



Everyday payments are transforming



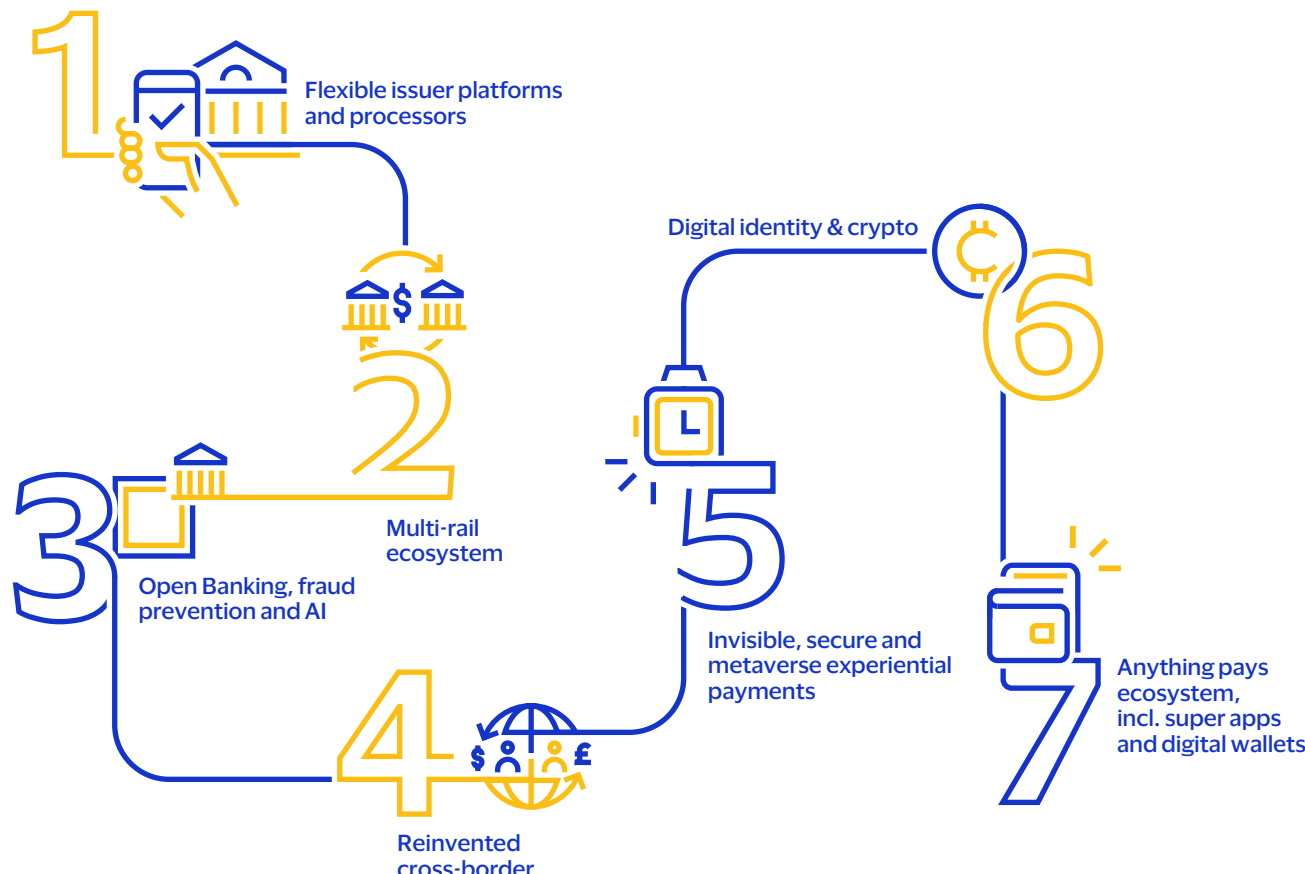
Our new research highlights the key market trends that you need to capitalise on to stay ahead.



