Inditex allows Stradivarius, Massimo Dutti, and Oysho customers to pay with Bizum

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Inditex accepts Bizum as a payment method for customers making online purchases in its brands Stradivarius, Massimo Dutti and Oysho, as reported to Europa Press by sources from the Galician company.

Inditex joins other companies in the retail sector, including El Corte Inglés and Dia, in opting for this payment method in order to facilitate its customers’ online shopping experience.

This form of payment, which reduces the average purchase time compared to credit card payments, joins other systems that were already available in the Inditex group's stores, such as card payments and Paypal.

Stradivarius allows its customers to pay with Bizum only for purchases on its website, while Massimo Dutti and Oysho offer this option on their website and app. Inditex has indicated that the group's intention is to progressively implement this payment method in all its retail chains.

Bizum reached 800 million total transactions in 2021 since its launch in October 2016, with an associated volume of close to €40 billion, while exceeding a number of 19 million users.

In 2021 alone, 505 million private transactions were recorded, making up 63% of all transactions since its launch, with a volume of €26 billion and an average amount per transaction of €51.

On average, more than 16 "bizums" per second were made in 2021 while on December 1 alone, 2.4 million transactions were made; Almost 28 per second.

In terms of e-commerce payments, 5.3 million purchases worth €320 million were made, figures that have been boosted by the increase in the number of online sites accepting Bizum payments, which almost tripled last year to 26,700 online retailers.
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Bizum highlights that in 2021, there was a record number of daily transactions in e-commerce through its payment system. Most notably on Black Friday, November 26, when 44,000 purchases worth €3.2 million euros were made.

In total, the payment system has 15.4 million online shoppers as users.

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