

Global Digital Payments



The Digital Payments Revolution Is Accelerating - Transform Or Be Left Behind

Market Blind Spots: The Hidden Threat to Growth

- Digital payment adoption is surging globally, transforming consumer expectations and competitive dynamics at unprecedented speed
- Organisations without comprehensive market intelligence face blind spots in strategy, potentially missing significant growth opportunities
- Competitors with superior data-driven insights are gaining market share and establishing entrenched positions difficult to challenge

Strategic Data Drives Success

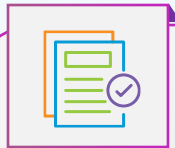
- Our comprehensive market intelligence enables precise identification of high-growth segments and emerging opportunities before competitors
- Granular country- and regional-level data reveals critical differences in consumer, competitive landscapes, and regulatory requirements
- Trend analysis across markets provides early warning of disruptive changes, allowing proactive strategy adjustment

Unmatched Methodology: Data You Can't Find Anywhere Else



QUANTITATIVE BASELINE

- Draw on our established history of cards and payments research.
- Unparalleled model of card issuance, usage and acceptance for 70+ markets



TRIANGULATION & VALIDATION

- Robust forecast review process
- Regional and global totals reconciled country specific primary data



SECONDARY RESEARCH

- Published data from central sources and major players in each market.
- In-depth investigation to determine scope/completeness of data and adjust for consistency.
- Assessment of published data sets to eliminate cross-market inconsistencies



PRIMARY RESEARCH

- Ongoing monitoring of product offerings and use cases in each market.
- Strategic insights from interviews with leading banks and payment providers on payment instruments, market dynamics, and major players.
- Relationships with key institutions (e.g. central banks) provides additional non-public data

Comprehensive Global Market Coverage

Global Digital Payments Database		
Topic	15 Primary Markets	"Others" for the three regions**
Digital payment volume split by mobile in store and e-commerce:		
Total	2020-2029	2020-2029
Buy Now Pay Later (BNPL)	2020-2029	2020-2029
Digital wallets	2020-2029	2020-2029
Stand-alone account-to-account (A2A)	2020-2029	2020-2029
Pure card e-commerce	2020-2029	2020-2029
Percentage split of mobile in-store and e-commerce volume for major providers*:		
Buy Now Pay Later (BNPL)*	2024	n/a
Digital wallets*	2024	n/a
Commentary on trends in digital payment volume*	2020-2029	n/a

* Market report only, not online platform
** Americas, Asia-Pacific and EMEA



GEOGRAPHIES

Americas: USA, Canada, Brazil

Asia Pacific: Australia, China, India, Japan, South Korea

EMEA: France, Germany, Italy, Netherlands, Spain, Sweden, UK

Regional totals include additional "Other" markets

Unrestricted Team Access: Maximizing Value Across Your Company



Market Report

- Key market statistics, trends and commentary by country
- Regional and global comparative analyses
- Familiar PowerPoint format facilitates re-use of material



Market Database

- Charting tool facilitates production of bespoke outputs
- Comprehensive data easily extracted for further analysis



Video Conference

- Live session to present findings to your organisation and discuss implications

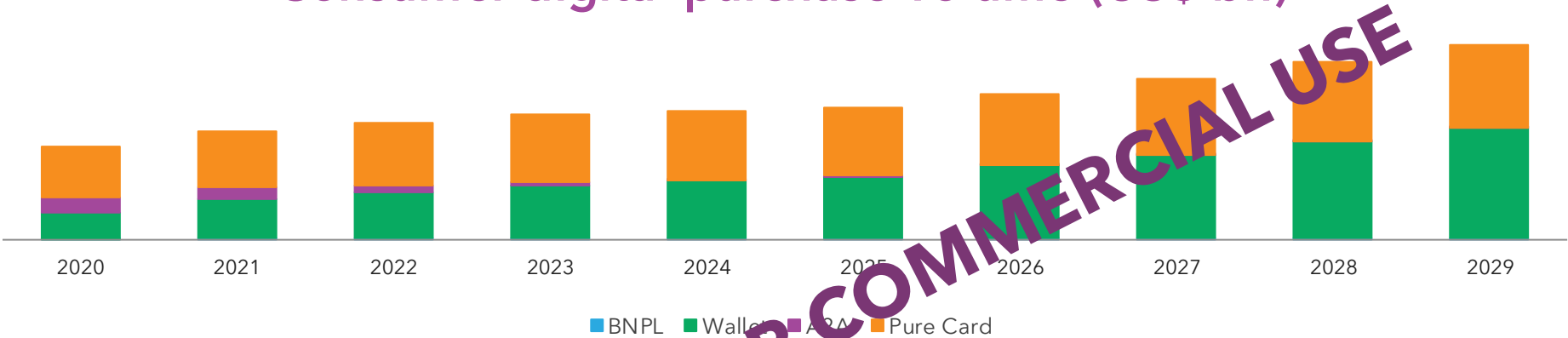


Expert Support

- Subject matter experts to aid understanding of data and underlying assumptions

The Market Report provides key details of e-commerce and in-store digital payment methods

Consumer digital purchase volume (US\$ bn)



2024 consumer digital purchase volume (US\$ bn)



Deep Market Intelligence and Expert-driven Analysis

We help payment industry stakeholders benchmark their market position, identify untapped opportunities, validate strategic investments, and make confident decisions about market expansion in both traditional and digital payment landscapes.

COMPREHENSIVE COVERAGE

- Full global coverage, including 70 individual countries
- Robust data for e-commerce and in-store alternative payment methods
- Data and insights on major market players

DEEP MARKET UNDERSTANDING

- Multilingual in-house team
- Deep industry focus and country expertise
- Proprietary research; reliable forecasts

LONG-TERM COMMITMENT

- Covering cards and payments for >35 years
- Reputation for integrity and independence
- The authoritative research provider trusted by the industry's major players

FIND OUT MORE



Daniel Dawson
Cards & Payments Lead

[Contact Us](#)

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Accelerating Financial Services Transformation Through Actionable Intelligence

Datos Insights is the leading research and advisory partner to the financial services industry. We deliver unmatched intelligence through our proprietary research and data, deep practitioner expertise, and actionable insights that accelerate critical initiatives.

Transform Decision Making

Gain strategic foresight to confidently navigate market shifts

Optimize Performance

Benchmark your operations against peers to drive efficiency and growth

Accelerate Key Initiatives

Identify emerging opportunities, de-risk your strategy, and reduce time-to-market





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