TWINT reaches 5 million users and 386 million annual transactions

TWINT starts the new year by achieving the milestone of 5 million active users. Transaction figures are also setting records, with users of the TWINT app having twinted around 386 million times in 2022. This is higher than the number of transactions for all previous years since the founding of TWINT combined.

TWINT continued its strong growth in 2022. More and more people in Switzerland count on the app in all sorts of everyday situations and in January the app passed the mark of 5 million active users. This is a milestone, as more than half of the people in Switzerland use the versatile features of the app. However, this was not the only record that TWINT was able to achieve in the past year. TWINT users carried out a total of 386 million transactions in 2022. This is more than in all of the previous years since the app was launched combined.

TWINT figures:	*Annual TWINT transactions:*	
- More than 5 million active users	*2017:*	*4 million transactions*
- 98% awareness among people aged over 16 years	*2018:*	*11 million transactions*
- 65% commercial transactions, 35% between private individuals	*2019:*	*37 million transactions*
- Most TWINT transactions occur in physical retail	*2020:*	*104 million transactions*
- TWINT is offered as a payment method by around 77%	*2021:*	*215 million transactions*
of physical stores and 76% of online shops in Switzerland	***2022:***	***386 million transactions***

"We are delighted that more than half of the people in Switzerland now count on TWINT in their day-to-day lives", explains Markus Kilb, CEO of TWINT. "TWINT has become a symbol for the digital simplification of everyday life. What's more, it has made Switzerland one of the leading countries in Europe in terms of mobile payments".

Whether paying at the cash register, online, at farm shops or when visiting the cinema with friends, the possible applications of TWINT are growing just as steadily as its use. While the app is most frequently used at the supermarket checkout, it is also very popular for purchasing tickets for public transport, paying parking fees and for shopping in neighbourhood stores and specialist retailers.

And yet TWINT is no longer just used to pay for shopping. Thanks to its innovative features and fields of application, the app simplifies all kinds of everyday situations. For instance, paying for parking without TWINT has become unimaginable for many users – especially because overpaid money is returned on departure. In 2022, users of the app were thus able to save around CHF 5.7 million in this way. TWINT has also boosted digitalisation in the area of donations. For example, users can quickly and easily support charitable organisations from directly within the app. The options in the TWINT app are rounded off by many other features that make everyday life simpler. These include weekly Super Deals, a wide range of credit voucher cards and experience vouchers, the helpful mobile comparison and the option to take out an insurance policy quickly and easily.

It is probably thanks to these versatile applications in everyday life that people in Switzerland identify more strongly with TWINT than ever before. In a survey as part of Brand Indicator Switzerland 2023, 2200 consumers recently chose TWINT as one of the ten most popular brands in Switzerland. Survey respondents were asked about both everyday relevance and their emotional connection to the brand. A jury of 300 opinion leaders also named TWINT one of the top five brands of the future.[1] The fact that people in Switzerland value the digital simplification of their everyday lives is not only reflected in the growing user and transaction figures. Instead, TWINT has now also become a favourite brand for many.

More information on TWINT
Make convenient and secure payments with TWINT using your smartphone: pay at the cash register in supermarkets, in online shops, when shopping at farm shops, on public transport, when parking or transferring money to your friends. With over five million active users, TWINT is the leading payment app in Switzerland. TWINT AG belongs to Switzerland's biggest banks: BCV (Banque Cantonale Vaudoise), Credit Suisse, PostFinance, Raiffeisen, UBS, Zürcher Kantonalbank as well as SIX and Worldline.

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[1] Brand Indicator Switzerland 2023 survey published by bodin.consulting, furrerhugi, PRfact and deeptrue)

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