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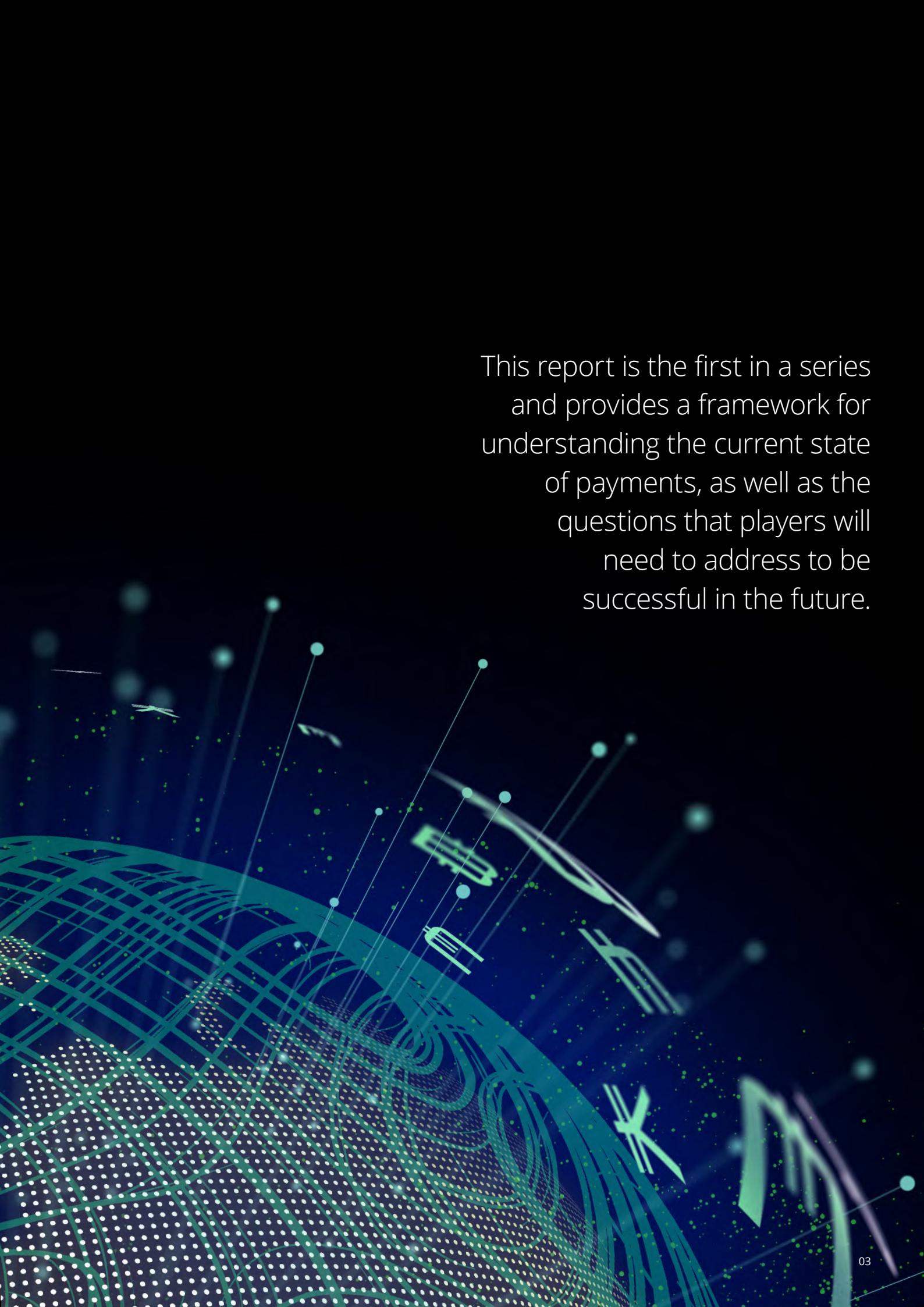
Together makes progress



The future of
global consumer
payments in 2030

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The background of the slide features a dark blue and black abstract design. It includes a stylized globe with a grid pattern in the lower-left corner. Overlaid on the globe are numerous thin, light blue lines that form a network or starburst pattern, suggesting connectivity or data flow. In the upper-right area, there are several large, semi-transparent white arrows pointing in various directions (up, down, left, right). The overall aesthetic is modern and technological.

