **VN**, one brand is predominantly used by the majority of e-wallet users per market.

MY (611)	PH (796)	SG (568)	TH (672)	VN (401)*	ID (947)
Touch n' Go (78%)	**GCash (94%)**	**DBS Paylah! (59%)**	**TrueMoney! (82%)**	**Momo (93%)**	**Dana (56%)**
Boost Pay (34%)	Shopee Pay (36%)	**GrabPay (56%)**	Shopee Pay (36%)	**Zalopay (77%)**	**Shopee Pay (48%)**
GrabPay (32%)	PayPal (23%)	**DBS PayNow (55%)**	PayPal (22%)	**Viettelpay (63%)**	Ovo (38%)

Base: All E-Wallet Users | Q. Which e/digital/mobile wallet brand(s) did you use for your purchases in the past month?
*Note: Data for VN is from a newer survey ran in August 2021 | **In bold: Brands used by at least 1 in 2 e-wallet users**

Thanks for reading!

Questions about this report?

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