
Swipe, scan, tap: the cashless payments market

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Thomas Moser, Alternate Member of the Governing Board

Money Market Event, Zurich
16 April 2026

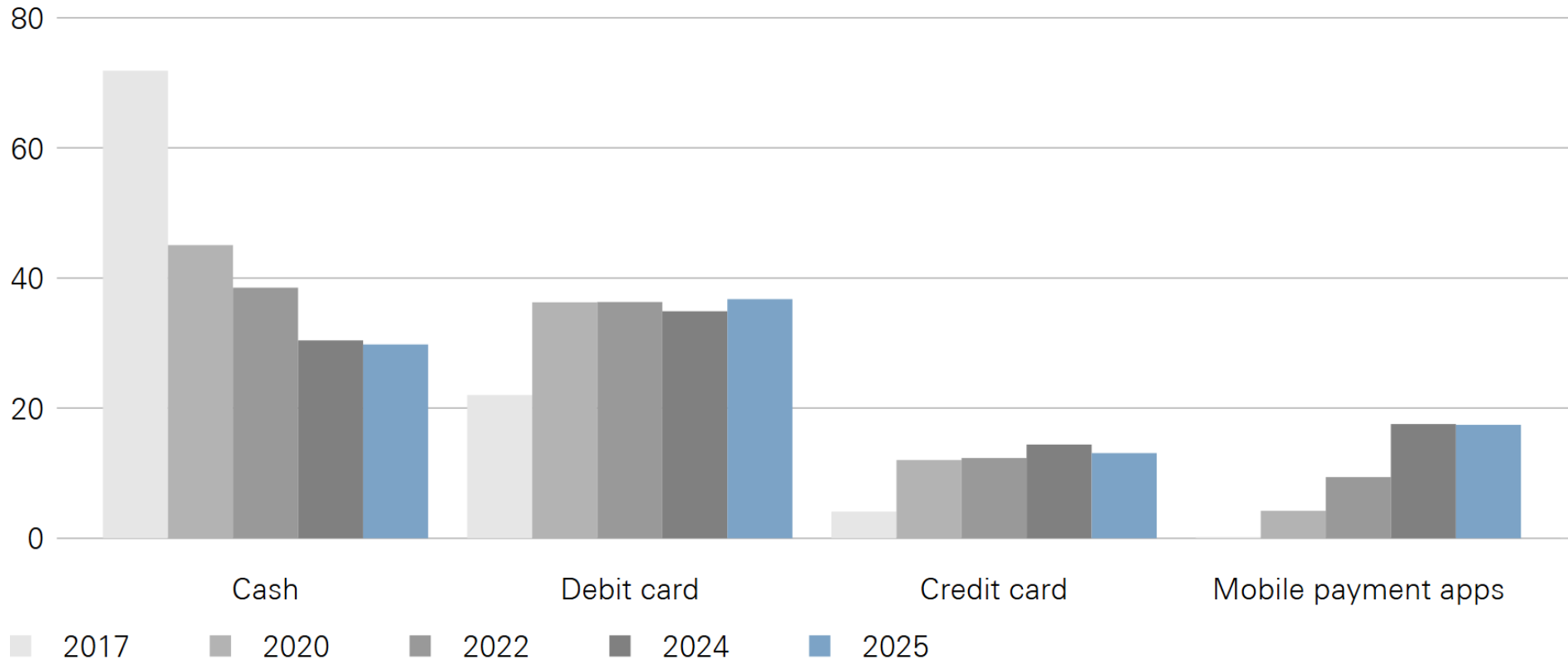
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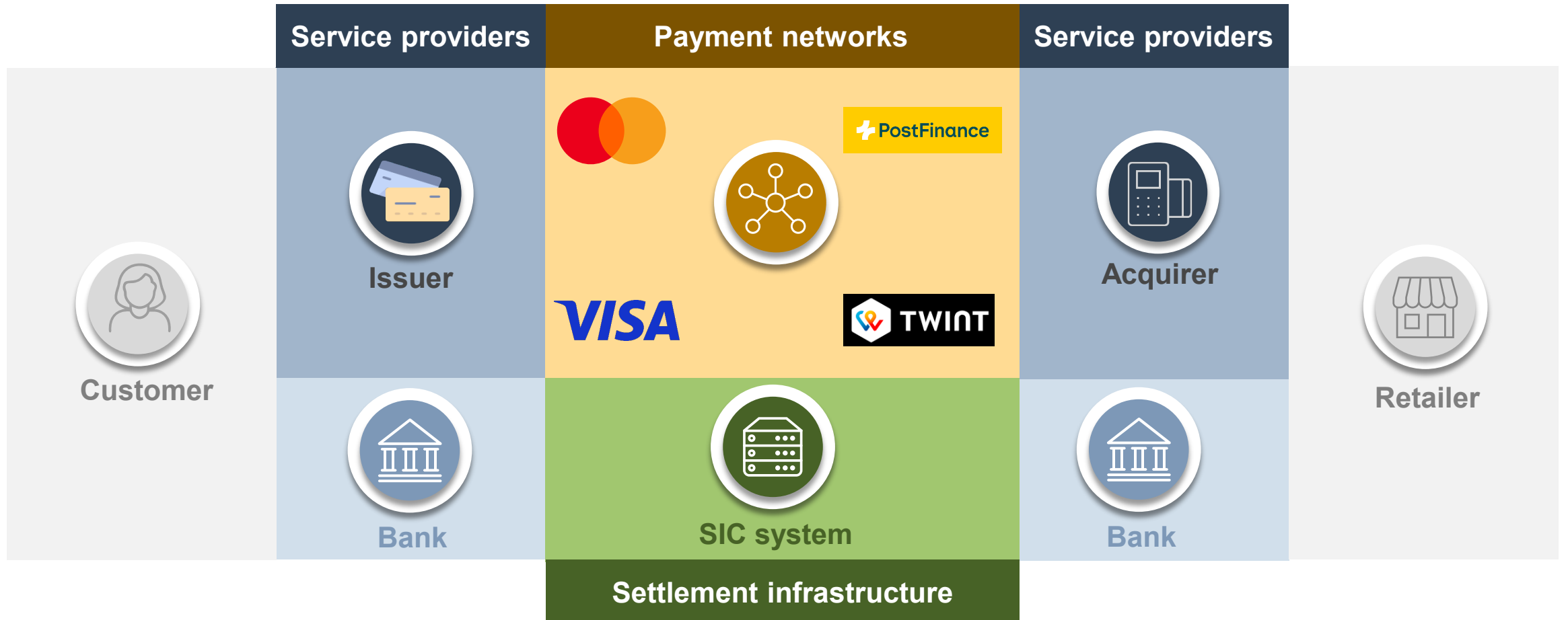
How do customers pay at the cash register in Switzerland?

