

Press release

13.02.2024

Annual Figures 2023

Girocard Sees Significant Growth in Retail with Ever-Increasing Use at Checkouts

Frankfurt am Main, 13.02.2024: The past year saw a notable increase in customers paying with their girocard at checkouts. With approximately 7.5 billion payment transactions recorded, the statistics from the German Banking Industry Committee once again demonstrates very stable growth: the number of transactions – that is, payments made using girocard – rose by 11.5 percent compared to the previous year (6.7 billion). Sales increased by 7.1 percent to 304 billion euros in that same period (2022: 284 billion euros). The widespread acceptance of girocard in the retail sector particularly underscored its popularity. Last year, up to 1,132,000 active terminals were available monthly, an increase of about 8.3 percent (2022: 1,046,000 terminals). This is the largest percentage increase since 2010 and the highest increase in absolute numbers in more than 20 years. Girocard's popularity among customers is also reflected in the increased demand in retail – as more terminals mean more convenience at the checkout, leading to shorter queues. Retailers find the German debit card particularly appealing due to its reputation as an efficient and economical option for cashless payments with an integrated payment guarantee.

Card Payments Become Routine

A look at the figures reveals a trend that has continued for several years: consumers in 2023 relied on the debit card from German banks and savings banks not only in an increasing number of stores but also for smaller amounts. The average amount per transaction fell by 1.65 euros (from 42.34 euros in 2022 to 40.69 euros in 2023). This indicates that the card is used not only for larger purchases but also for everyday needs. People appreciate not just the convenience, but also the wide acceptance of girocard.

Contactless Payments Continue to Grow Positively

Customers are paying at the checkout with their cards more frequently and quite naturally by simply holding their card near the terminal: the proportion of contactless payments within the girocard system continued to rise despite already being at a very high level, reaching about 84 percent by the end of 2023 (previous year 79 percent). Thus, the practice of making contactless payments using a physical card or a smartphone/smartwatch has firmly established itself in the payment habits of Germans. To reinforce this positive trend, the German Banking Industry Committee is currently working, with support from



retailers and other stakeholders, to facilitate further uses for girocard. This results in precise and market-appropriate developments at the point of sale and for online payments, offering advantages to all stakeholders involved. Thus, girocard remains a strong and autonomous payment system for Germany – with significant cost advantages and modern features.

About girocard:

The „girocard“ brand represents the overarching framework of the German banking industry: the girocard system as a debit card payment procedure and the „German ATM System“. With the use of a personal identification number (PIN), the German Banking Industry Committee always guarantees the secure and simple use of girocard. The name and logo of girocard were introduced in 2007 by the German Banking Industry Committee.

About EURO Kartensysteme:

As a joint venture of the German banking industry, EURO Kartensysteme GmbH performs tasks in the shared interest of German banks and savings banks in the area of card-based payment transactions. As the scheme manager for the girocard system, EURO Kartensysteme GmbH consolidates core competencies. Its responsibilities include product management, sales, and scheme administration, as well as communication and marketing for girocard. Additionally, the development of operational security standards and methods for fraud prevention are part of the company's services, along with management of the Mastercard license.

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