Payment companies' surveys report about twice the share of shoppers who leave over a missing payment method

24 November 2026. How many shoppers leave an online purchase when the shop does not offer the payment method they want? Waverunner compared 39 published surveys that ask this question. The typical survey from a company that sells shops a way to take payments puts the share at 40%. The typical survey from everyone else, such as researchers and logistics firms, puts it at 21%.

- **The companies selling the fix report about double the problem.** 25 of the surveys come from payment companies and 12 from other publishers; the other two are not compared.
- **More of their surveys ask the direct question.** 18 of the 25 payment-company surveys ask every shopper directly whether they left, or would leave, a purchase because their preferred payment method was missing, against 5 of the 12 from everyone else. Where the question is narrower, the typical figure is lower in both groups: 29% against 41% for payment companies, and 11% against 35% for everyone else.
- **One survey can print two very different numbers.** PayPal's Australian eCommerce Index 2026 prints 31% for having abandoned a purchase and 50% for being less likely to buy, from the same 1,012 respondents.

How the study was done. Each figure is taken from the publisher's original report. The comparison takes each survey's middle figure, then the middle survey in each group; the surveys differ in wording, country, year and sample, so their figures are not averaged. Counted 25 ways, the two typical figures stay between 37% and 43% and between 14.5% and 21%. The data cannot separate the publisher from the question, country, year or people asked, and none of the surveys measures a lost sale: each figure is an answer to a survey question.

About Waverunner. Waverunner sells ecommerce CRM and payment orchestration to online shops, so it sits on the same side of the market as the companies that sell payments. Waverunner produced and published this study and has a commercial interest in how merchants read payments research. It did not commission or fund any of the surveys.

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The study, its figures and every figure used with its source:
https://waverunner.ai/blog/payment-method-abandonment/