

Global Cards and Payments



Global Payment Card Dynamics Are Shifting – Position for Growth or Fall Behind

Market Complexity Creates Critical Blind Spots

- Payment networks, acquirers, and processors face increasingly complex global markets where growth opportunities exist alongside hidden risks across diverse regulatory and competitive environments
- Without comprehensive cross-market intelligence covering card issuing, e-commerce, contactless and merchant acceptance, firms struggle to identify where real opportunities lie
- Competitors with access to reliable forecasts and consistent global data are making more informed strategic decisions and capturing market share more effectively

Strategic Data Drives Success

- Complete coverage of global cards and payments markets provides the strategic intelligence needed to navigate dynamic conditions and identify emerging opportunities across all payment channels
- Reliable performance benchmarking across country markets enables precise strategic planning for international expansion and resource allocation decisions
- Deep insights into card usage patterns, cashless payment trends, and merchant acceptance dynamics support both regular strategic planning and critical ad-hoc decision-making

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 Cards and Payments Database							
Data Scope		Card Issuing and Usage	Contactless	e-commerce	Cross-Border	Cashless payments	Merchant Acceptance
Metrics	Volume of payments	✓	✓	✓	✓	✓	Outlets, EFTPOS, contactless
	Number of payments	✓	✓	✓	✓	✓	
	Number of cards	✓	✓				
Countries	67 See page 5	✓	✓	✓	✓	✓	✓
Actual Data	2020-2024	✓	✓	✓	✓	✓	✓
Forecasts	2025-2030	✓	✓	✓	✓		✓
Card Types	Credit, debit, prepaid	✓	✓	✓	✓		
Networks	Including sub-brands	✓	✓	✓			✓

American Express, Discover, Diners Club, Domestic, JCB, Maestro, Mastercard, Mastercard Electronic, Private Label, UnionPay, Visa, Visa Electron, V PAY

Comprehensive Global Coverage Spanning 67 Countries

Region	Markets			
Americas	Argentina Brazil Canada	Chile Costa Rica Colombia	Dominican Republic Ecuador Mexico	Peru USA
Asia-Pacific	Australia China Hong Kong India	Indonesia Japan Malaysia New Zealand	Pakistan Philippines Singapore South Korea	Taiwan Thailand Vietnam
Europe	Austria Belarus Belgium Bulgaria Croatia Czech Republic Denmark Estonia Finland	France Germany Greece Hungary Ireland Italy Kazakhstan Latvia	Lithuania Netherlands Norway Poland Portugal Romania Russia Serbia	Slovakia Slovenia Spain Sweden Switzerland Turkey UK Ukraine
MEA	Egypt Iran	Israel Kuwait	Nigeria Saudi Arabia	South Africa UAE

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

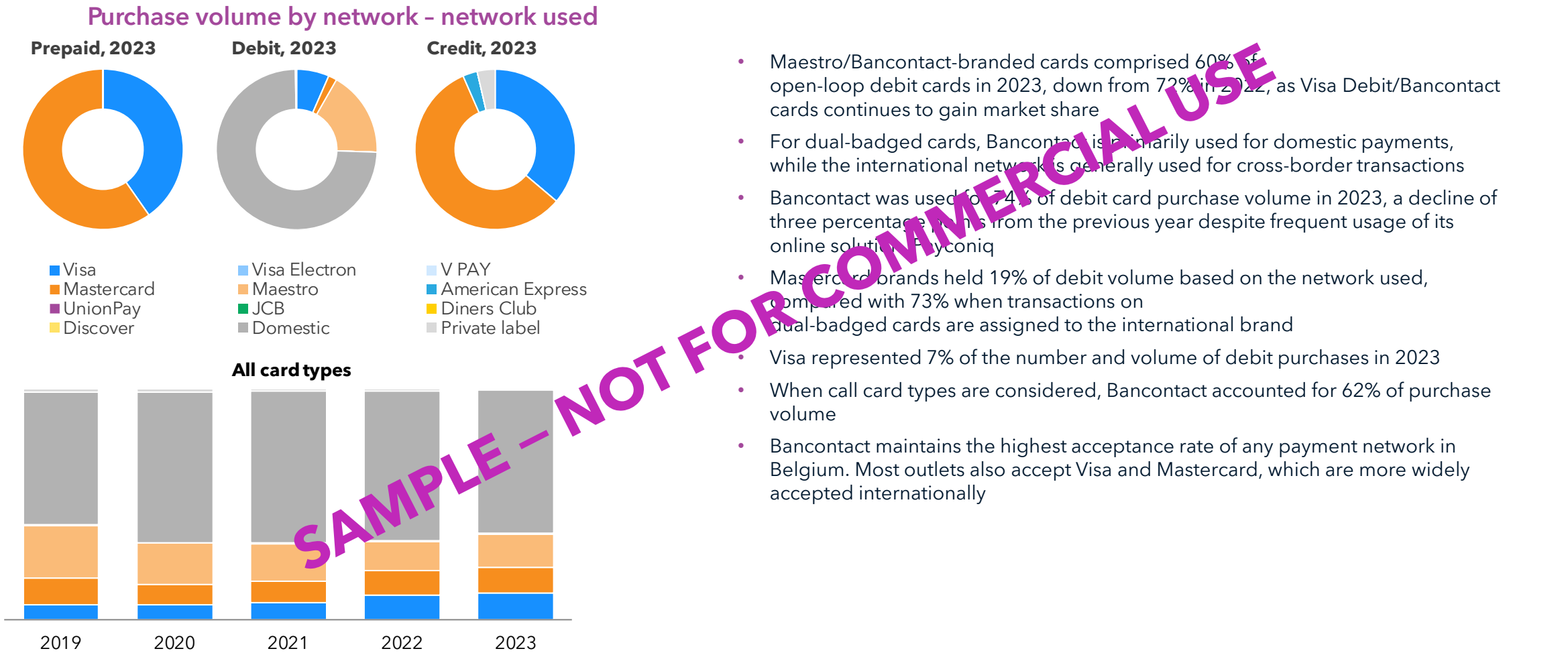
- Live session to present findings to your organisation and discuss implications



Expert Support

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

The Market Report provides key data and market commentary



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 67 individual countries
- Robust data for card issuance and usage, contactless, e-commerce and more
- Data and insights on major international and domestic networks

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](#)

DATOS INSIGHTS CLIENTS INCLUDE



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





datos
INSIGHTS