IN-PERSON TRANSACTIONS BY PAYMENT METHOD

Volume shares in percent; from payment diary

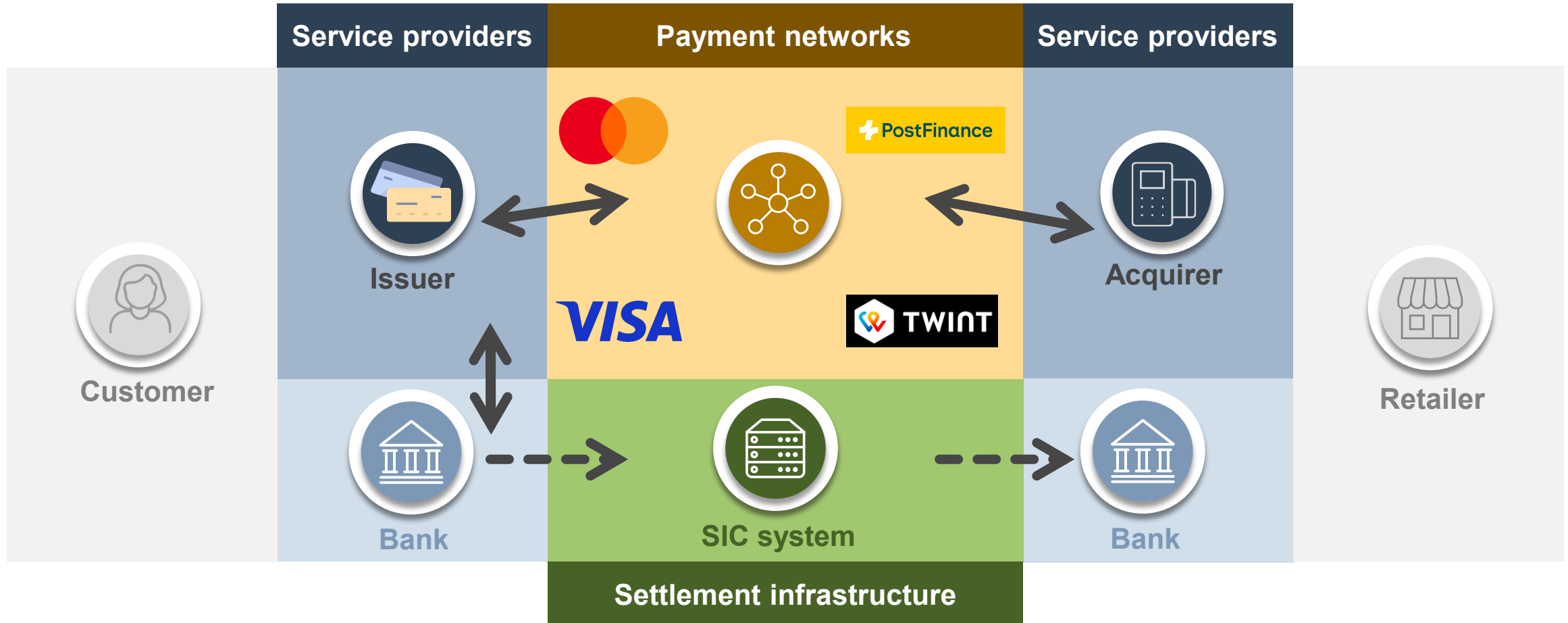
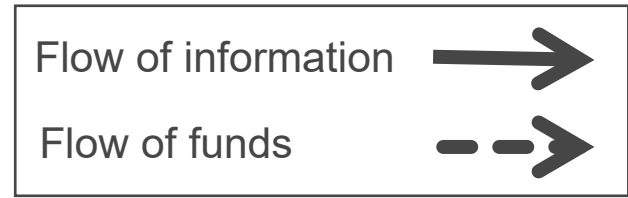


