

Swipe Up Shopping

how social spending is sweeping the nation

Coined as 'Swipe Up Shopping', research commissioned¹ by Visa revealed a surge in social media shopping. The survey of 2,000 UK consumers conducted by Opinium on behalf of Visa, revealed Swipe Up Shopping is likely to continue growing, with almost a fifth of Brits surveyed using social apps to shop.

According to the research, did you know?



One in four

(24%) of online purchases in the past six months have been made via social media



One in ten

(11%) have made a purchase on social media since lockdown



26%

love the speed



36%

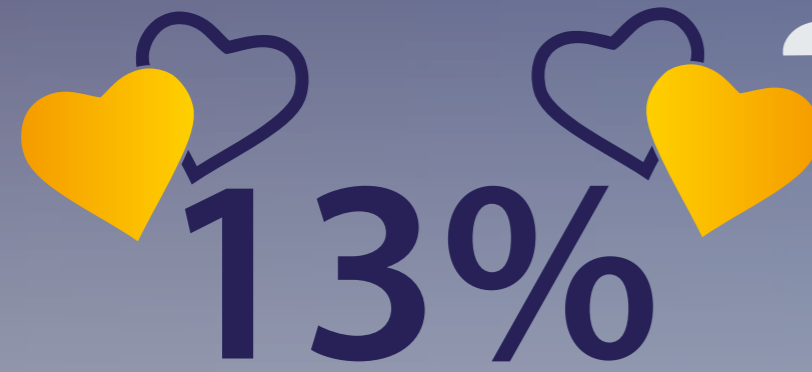
plan to continue purchasing this way in future



35%

love the convenience of buying with a swipe and a click

How do **you** Swipe Up To Shop?



13%

have bought something to make themselves feel better

13%

are purchasing after midnight



27%

are buying whilst watching TV

16%

'Swipe Up' to better support small businesses

The most popular purchases?



Clothes and accessories

37%



Homeware

29%



Electronics

20%

While Swipe Up Shopping is quick and convenient, be mindful of buying safely:



57%

have not checked third party reviews of the website



58%

of social purchases have not lived up to expectation



38%

of are chasing refunds and returns



88%

remain out of pocket for at least one purchase

Visa's Tips to Swipe Up Smart:



Research the website, influencer or company to ensure it is legitimate



Always check refund and exchange policies before purchasing



Use your Visa debit or credit card for a layer of protection if things go wrong



Sign up to transaction alerts through your banking apps to monitor account activity



Save your Visa card details on sites you use frequently, to allow secure one-click payment