

Digital payments are gaining traction in Latin America and the Caribbean



Latin Americans are seeing digital payments friendlier, more practical, and closer to them. The past barriers are loosening, and the main fears associated with online transactions are being dismantled. Consumers are starting to feel the gains of it: time, comfort, and modernity.

PREFERRED PAYMENT METHODS IN LATIN AMERICA & CARIBBEAN



67%

credit and debit card (physical & digital)



18%

digital wallets or payment apps (do not include bank apps)



8%

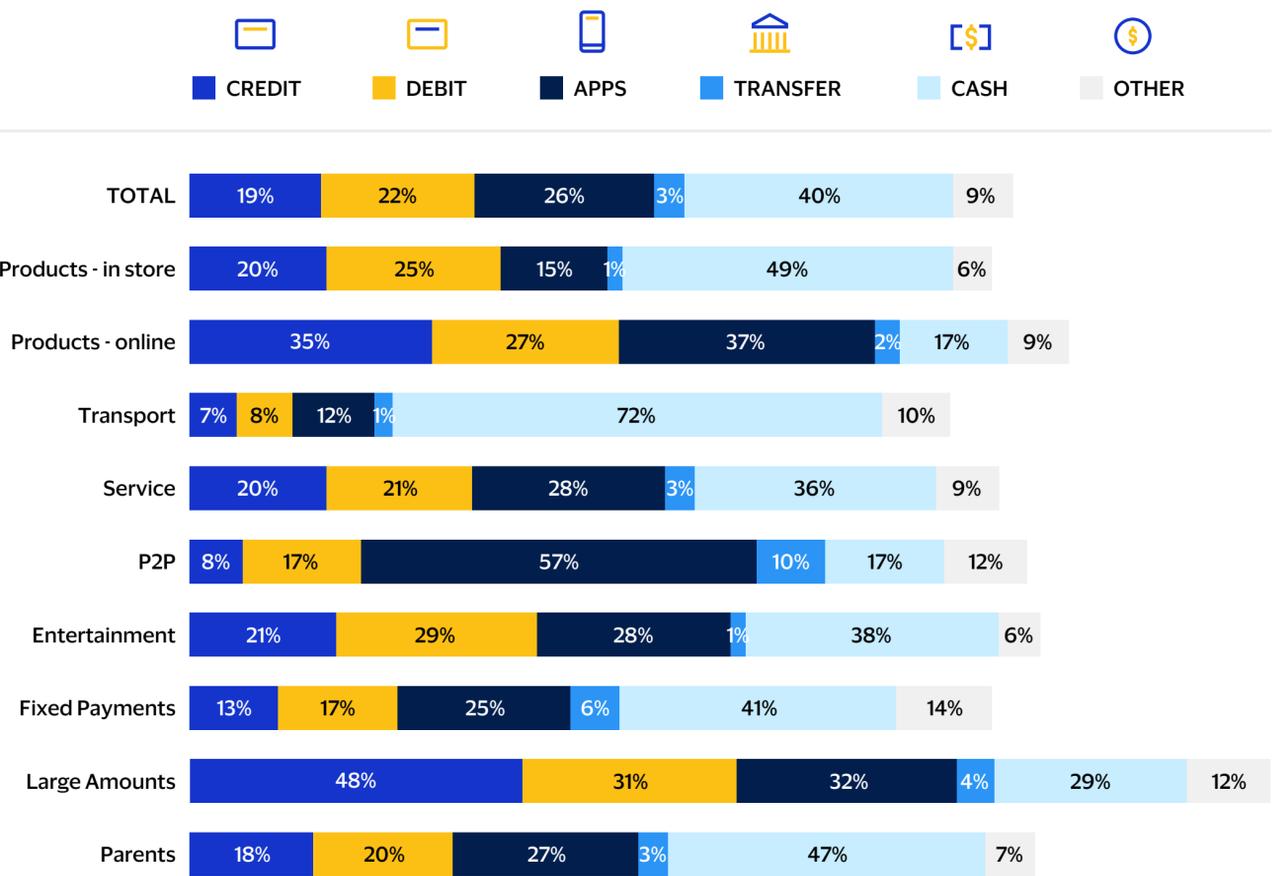
others that do not include apps



6%

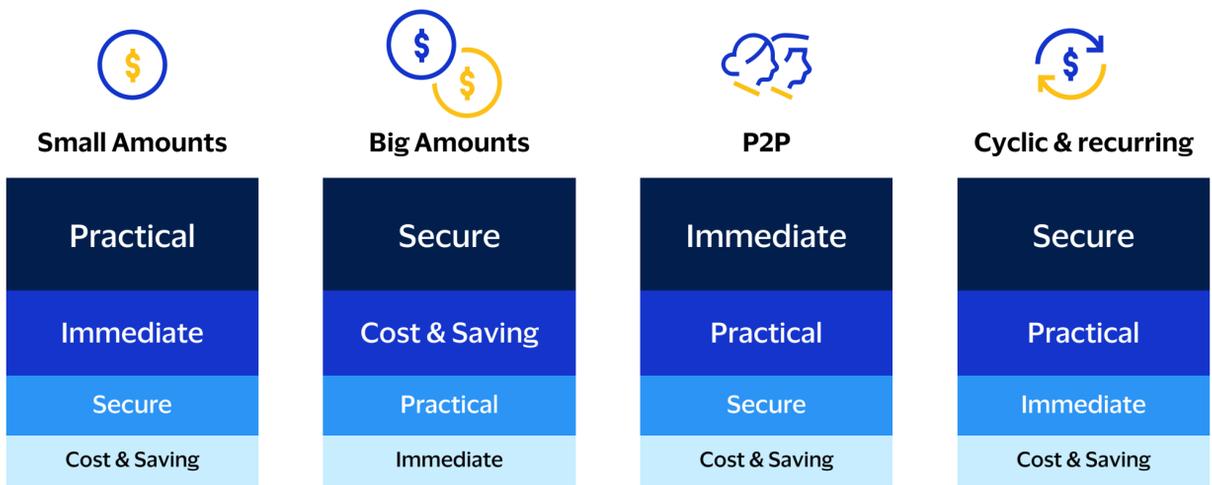
only physical credit and debit cards

WHAT PAYMENT METHOD DO THEY USE PER PURCHASE?



HOW DO THEY DECIDE WHAT PAYMENT METHOD TO USE?

FOUNDATIONAL FACTORS: HOW THEY RECEIVE AND WHERE IS ACCEPTED



Visa is here to help you

Contact your Visa account executive to learn how we can help you understand the consumer trends and facilitate commerce and businesses by providing a secure and seamless payment experiences.



Source:
 Visa LAC Usage and Attitude Study commissioned to Maru. September 2022.
 Target: General population 16+. High, Medium, Med-Low Socioeconomic levels
 Sample: 14,000 consumers in 8 LAC Markets.

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