Engine room of cashless payments



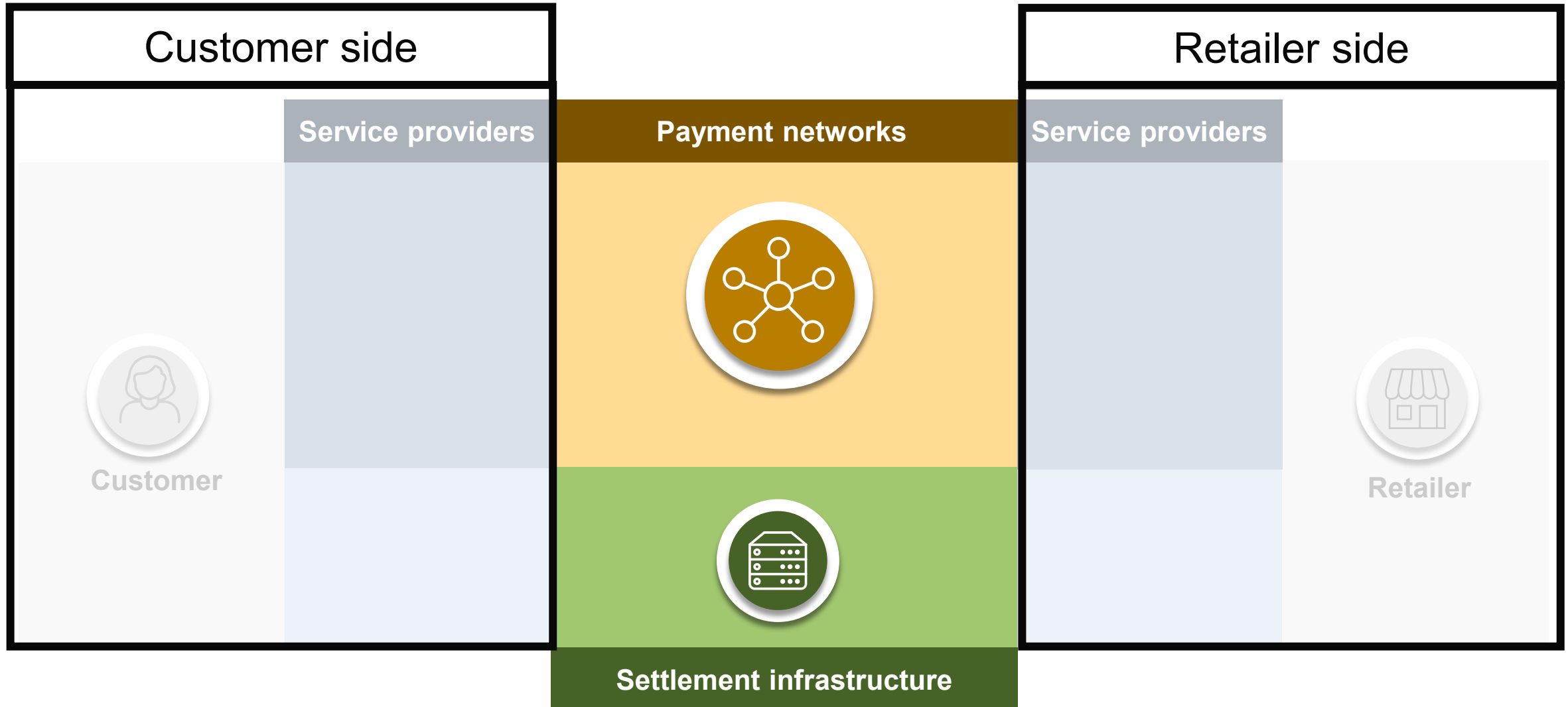
Source: SNB

Technical procedure underpinning a card payment

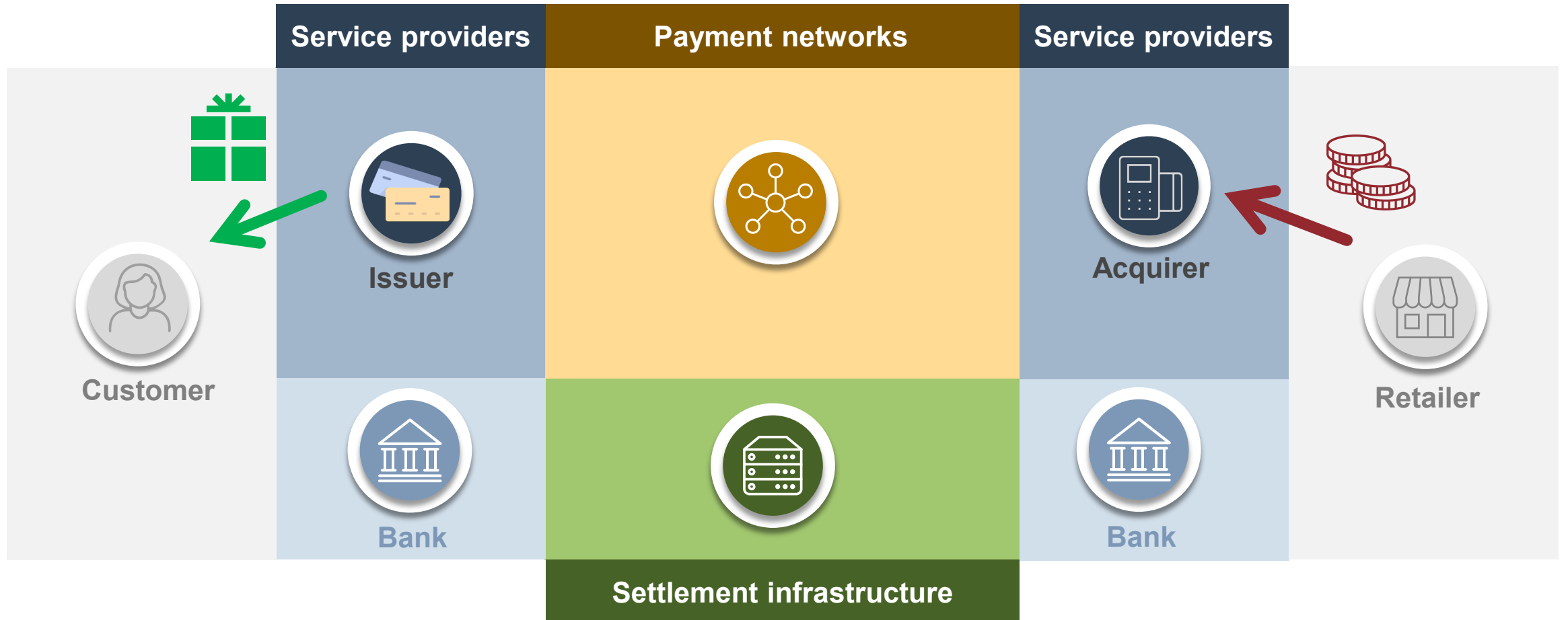


Source: SNB

Economic principles in cashless payments



