

Nexi leads the growth of mobile payments in Italy: the European PayTech recorded a 61% rise in spending volumes in 2024

The number of virtualized Nexi cards on mobile payments wallets also increased (+36%), as well as the number of transactions made with smartphones and smartwatches (+68%)

Milan, Italy. 13 March 2025 – In 2024, [Nexi](#) led the growth of mobile payments in Italy, recording a 61% increase in spending volumes from smartphones and smartwatches. The European PayTech once again drove the growth of a sector that, according to data released today by the Innovative Payments Observatory of the School of Management of the Milan Polytechnic, recorded an overall increase of +53% in 2024, reaching a value of €56.7 billion.

Mobile payments is an area where Italians increasingly prefer payment solutions that virtualize the card on smartphones or wearables (including bracelets and watches). This is demonstrated by the increase in the volume of transactions through such solutions: the Polytechnic University of Milan reports that this reached a value of €44.7 billion in 2024, equal to 94% of the total mobile transactions in store, showing accelerating growth compared to 92% in 2023 and 89% in 2022.

This is also confirmed by the 36% rise in Nexi cards that were virtualized on wallets such as Apple Pay, Google Pay and Samsung Pay in 2024. Additionally, the number of mobile transactions carried out last year by Nexi cards in physical and online stores increased by 68%.

“This data confirms that our technological infrastructure is fundamental for the growth of digital payments in Italy and demonstrates our key role in the evolution of this sector; something that is increasingly strategic in its support of Italy’s digitalization journey,” commented Marco Ferrero, chief regional officer of Nexi Italy. “We are also planning significant investments in technologies and skills during 2025, to the tune of €400 million at Group level. This is designed to guarantee further growth in innovative digital payments in Italy this year, continuing the impressive results recorded in 2024 and in previous years.”

The growth recorded by Nexi in mobile payments in 2024 continues the path created by the European PayTech in 2023 and 2022, when the market leader recorded in Italy double-digit increases in spending volume, in the number of transactions managed and in the number of virtualized cards on mobile payments wallets.

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Nexi

Nexi is the European PayTech, present in high-growth, attractive European markets and technologically advanced countries. Listed on the Euronext Milan, Nexi has the scale, geographical reach, and capabilities to drive the transition towards a cashless Europe. With its portfolio of innovative products, e-commerce expertise, and specific solutions for the industry, Nexi can provide flexible support for the digital economy and the entire payment ecosystem globally through a wide range of channels and different payment methods. Nexi’s technological platform



and best-in-class professional skills in the sector allow the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions, and Digital Solutions. Nexi continuously invests in technology and innovation, focusing on two fundamental principles: meeting the needs of its customers together with its partner banks and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments, offering customers the most innovative and reliable solutions to better serve their customers and grow. This is the way how Nexi promotes progress for the benefit of all: simplifying payments and enabling people and businesses to build closer relationships and grow together. www.nexi.it www.nexigroup.com

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