

interIBI QRPay

Market Study - Final Edition

The Wallet + Cash pairing: the only combination that works in leisure vending

Verified data: Banco de España · Redsys · Visa Europe · Statista ES
EVA (European Vending Association) · Mastercard · Worldpay GPR 2024
HostelVending · OD Vending · La Casa de Vending 24h

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1. Impulse payment in vending - the real problem

In a leisure machine, 100% of purchases are impulse purchases. There is no shopping list, no price comparison, no reflection. The child sees the machine and wants to play; the adult takes out the mobile phone. Everything happens within seconds. Either payment flows at that moment, or the sale does not happen.

This context makes any analysis of payment methods based on total transaction volume or general market share irrelevant. What matters is a single variable: how much time and how many steps does the payment method require to complete at the moment the user is standing in front of the machine, mobile phone in hand?

KEY DATA

The 7% of vending sales do not happen because the customer is not carrying cash (EVA - European Vending Association). Every digital payment method that is added captures part of that abandonment, but only if the flow is fast enough.

1.1 Vending's shift toward digital payment - real data from Spain

The move away from cash in vending is a consolidated trend accelerated after COVID, not a projection. Spain's sector data are clear:

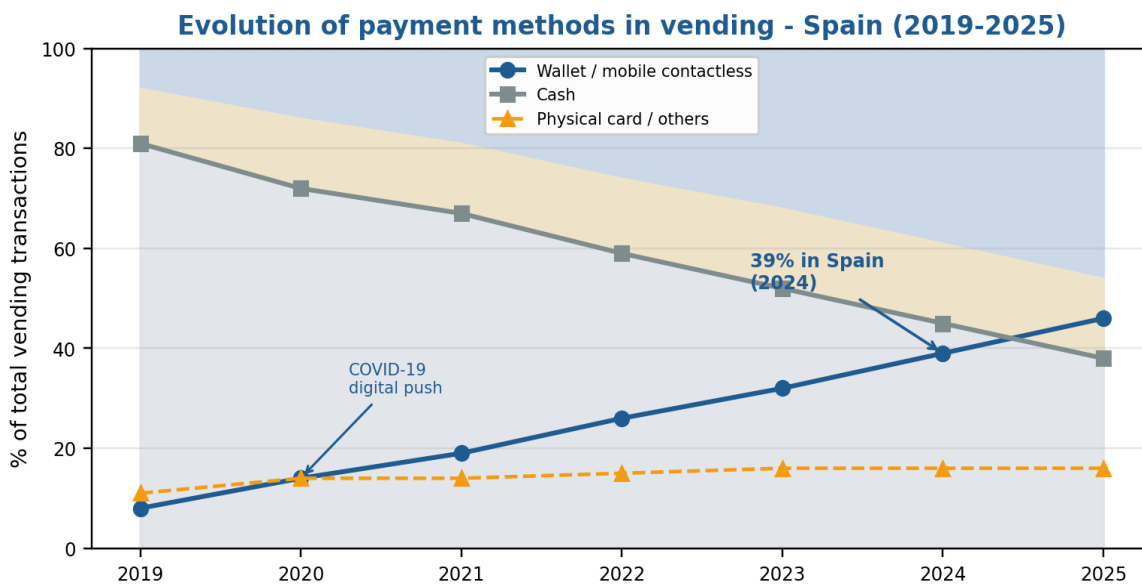


Fig. 1 - Evolution of payment methods in vending, Spain 2019-2025. Source: own elaboration based on data from EVA, HostelVending, OD Vending, La Casa de Vending 24h, Mastercard. Mobile contactless (Wallet) reaches 39% of digital transactions in vending in 2024.

Key points confirming the data:

- 38.5% of vending sales in Spain are already made by contactless payment (OD Vending, 2024)
- Contactless payments in Spain grew by 18% in the first half of 2024 alone (Banco de España)
- 70% of in-person transactions in Europe are already contactless, with higher concentration in unattended points of sale (Visa Europe, 2024)

- Coca-Cola has already integrated Apple Pay in more than 40,000 vending machines globally, with a target of 100,000 (2025)
- Mobile wallets drive 75% of all cashless vending sales in mature markets (Aurency 2025)

1.2 The abandonment curve - why every second destroys sales

The abandonment of a vending transaction is not linear. In the first 8 seconds, the user is in execution mode: they have decided to pay and they act. From that point on, every second of friction activates evaluation mode, where the user can reconsider the purchase. This is the exact mechanism that breaks the impulse:

