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## Contactless Payments and PayPal

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If any good thing came out of 2020 (and some good things did, actually) it would be the accelerated pace at which contactless payments were adopted. And by that I mean by both retailers and consumers alike. Waving a chip card or phone in front of a payment receiver of some sort, or transferring funds via an app such as Venmo, means less touching and often less time to complete the transaction.

PayPal is a veteran in the digital payment world. And according to an article in Forbes, PayPal is “moving aggressively” to when it comes to brick-and-mortar contactless payments, not just the online realm where the company got its start.

Why? Because it's a big opportunity. Interviewee and marketing expert Pam Danziger points to a Cowen Equity Research survey that found 70% of consumers surveyed last year plan to use more digital payment offerings post-pandemic. And it's not just younger consumers.

But back to PayPal. It's currently accepted by 29 million merchants, mostly e-commerce at the moment. As it moves to in-store merchants, its dominance in e-comm will lead folks to assume it's accepted everywhere. My point? PayPal should be on your radar for in-store payments in the coming year. **GP**