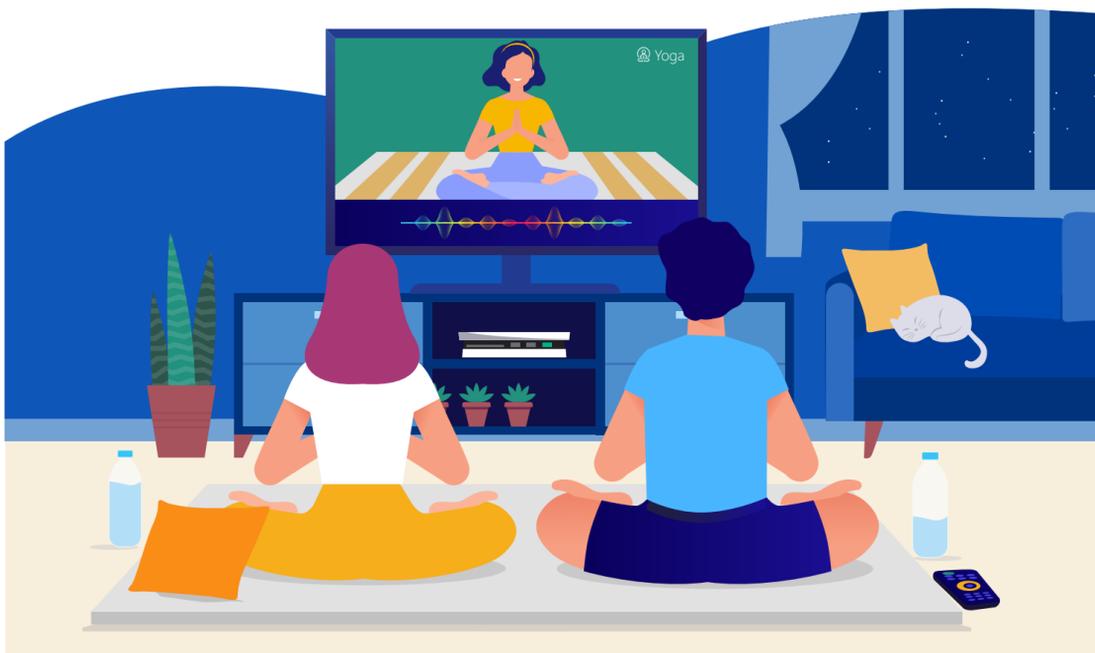


Latin American customers demand new subscription models

The subscription model is just getting started and Latin American and the Caribbean and consumers can benefit from it by getting cost savings, convenience and customization. In this region, the subscription economy will be worth over **US\$16.9 Billion by 2025** with a forecasted to reach **219.3 Million subscribers in the next 5 years.**¹