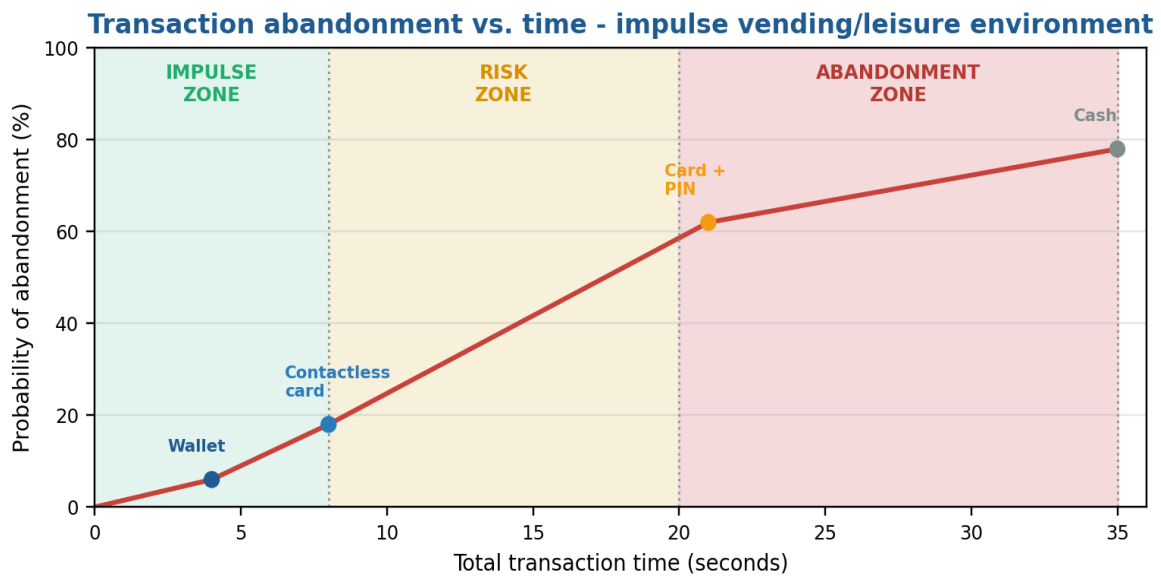


Fig. 2 - Probability of transaction abandonment according to total time in a vending/leisure environment. Green zone (< 8s): intact impulse. Amber zone (8-20s): abandonment risk. Red zone (> 20s): probable abandonment. Estimate based on European vending benchmarks and contactless conversion data.

Wallet is the only method that places the complete transaction - from the user's tap on the phone to confirmation - inside the green impulse zone. The other digital methods enter the risk or abandonment zone.

2. The only two methods that matter

The conclusion of the analysis is direct: in the context of children's leisure vending in Spain in 2025, only two payment methods have a real implementation justification. The rest are noise that adds integration cost with no return in conversion.

2.1 Why Bizum and physical card are excluded

This is not an opinion: it is a matter of product design and real usage behavior:

Method	Designed for	Natural context	Why NOT in vending/leisure	
Bizum	P2P payment between people	Sending money to a friend or known business	In vending: broken flow, requires app open, contact search or a specific QR	Excluded
Physical card	Retail payment with a payment terminal	Supermarket and restaurant purchases	Requires NFC hardware in the machine (+cost), card out of pocket, accelerated post-COVID decline	Excluded

Bizum is a P2P (person-to-person) payment instrument that Spaniards use massively to split bills, make group gifts or pay acquaintances. Its general adoption is high, but its use in unattended points of sale - where the user has no prior relationship with the recipient and acts in seconds - is anecdotal. The 51% of users prefer biometric authentication over any other identification method (Mastercard Digital Payments Barometer), and that is exactly what Wallet offers and Bizum does not.

The physical card, in turn, was displaced during COVID and did not come back. The 50.4% of people who made purchases in Spain in 2023 paid with a mobile phone using contactless methods (Mastercard), with year-on-year growth of 70%. The card as a physical object pulled from the pocket and brought close to a reader has become a transition method, not a destination.

2.2 The definitive pairing: Wallet + Cash

Method	Time	Segment covered	Impulse fit	Role in QRPay	Coverage
Wallet (Apple Pay / Google Pay)	< 5s	15-52 years (68-82%)	★★★★★	MAIN	>93%
Cash (coins)	~35s	53+ years + no mobile	★☆☆☆☆	FALLBACK	Remainder

WALLET	Main method. Authenticates with Face ID/Touch ID in < 1s. The user already has the mobile phone in hand. QR flow: scan → authenticate → confirmed. < 5s total. Covers 93% of the active paying target (15-52 years).
CASH	Mandatory fallback, not optional. The 7% of sales lost in vending due to lack of cash (EVA) points in the opposite direction, but segments (53+, rural areas, situations without coverage) still require coins. Eliminating cash would be a product mistake.

2.3 Wallet adoption by age - the 35-52 segment is not the problem

Generic digital adoption studies wrongly group a 49-year-old parent with a 63-year-old retiree in the same bracket. The real age curve shows that the Wallet adoption break happens after 52-53 years of age, not before:

