# Alipay in-Store: Consumer Barcode





As the most popular online wallet in China, Alipay holds over 53% of mainland Chinese wallet market share and counts over 1.2 billion active users as of June 2022 (South China Morning Post). Mainland Chinese consumers increasingly buy from global brands, especially in the luxury, retail and international travel segments. A must for brands who want to attract mainland Chinese consumers, Alipay's frictionless user experience unlocks a high conversion rate at checkout.

## **Specifications**

#### Coverage

Consumer China
Merchant Switzerland

#### **Transactions**

Minimum CNY 0.1

Maximum CNY 50,000

Timeout 35 minutes

#### Currencies

Consumer CNY
Processing CHF, GBP
Settlement CHF, DKK, EUR, GBP, NOK,

SFK

#### **Features**

Recurring paymentsOne-click payments

Refunds
Partial refunds

Multiple partial refunds

Payment assurance

Chargeback risk

# Why Alipay in-Store: Consumer Barcode?



Leverage one of the most powerful brands in China and provide the lucrative mainland Chinese tourist segment with a seamless and familiar shopping experience.



Promote retail stores to mainland Chinese consumers within the Alipay app easily, without language barriers. Merchants can promote to tourists before, during and after travel to Europe.



By using Alipay, merchants are able to remove typical purchase barriers – such as language and retail location – and drive incremental sales

### How it works?

Payment method



The consumer opens the Alipay app on their mobile device and presents their Alipay consumer barcode to the cashier

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The cashier creates the order in their system, then scans the Alipay consumer's barcode to initialise the transaction 3

Payment method



The consumer may need to authorise the transaction with their password before the payment is completed

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Payment method



Alipay sends the payment result to the merchant and the consumer