This report is the first in a series
and provides a framework for
understanding the current state
of payments, as well as the
questions that players will
need to address to be
successful in the future.

Futurescapes of consumer payments

By 2030, the consumer payments ecosystem will undergo a profound transformation, making the act of paying as natural and effortless as smiling.

Imagine this: tourists in Southeast Asia paying local street vendors with a simple biometric gesture. Or an expat businesswoman sending money and shopping online using multiple currencies. Picture an AI engine that recommends the best product to buy with the payment method that earns the highest rewards, tailored entirely to a customer's digital identity. Or advanced facial recognition kicks in the moment a consumer begins a transaction. No PINs. No swipes.

It is not hard to envision a future where the boundaries between physical and digital transactions blur into oblivion. Technology and innovation come together to create a truly intelligent and invisible payment experience. Even our definition of money could be reimagined with the shift to digital assets already underway. But is it that easy and straightforward?

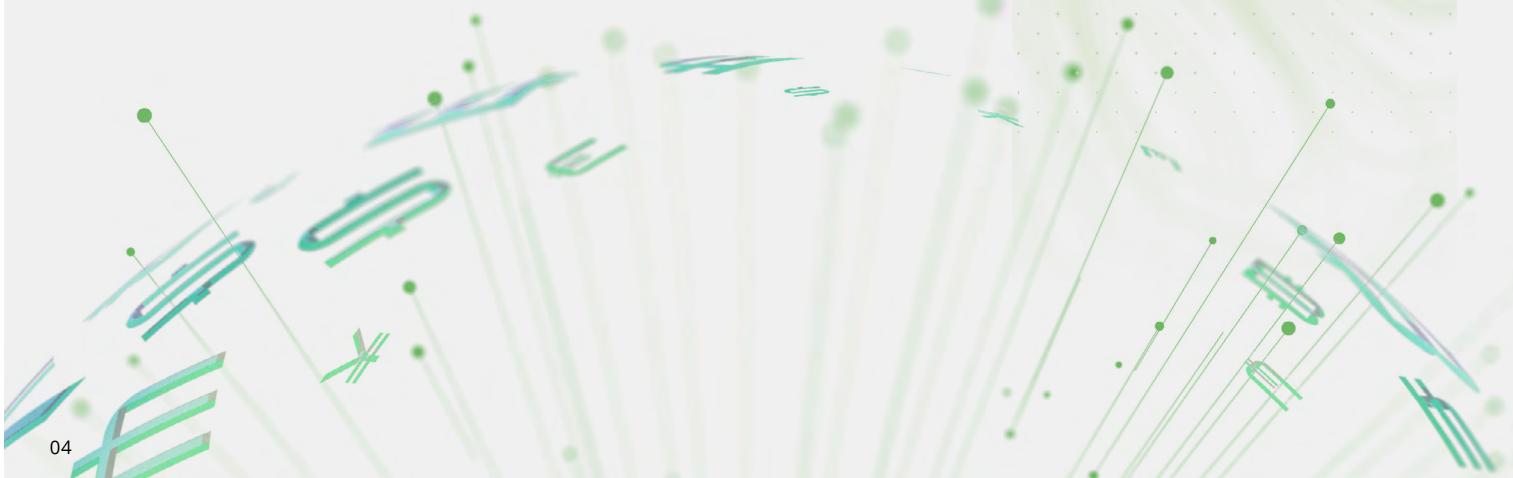
Probably not. This future won't unfold uniformly across the globe. Different economies will likely move at different speeds. We anticipate divergent futures playing out at the same time across geographies.

