

Press Release

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Half-Year Figures 2023

girocard Continues to Grow, Retaining Its Position as Germany's Number One Payment Card

Frankfurt am Main, 24th August 2023: The girocard continues its growth trajectory, as maintained over recent years, through the first half of 2023. According to the German Banking Industry Committee, consumers used their girocards for approximately 3.65 billion transactions from January to July of this year. This marks a 15.0% increase in payment transactions compared to the first half of 2022 (3.17 billion). Turnover also saw a significant increase, rising by 10.6% to reach 149 billion euros in the first half of 2023 (first half of 2022: 134 billion euros). The girocard's positive development is reflected in the retail sector as well, with the creation of additional acceptance points for the girocard: the number of payment points has increased by about 7%. Customers can now make payments with their girocard at more than a million terminals (1,097,000). This once again establishes girocard as the market leader at the retail checkout. Especially, contactless payments using cards, smartphones, or smartwatches are becoming increasingly popular: Approximately four out of five times, payments were made contactlessly with the girocard, simply by holding the card up to the reader (80.9%, compared to June 2022: 74.3%).

In Stores, Restaurants, and Ticket Machines - A Card for All Aspects of Daily Life

German banks and savings institutions want to use the momentum of the girocard's high acceptance to accelerate the development of new solutions surrounding the girocard, its high acceptance. In collaboration with retail partners and other market participants, functional extensions of the girocard are currently being developed in various application areas, including its integration with loyalty programs and digital receipts. The long-term goal is to enable payment with girocard in every conceivable situation in Germany. The digital girocard in smartphones or smartwatches is the focal point of many developments, with plans to extend its functionality to include in-app payments.

Another example of conceivable new applications with the digital girocard is age verification, for which the German Banking Industry Committee launched a first pilot project at the end of June. In the future, payments at unattended checkouts or vending machines will become simpler, as the age for the purchase of age-restricted products can now also be verified conveniently online using mobile devices. This also paves the way for self-service checkouts and vending machines to sell age-restricted products, automatically verifying the buyer's age during the payment process.

A Strong System Sets the Foundation for the Future

The German Banking Industry Committee aims to build upon the existing strengths of their debit card as part of their future strategy. The success of the girocard system lies in its high attractiveness for retailers, end-users, and financial institutions. It offers retailers broad availability and low costs with a complete payment guarantee as core advantages. Customers appreciate the comfort and security, placing their trust in the product provided by their bank or savings institution. Moreover, financial institutions benefit from the independence and broad market penetration of the proven, national system.

About girocard:

The „girocard“ brand represents the overarching framework of the German banking industry for its two well-established debit card payment systems: the girocard procedure (formerly „electronic cash“) for debit card transactions and the „German ATM System“. The use of a personal identification number (PIN) always guarantees the secure and simple use of the girocard, as assured by the German banking industry. The girocard name and logo were introduced by the German banking industry in 2007.

About EURO Kartensysteme:

As a joint venture of the German banking industry, EURO Kartensysteme GmbH undertakes tasks in the joint interest of German banks and savings institutions in the field of card-based payment transactions. As a scheme manager, it consolidates core competencies within the girocard system. Its responsibilities include product management, sales, and scheme administration, as well as marketing and public relations for the girocard. The development of operational safety standards and methods to combat misuse are also part of the company's service portfolio, along with administering Mastercard licenses.

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