

Survey: Italians seem to prefer online payment with Bitcoin over Visa or MasterCard

It seems that Italians are very interested in using cryptocurrencies to pay online.

What comes to mind when you think of Italy? Pizza, pasta, Ferrari, or beautiful long trails winding over the Tuscan hill? These are all unmistakable features of the boot-shaped country, but in the future, perhaps we will have to add to this list another very special element, which is Bitcoin!

Why is that? Simply because it seems that Italians are very interested in using cryptocurrencies to pay online.

According to a recent report released by market analysis firm SEMRush, Bitcoin is the third most popular online payment method in Italy, behind only PayPal and the prepaid cash card system of Italy, CanonPay.

However, the study also included payments made using Visa or MasterCard debit cards via PayPal, in the form of PayPal payments. As such, if these methods are not included in PayPal then it is likely that Bitcoin will not be able to reach the top 5.



On average in Italy, Bitcoin is used in more than 215,800 transactions per month, while American Express is only used 189,000 times. This figure for other credit cards like Visa and MasterCard is said to stop at 33,950 times per month.

Perhaps a more plausible explanation is that Italians really love PayPal. On average, this famous online payment provider is used more than 1,383,000 times per month. While PostePay is used about 1,175,000 per month.

These figures are based on a survey conducted between October 2018 and September 2019.

However, there are still no statistics on what kind of items Italian people are using Bitcoin to buy - a very important factor to evaluate the development trend of this type of transaction in the future. hybrid. There are many websites and e-commerce platforms that accept payments in Bitcoin, but in reality, these services are rarely used. In many cases, the website even removes the support of payment by cryptocurrency.

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