



2026 REPORT

Improve Your Checkout Experience

Helpful Tips & Insights For Online Retailers

Your payments decide your sales

By the time a shopper adds a product to their cart and reaches checkout, you're at a critical moment. A confusing flow, limited payment options, or a slow load time can turn a ready-to-buy customer into an abandoned cart.

Payments are huge in Canada: in 2024 alone, Canadians made roughly 22.5 billion retail payments worth about \$12.2 trillion, with online and mobile shopping driving much of the growth. Today, shoppers don't just compare your products to competitors—they compare your checkout experience to every other app and service they use daily, from marketplaces to ride-sharing apps.

With more payment options than ever, from cards and debit to digital wallets and pay by bank, getting the mix right is key for conversion, trust, and profit.

The main payment options Canadians use online

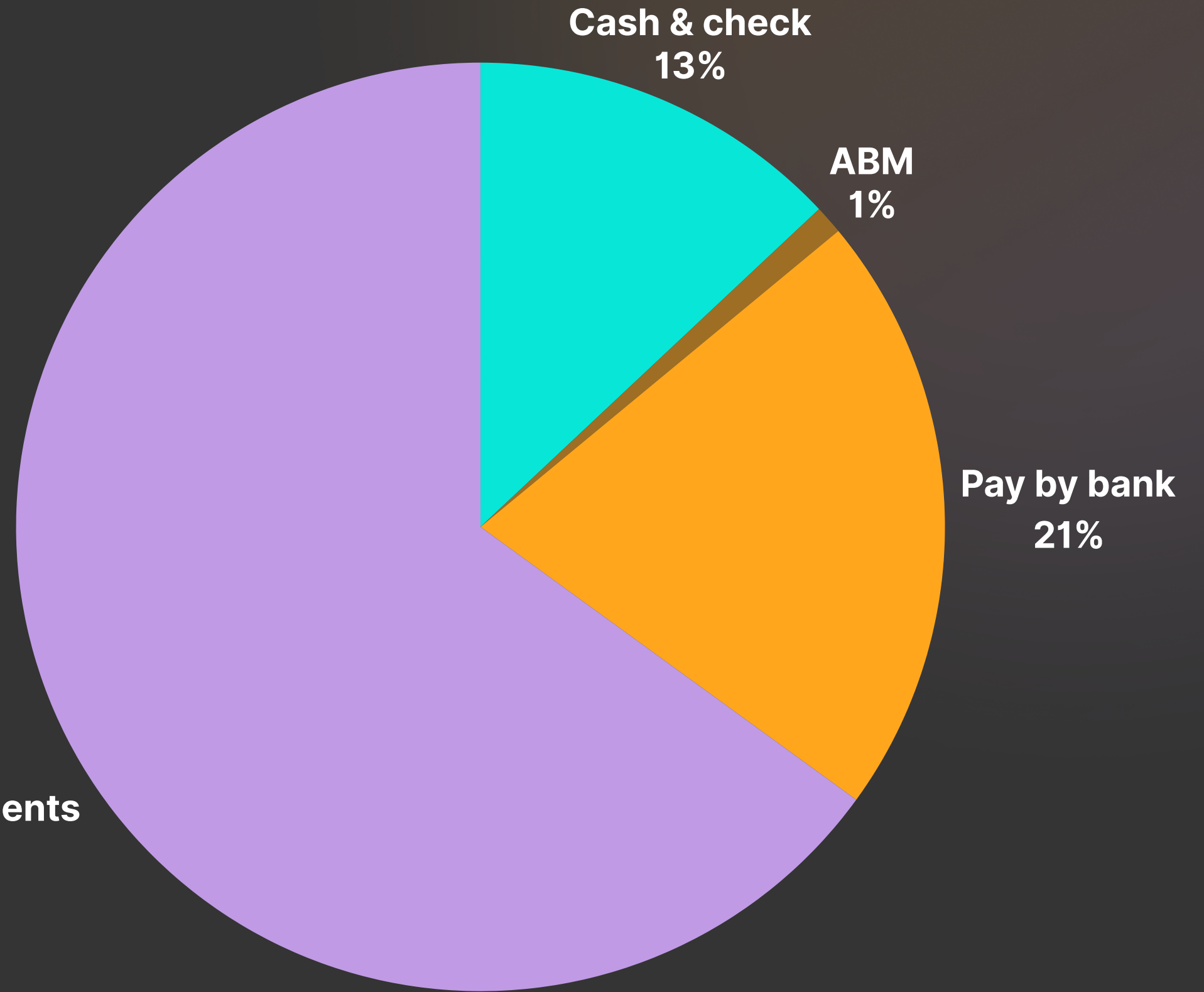
Out of the 22.5 billion retail payment transactions made in Canada in 2024, here's how Canadians chose to pay.



DID YOU KNOW?

"9 out of 10 Canadians have used
Interac e-Transfer®."

Card-based payments
65%



Why offering choice prevents lost revenue

What happens when customers don't see their preferred payment method? According to Clik2pay's [2026 Canadian Payment Trends report](#), the numbers tell the story:

36%

lose confidence if their preferred method isn't there.

21%

get frustrated when they can't pay the way they want.

43%

will abandon their cart if the method they want isn't available.



DID YOU KNOW?