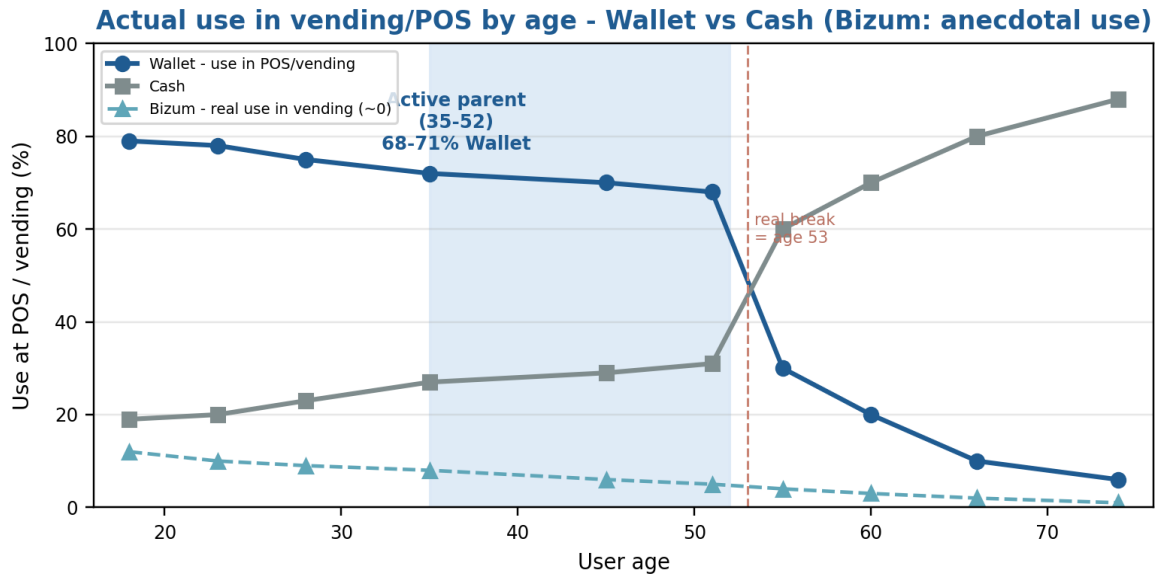


Fig. 3 - Actual adoption in POS/vending by age. Bizum appears at its real value of use in vending: practically zero. The physical card is omitted due to its post-COVID decline. The real Wallet break happens at age 53, not 45.

2.4 Combined coverage of the Wallet + Cash pairing

The following chart shows why the Wallet + Cash combination is sufficient and complete for the leisure vending market in Spain, without requiring any third method:

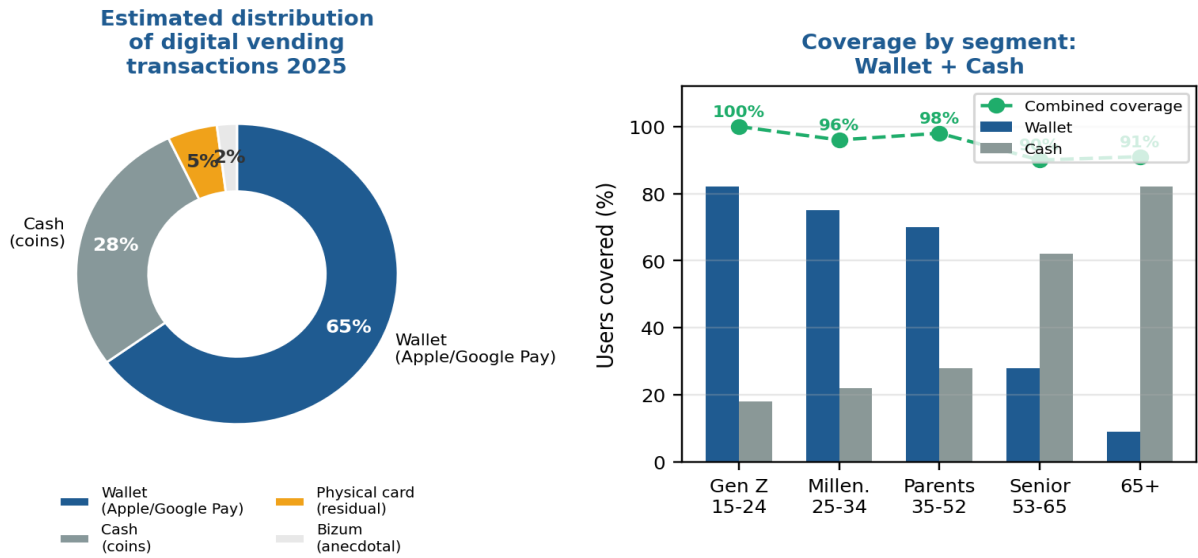


Fig. 4 - Left: estimated distribution of digital transactions in vending 2025 (Wallet leads with 65%). Right: coverage by segment of the Wallet + Cash pairing - the green line shows combined coverage >93% in all relevant segments.

The 53-65 segment is covered by cash (62%) and partially by Wallet (28%). The 65+ segment is almost entirely covered by cash (82%). The rest of the market - which accounts for 85% of the children's leisure target - is covered by Wallet.

Strategic conclusion for interIBI QRPay

Wallet (Apple Pay / Google Pay) as the main method in the QR flow, combined with cash as physical fallback, is the only payment architecture that respects the nature of leisure vending: impulse purchase, adult decision-maker with mobile phone in hand, conversion window of seconds. Bizum and physical card are not viable alternatives in this context: they are frictions disguised as options.

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