

# Alipay in-Store: Consumer Barcode



## Wallet

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

### Currencies

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

### Transactions

Minimum	CNY 0.1
Maximum	CNY 50,000
Timeout	35 minutes

### Features

- Recurring payments
- One-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?