Two-sided markets in cashless payments



Source: SNB

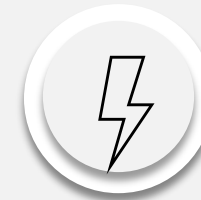
Characteristics of a macroeconomically optimal payments system

Resilience



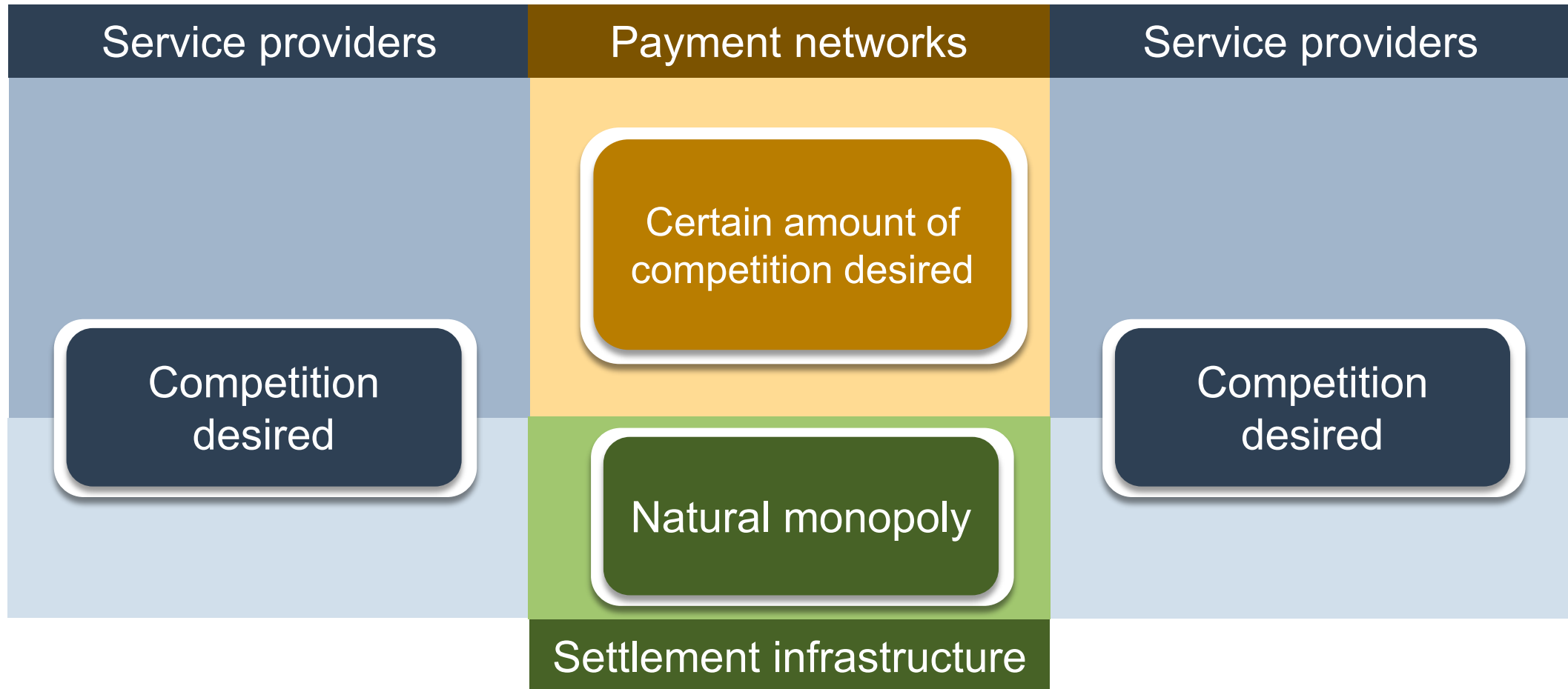
Availability
Reliability
Acceptance
Redundancy