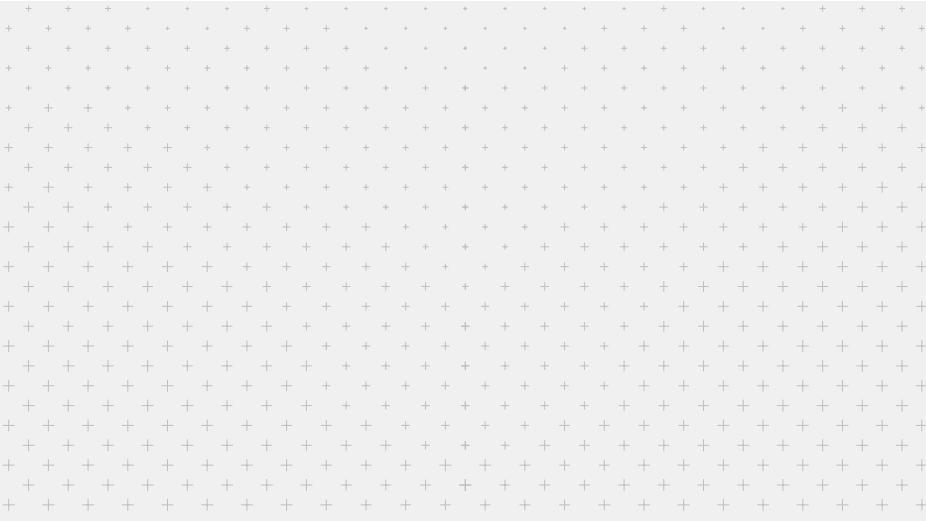
On the one hand, many current trends will accelerate. Digital payments will offer endless choices. Transactions will likely become invisible—whether it's consumer-to-business (C2B), peer-to-peer (P2P), or even consumer-to-government. Digital payments, both online and in-person, are expected to surpass \$33.5 trillion by 2030, a 10.2% CAGR from \$18.7 trillion in 2024.¹ APIs will embed payments into every step of the shopping journey. Payments won't feel like an action; they'll be part of the experience.

Digital wallets will become everyday companions. They are expected to comprise 66% of global e-commerce payments transactions and 45% global point-of-sale transactions in 2030, up from 53% and 32% in 2024, respectively.² Paying will be instant, effortless, and intuitive.

Moreover, digital currencies should gain widespread acceptance, transitioning from speculative assets to trusted mediums of exchange. But which of these currency formats—cryptocurrencies, fiat-backed stablecoins, or central bank digital currencies (CBDCs)—become mainstream remains to be seen. Modern infrastructure will make near real-time payments the norm. Real-time payment transactions are expected to grow to 575 billion transactions globally in 2028, more than twice the 266 billion transactions in 2023.³ Tokenization will support faster, safer value transfers. Moving money across borders—from wallet to wallet—could become just as easy as sending a text.

Digital payments will offer endless choices. Transactions will likely become invisible—whether it's consumer-to-business, peer-to-peer, or even consumer-to-government.





On the other hand, the future is not without its uncertainties. Geopolitical shifts could potentially fracture the global payments system, changing who trades with whom—and how. Already, several nations are piloting alternatives to the U.S. dollar as a reserve currency. This could disrupt the existing order.

The degree of international collaboration will play a crucial role in determining how (and where) the payments landscape becomes more integrated or fragmented. Disparate regulatory frameworks and a lack of mutual trust could complicate cross-border transactions, increasing compliance costs and operational complexities for financial institutions (FIs). Additionally, the uneven pace of technological innovation across geographies could lead to different payment methods competing for dominance across various regions.

So, what will these future scenarios be, and what are the potential implications for payments institutions? This article is the first in a series of thought leadership perspectives on “Global payments in 2030”, aimed at painting a picture of the potential evolution of consumer payments. We have adopted a rigorous, structured approach and input from Deloitte’s global payments leaders to build and expand on these scenarios (see more in methodology). In subsequent articles, we will use a data-backed approach to explore how different markets are positioned in this evolving landscape—and what it means for industry players.

We invite you to join us on this journey of navigating the future of payments and engage with us to determine how to position yourself competitively in this dynamic industry.

The degree of international collaboration will play a crucial role in determining whether (and where) the payments landscape becomes more integrated or fragmented.

1. Worldpay, “10 Years of Cash, Cards and Crypto: Worldpay’s Global Payments Report Tracks a Decade of Transformation,” Worldpay, March 11, 2025.
2. Worldpay, Global Payments Report 2025. **Payments and Commerce Market Intelligence**; Gloria Methri, “Over two-thirds of the world to own digital wallets by 2029, research shows,” IBS Intelligence, January 16, 2025.
3. Mastercard, “Future of Payments,” Mastercard Signals, Q4 2024.