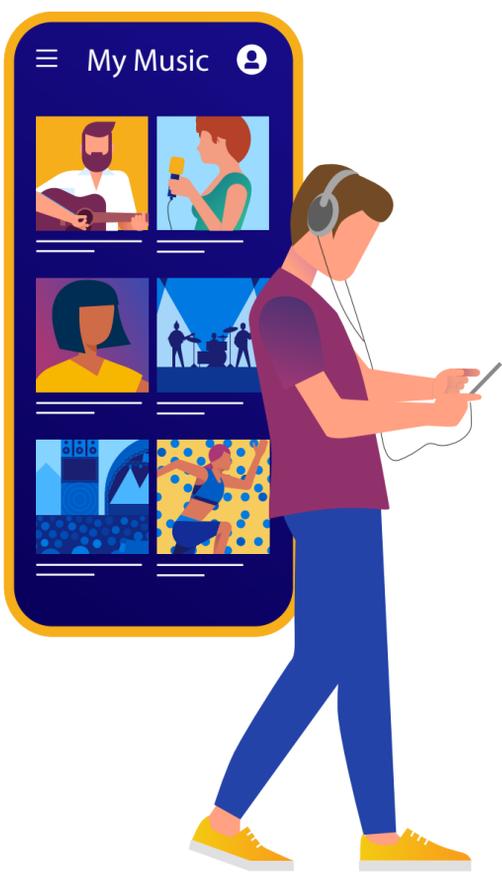
Subscription services in 2021²

Top 5 subscription services in 2021²

01. Video streaming
02. Music
03. Video games
04. Premium delivery services
05. Magazines and newspapers

Top 5 non-entertainment subscription services in 2021²

01. Premium delivery services
02. Marketplaces
03. Food and drink shopping services
04. Supermarket services
05. Transportation



50% of consumers have non-entertainment subscriptions like²:

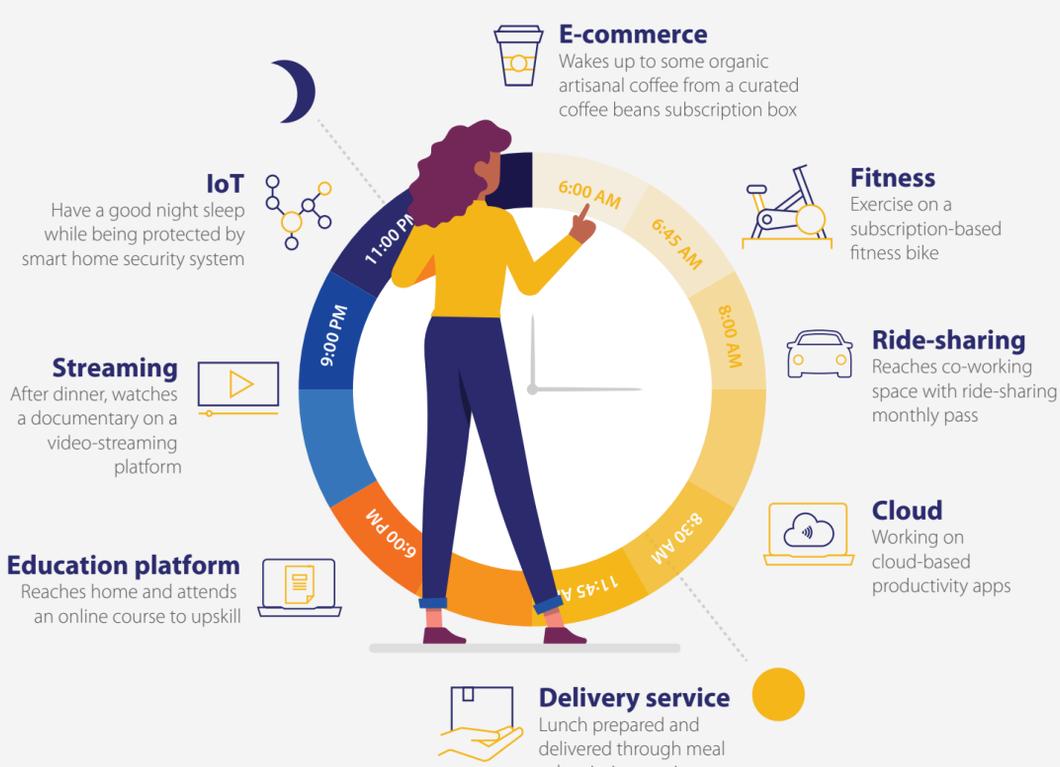
- Delivery and online shopping services
- Cloud services
- Self-health services

68%²

of consumers chose the subscription bundle because it saves money and give access to several services.



A day in the subscription economy³



Visa is here to help you

Contact your Visa account executive to understand how we can help you leverage this business opportunity that can bring positive impact to your business.

VISA everywhere you want to be

Sources:
1. Juniper Research 2020. Subscription economy: Industry Disruption, Value Chain Analysis & Market Size 2020-2025.
2. C-Space Subscription Services in Latin America & Caribbean report, May 2021.
3. UBS Wealth Management Global, 2021.

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