Efficiency

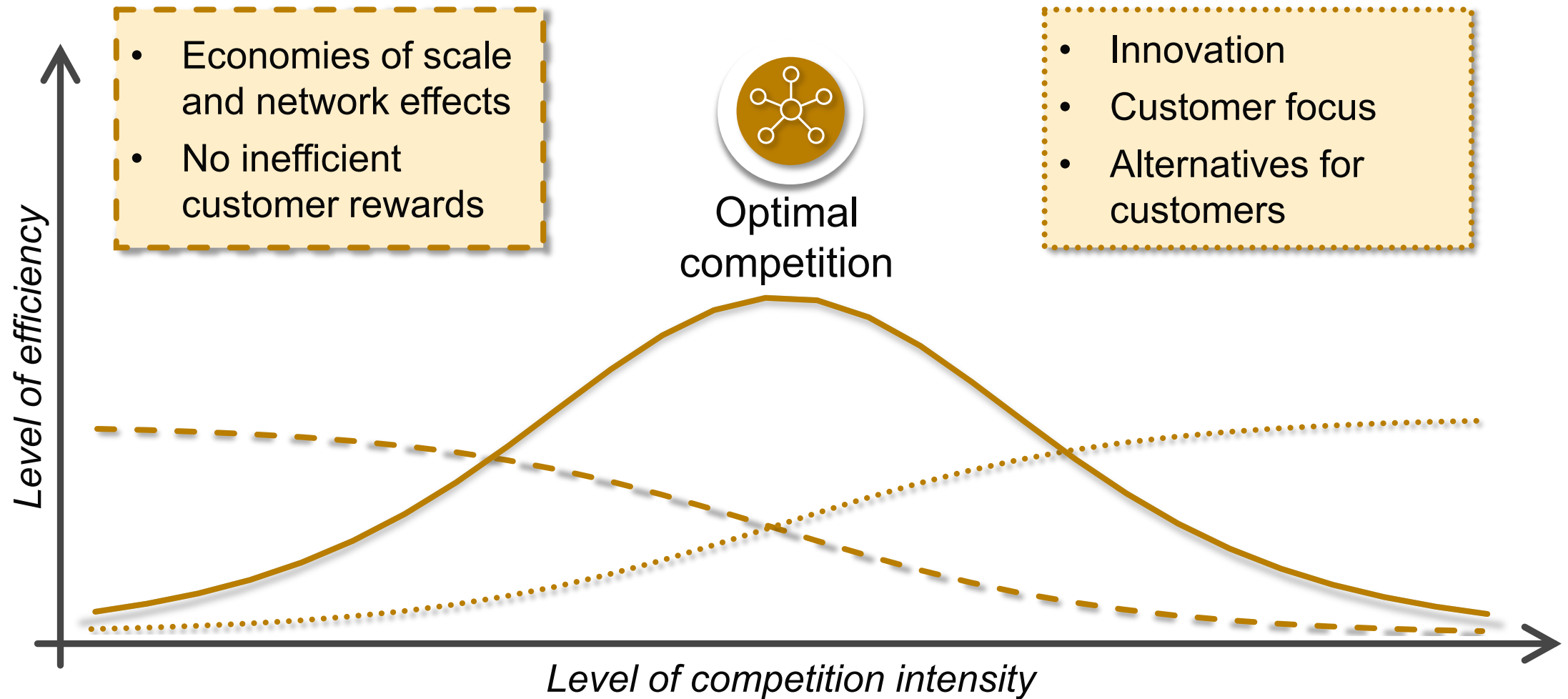


Cost-benefit ratio
Optimal competition

Competition in cashless payments



Optimal competition intensity in two-sided markets



SNB measures in cashless payments

**Open access
policy**



**Instant Payments
Bridge**



**Interlinking
project**



Thank you for your attention!

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