

WHAT DOES 2017 HOLD IN STORE FOR PAYMENTS?

In the last 2 years digital payments have played out a dramatic first act and look set to continue to be a significant influence on the payments industry. This infographic takes a look at how the payments landscape in general might shape up this year.



The mobile payments market is likely to continue to attract new entrants, with brand specific **payment apps** seeing the most activity



Global non-cash transaction volumes are expected to grow by between **10-15%** and could exceed **450 billion** with an increasing amount of this generated by non-traditional payment players, such as **Paypal, Venmo and Alipay**



Developing markets are likely to have the greatest influence on this and may see growth rates as high as **15-20%**



Non-traditional players, such as **Paytm India**, are expected to make the greatest impact in developing markets



In most sectors the **growth in transaction numbers** should continue to be **greater** than the growth in transaction values, showing a preference among consumers to spend less but shop more frequently

GROWTH IS EXPECTED TO BE DRIVEN BY:

Increased card penetration



Improved security measures, such as encryption, tokenization and biometrics



Growing adoption of mobile payments



Regulatory intervention

Cards should continue to be the fastest growing payments instrument, with debit cards still more widespread than credit cards

THE TOP 10 MARKETS FOR NON-CASH TRANSACTIONS ARE LIKELY TO INCLUDE:



In the US, credit cards are expected to grow at a faster rate than debit cards



In Europe, banks will need to be agile and consider encryption and tokenization technologies as they respond to the requirements of the Payment Service Directive 2 (PSD2) and Data Protection Directive

In the UK contactless card purchases are likely to account for a quarter of total card payments

In Asia, payments industry players are expected to diversify and bring the 'payments bank' concept into reality



In Australia, the most common type of proprietary debit card fraud is likely to be as a result of counterfeiting or skimming, whereas the fraud on scheme credit, debit and charge cards will typically center on card not present transactions



Transaction Network Services