

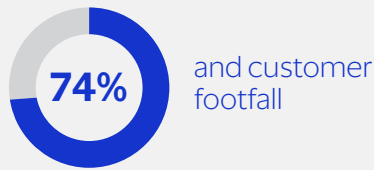
Value of Acceptance 2024 Study: Impact of Digital Payments on Small Businesses in UAE

VISA

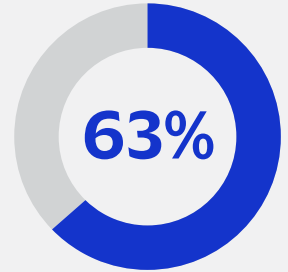


#1 Digital Payments: Key to Business Growth in the UAE

According to digital payment accepting merchants (%)

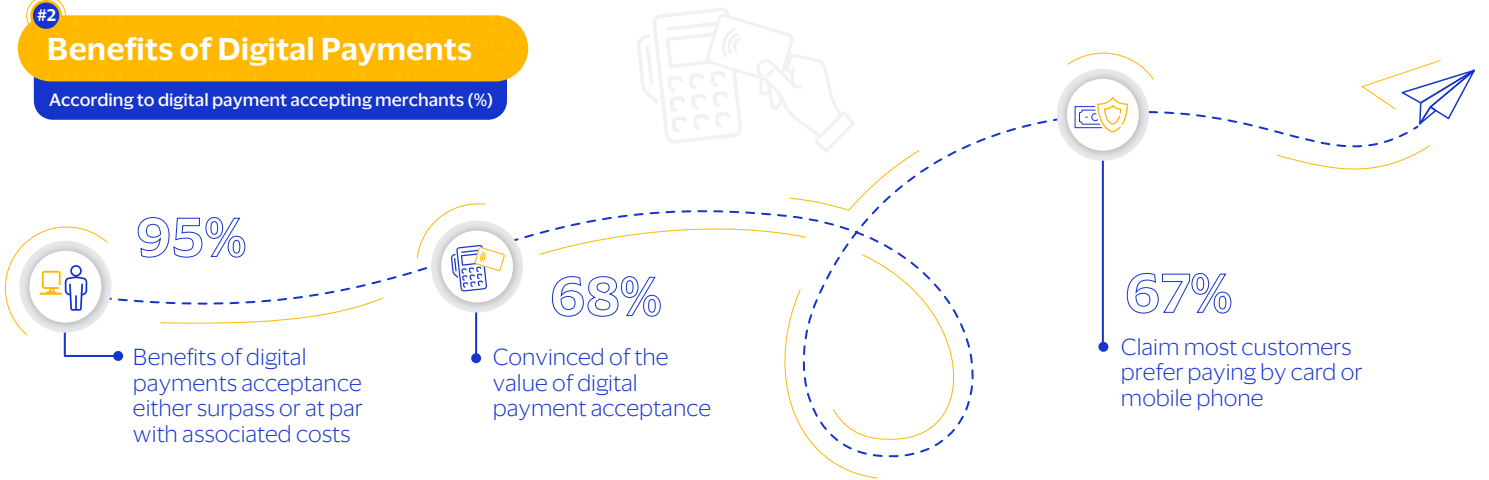


Strong intention to invest in new payment technologies in the future



#2 Benefits of Digital Payments

According to digital payment accepting merchants (%)



#3 Challenges with Cash Only Acceptance

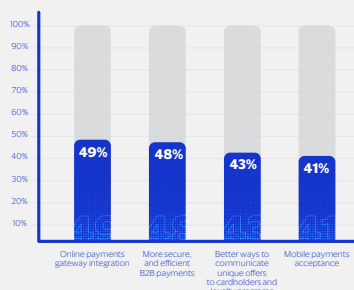
According to cash-only merchants (%)



#4 Value Added Services: What Merchants Expect from Digital Payments Provider

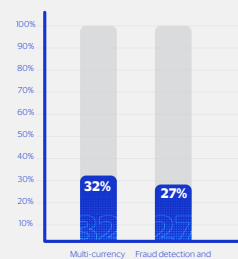
Top cited features:

- Online payments acceptance gateway integration (**49%**)
- More secure, and efficient B2B payments (**48%**)
- Better ways to communicate unique offers to cardholders and loyalty programs (**43%**)
- Mobile payments acceptance (**41%**)



Also cited:

- Multi-currency processing (**32%**)
- Fraud detection and prevention (**27%**)



About the Study

Visa commissioned 4SiGHT Research & Analytics to explore impact of digital payments on small retailers and gauge level of openness to digital payment options among those currently accepting cash-only payments. 4SiGHT interviewed 250 nano, micro and small retailers in December 2023 out of which 46% accepted cash payments only and 54% accepted cash and digital payments. The retailers surveyed were based in Abu Dhabi, Dubai, and Sharjah. The face-to-face interviews took approximately 15 minutes and included a mix of nationalities and genders, representative of the UAE.