Payments have become an experience, not just a transaction

Remarkable technological advancements have revolutionised the range of payment methods available to consumers, transforming the user experience in unexpected ways.

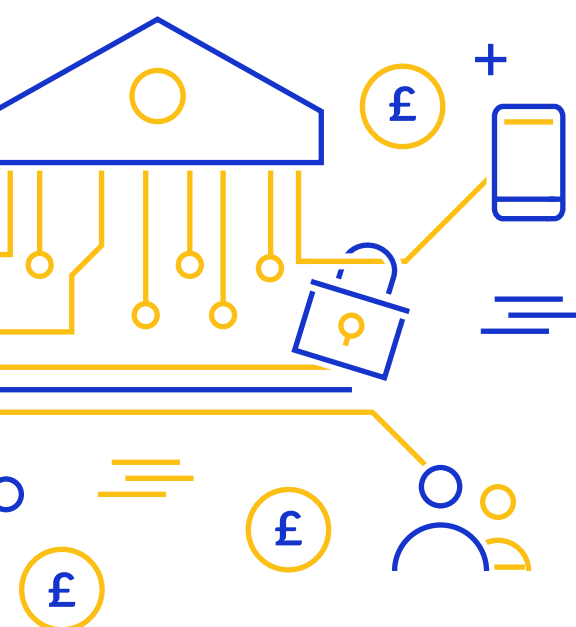
Our latest research identifies seven emerging themes that are shaping the future of everyday payments



These themes focus on enhancing the customer experience, improving security, and leveraging emerging tech to create more efficient payment systems.

With enhanced technology, a multi-rail ecosystem has emerged, enabling transactions across traditional and modern routes.

55% of online retail sales were made on mobile devices in the UK in 2022¹



At the same time, Open Banking has reduced the barriers to entry for new players, sparking competition in an already saturated landscape.

In 2021 alone, fintechs experienced **18%** customer penetration

capturing a **3-4%** share of traditional banking revenue.²

This intensified competition, coupled with technological advancements, has led to a continuous wave of innovative payment methods and seamless, invisible experiences.

As a result, consumers now expect a frictionless, secure, and personalised experience and they are comfortable adopting new payment methods that meet these needs.

71% of surveyed consumers expect tailored experiences³

Staying competitive in an evolving market

To stay ahead, industry players need to recognise and understand these trends. They need to embrace new technology and develop everyday payment propositions, that effectively cater to the dynamic needs of consumers.

Some players have already recognised this and are developing new, innovative solutions:

- A2A payments and digital identity**
- Embedded finance**
- Alternative payments methods & ecosystems**

54%

of all business payments were made by Faster Payments in 2021⁴

72%

of UK consumers have made a purchase via a retailer's embedded mobile app in the last 12 months⁵

100

countries are exploring the implementation of CBDCs⁶

Affordable, fast and transparent international payments

An emerging fintech partnered with Checkout.com and Visa to enable its e-wallet users to make cross-border money transfers, to over 3 billion Visa cards globally⁷.

The value of getting it right

- Achieve top-of-wallet position
- Add revenue streams
- Protect from disintermediation
- Enhance the user experience
- Increase customer loyalty



Discover the future of everyday payments

To learn more, please get in touch with your Visa representative or [click here](#) to download our whitepaper.

1. Mobile commerce share of total retail online sales in Western and Central Europe as of 2022, by country, Statista, 2023
 2. Strategic Review of Retail Banking Business Models, FCA, 2022
 3. The value of getting personalization right—or wrong—is multiplying, McKinsey & Company, 2021
 4. Pandemic drives annual surge in A2A payments and contactless transactions in UK, Finextra, 2021
 5. 2023 State of Payments, Marqeta, 2023
 6. Countries With CBDCs: Or At Least Testing, Crowd Sourcing Week, 2022
 7. Moolahgo Bolsters Its Cross-Border Payment Offerings With Addition Of Payment To Visa Accounts, Moolahgo, 2022