Online transfers, including Interac e-Transfer, have surged 175% in five years.

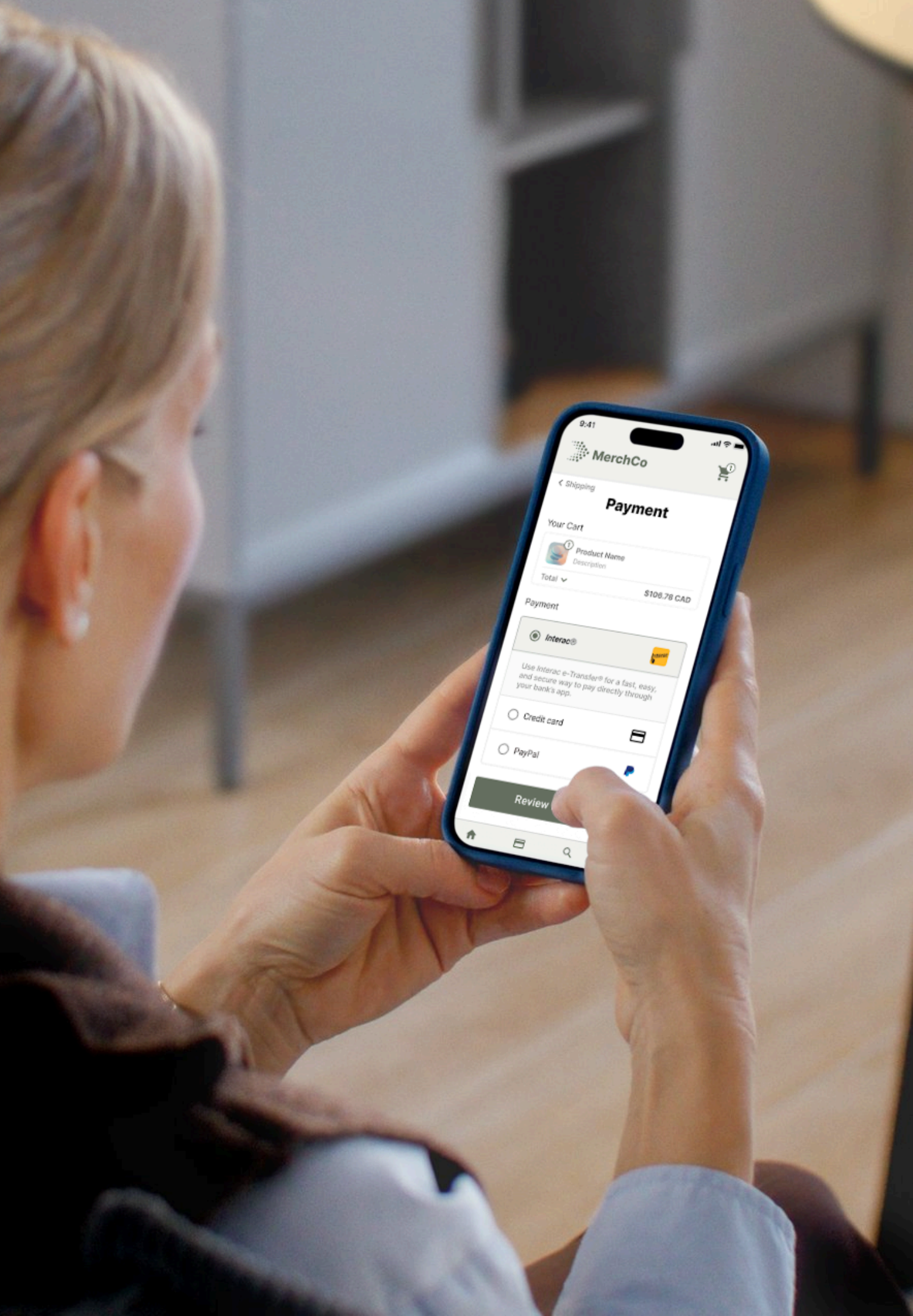
Designing a checkout experience that customers actually complete

Having the right payment methods is important, but the overall payment experience is just as essential. Keep it simple, clear, and mobile-friendly:

- Minimise clicks and fields, and support guest checkout.
- Offer options for all customers, regardless of credit history.
- Make mobile-first flows fast and friendly, supporting Face ID/Touch ID.
- Show visible trust signals. For example: bank logos, Interac[®] marks, HTTPS, and clear security language.
- Provide easy support and short FAQs for any bank logins or authentication steps.

[WATCH: HOW DOES PAY BY BANK WORK?](#)





How Clik2pay helps your business

Pay by bank solutions such as Clik2pay's Interac e-Transfer solution are gaining ground in eCommerce, bill payments, collections, and non-profit.

Why Clik2pay? Because we:

- Reach 40% more customers.
- Lower your card payment fees by up to 50%.
- Reduce chargebacks and fraud risk.
- Get faster payment confirmation.
- Provide multiple ways to pay: online, in-app, by text, email, or by scanning a QR code.
- Add Clik2pay to your checkout and offer a smarter alternative alongside cards and wallets.

See our product in action.

Book a quick demo call

Interac and Interac e-Transfer are registered trade-marks and the Interac logo is a trade-mark of Interac Corp. Used under licence.