

COVID-19 accelerated the adoption of debit cards for online purchases in Latin America

With the ongoing effects of the pandemic, the types of purchases that people prioritize have evolved. Payment habits such as the increased use of debit for delivery, curbside pickup, in-store, and in-restaurant purchases may remain at a high level.¹



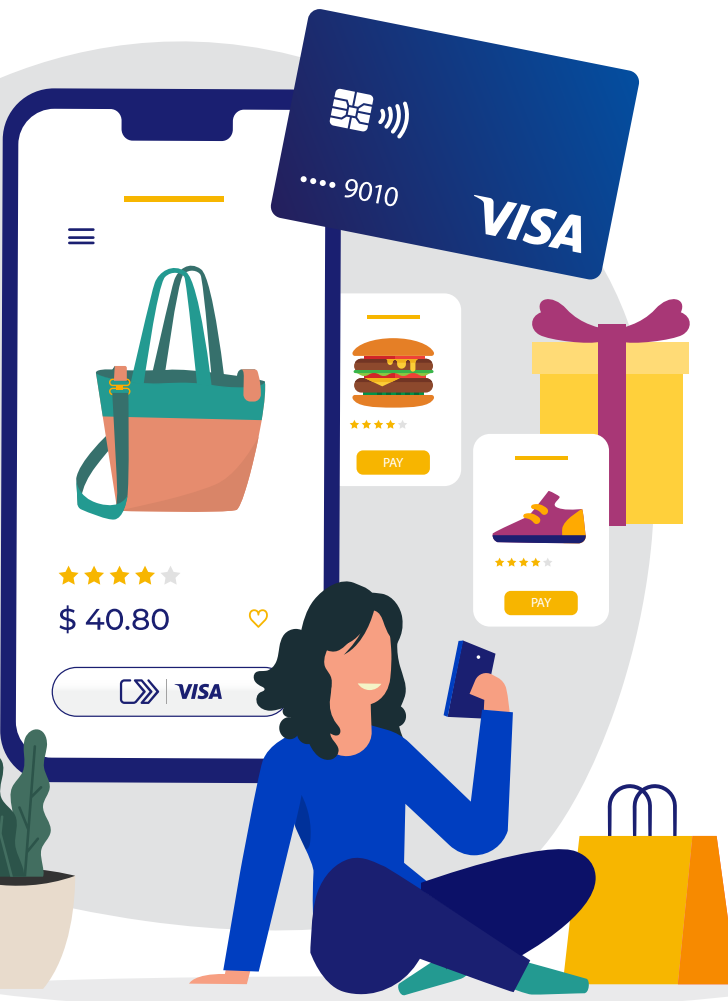
Debit card usage and spending lift in Latin America and the Caribbean



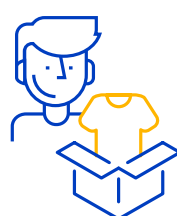
Daily online shopping has tripled since April 2020²



68% of consumers report they are using less cash than before²



Consumers are migrating towards non-cash experiences such as debit (72%), credit (66%), peer-to-peer payments (23%) and digital wallets (21%) during the COVID-19 pandemic²



Debit ecommerce shopping remains the safer choice for 8 out of 10 consumers. The number of people that reported shopping online daily has tripled since April 2020²



Visa debit cards have experienced an increase of 17% in YoY transaction growth and 27% in volume growth from October 2019 to October 2020³

Top 6 things issuers and acquirers need to focus on to help increase debit and eCommerce transaction authorizations



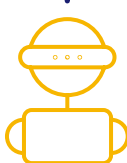
1 Win your customers' trust and gain buy-in for using their debit cards online with messages on safety and security protections



2 Improve the customer experience by providing updated card details to merchants so they can update credentials-on-file



3 Optimize your transaction approval rate by analyzing and optimizing the fraud rules based on false positives



4 Provide "real-time" support tools like transaction alert services to provide visibility to card activity, and chatbots to assist customers when they are experiencing difficulties



5 Use risk mitigation services that can further improve authorization decisioning



6 Promote your zero-liability policy so customers know trust is at the heart of every Visa debit transaction

Visa is here to help you

Contact your Visa account executive to find out how we can help you recover, adapt, and remain successful during these times.

VISA donde quieras estar

Sources:
1. Mercator 2021 Outlook: Debit Cards and Alternative Products.
2. C-Space, Latin America & Caribbean Consumer Community, July 2020. 400 interviews made in 7 Latin American & Caribbean markets (Brazil, Mexico, Argentina Colombia, Peru, Chile & Dominican Republic) Consumers can use or answer more than one payment method (percentages do not add up to 100%).
3. Growth in Latin America & Caribbean consumer debit & credit transactions/payment volume from October 2019 to October 2020.

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