Maxima (Lithuanian Cash)

Cash



Cash payments let consumers pay without having to provide personal details or accruing credit-based debt. The Lithuanian e-commerce market will reach US\$ 2.1 billion in 2023 and grow to US\$ 2.6 billion by 2026. Lithuanian consumers spend an average of US\$ 756 a year online and cash payments comprise 13% of the e-commerce mix (PPRO Almanac). Consumers can pay cash at participating payment points and banks including: Maxima Lietuva (supermarket), Narvesen and 'at Perlas' terminals or through cash at a bank branch. Participating banks include: Citadele Banka, Lithuanian Credit Union, Luminor, Medicinos Bankas, Revolut, SEB, Šiaulių Bankas, Swedbank.

Specifications

Coverage

Consumer Lithuania Merchant Global

Transactions

Minimum EUR 0.01 Timeout 7 days

Currencies

Consumer EUR
Processing EUR
Settlement FUR

Features

× R

Recurring payments

 \otimes \circ

One-click payments

 \otimes

Refunds
Partial refunds

 $\stackrel{\smile}{(\times)}$ MI

Multiple partial refunds

Payment assurance

Chargeback risk

Why Maxima (Lithuanian Cash)?



Accepting cash payments can expand market reach: 12% of the Lithuanian population do not have bank accounts (PPRO Payment Almanac), making cash an attractive option for e-commerce payments.

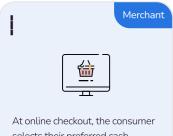


Security and privacy-conscious consumers, who do not wish to share their data online, further increase the size of the cash payments opportunity in e-commerce.



Consumers can pay at over 4,000 locations across Lithuania.

How it works?



At online checkout, the consumer selects their preferred cash payment method

