



MEMBER EXCLUSIVE

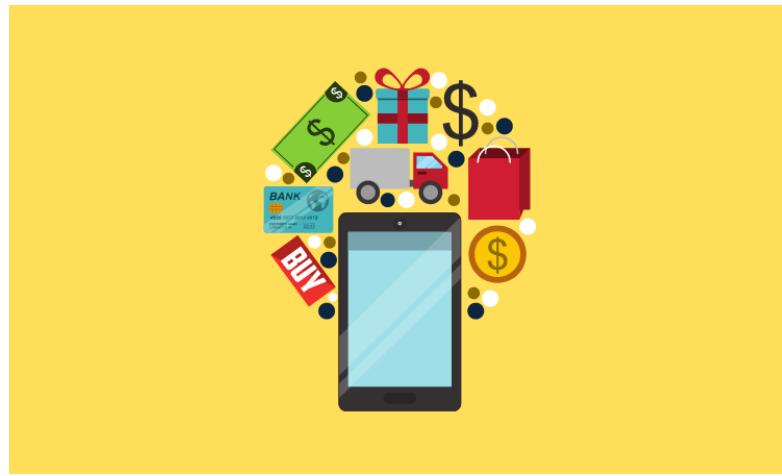
Starbucks has the second most used mobile payment app for POS transactions

eMarketer reported that the Starbucks app accounts for more payments than Google Pay and Samsung Pay.

Apple Pay dominates with 43.9 million users.

SHEHZIL ZAHID | AUGUST 02, 2021

? OpinionMaker Comments



Americans really love their coffee. About 62% of Americans drink coffee everyday while Starbucks is arguably America's favorite coffee chain.

It's not all that surprising then that 31.2 million people use the Starbucks mobile payments app to purchase their coffees, frappuccinos and Pumpkin Spice Lattes.



However, what is surprising is that Starbucks beat out Google Pay and Samsung Pay for more users for POS transactions. Starbucks had 6 million more users than Google Pay and 15 million more than Samsung Pay. Apple Pay edged out all three with 43.9 million users — but this wasn't always the case. Back in 2018, the Starbucks app had 23.4 million users while Apple Pay had 22 million. In 2019, Apple Pay overtook Starbucks with 30.3 million users — up 38% from what eMarketer estimated the previous year.

Starbucks' success might be attributed to the fact that its in-store mobile payments app is available on both iOS or Android, whereas Apple Pay and Samsung Pay users are restricted by the type of phone they have. Google Pay can be

Starbucks has the second most used mobile payment app for POS transactions – Tearsheet used on any Android device, but among all three, the iPhone has far more market penetration in the U.S.

2 comments on “Starbucks has the second most used mobile payment app for POS transactions”

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OPINIONMAKER

David Donovan

Executive Vice President Of Financial Services, Publicis Sapient

7 months ago



Starbucks has shown that they are as much a financial services company as a coffee company. Through a strong API network and leveraging interaction data they have increased their market share through personalization.



OPINIONMAKER

David Donovan

Executive Vice President Of Financial Services, Publicis Sapient

7 months ago



Starbucks, through its intelligent API network has proven that it is not just about coffee. They are a financial services enterprise that is building its own eco-system of users.

Outlier OpinionsMakers

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David Donovan

EXECUTIVE VICE PRESIDENT OF FINANCIAL SERVICES, PUBLICIS SAPIENT

BLOCKCHAIN AND CRYPTO, MEMBER EXCLUSIVE

Bankchain Briefing: How crypto-backed cards are disrupting payments

This week, we explore how crypto-backed cards have become one of the fastest-growing card categories.

We also look at the key global blockchain investment trends over the past year.

Ismail Umar | March 01, 2022

MEMBER EXCLUSIVE, NEW BANKS

Banking Briefing: Major Russian banks excluded from SWIFT

The big news this week is that major Russian banks have been excluded from SWIFT as part of the US and allies' sanctions against Russia.

In the background, we've also got experts' take on what's happening in cannabis banking and some new numbers in the world of digital account opening.

Rivka Abramson | February 28, 2022

MEMBER EXCLUSIVE, MODERN MARKETING

Marketing Briefing: SoFi wants users to break up with their banks – but, like, literally

Starbucks has the second most used mobile payment app for POS transactions – Tearsheet
 SoFi's new campaign wants consumers to break up with their banks -- while breaking out in song.
 In other news, we wrapped up our Acquire Conference on Tuesday. But not to worry if you missed anything -- we've made all the session videos available just for you.

Rivka Abramson | February 25, 2022

MEMBER EXCLUSIVE, PAYMENTS

Payments Briefing: Can tap to mobile technology democratize payments?

This week, we explore how tap to mobile payments could help SMBs compete with larger businesses.

We also look at how PayPal's failed customer acquisition strategy led to the birth of 4.5 million fraudulent accounts on its platform.

Ismail Umar | February 25, 2022

DATA SNACKS, MEMBER EXCLUSIVE

Data Snack: As finance apps' ad spend soars, their conversion rates are declining

The average ad spend on an app store by a finance app rose by 51% between 2020 and 2021, crossing the half-a-million dollars mark.

Conversion rates for finance apps fell across the App Store from 6.8% to 5.8%, and Google Play Store from 60% to 55%.

Subboh Jaffery | February 18, 2022

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