Exploring the possible future scenarios

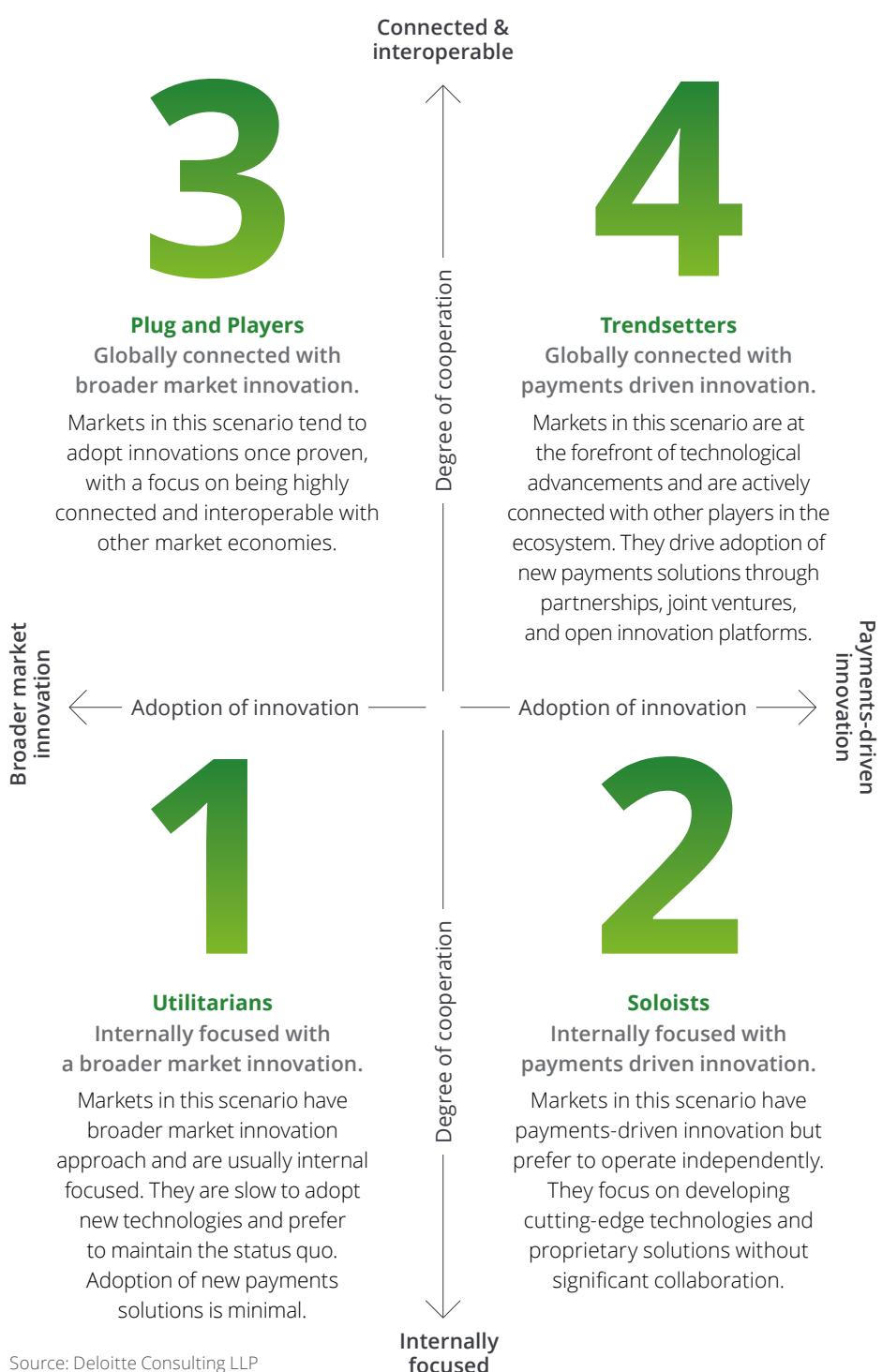
Which uncertainties are likely to hold most influence in shaping the future of the consumer payments industry in 2030?

This article explores various scenarios about how the global payments industry could evolve over the next five years. While some of the trends and uncertainties have already been in motion, many others are accelerating. Through our extensive analysis across geographies, we have identified “global cooperation” and “adoption of innovation” as the most relevant, influential and measurable drivers for the future of consumer payments. An intersection of these drivers yields four scenarios (Figure 01), each having distinct macro and micro economic implications, opportunities/challenges, and customer payments experiences.

What are scenarios?

Scenarios are stories about what the future may look like, created through a structured process to stretch thinking, challenge conventional wisdom, and drive more informed and better decisions today. They are not predictions of what will happen, but instead are hypotheses of what could happen.

Figure 01: Possible future scenarios defining the global consumer payments industry



As you look ahead, anticipate that in-market developments may accelerate or significantly impede the pace of change. Challenge yourself to imagine how these uncertainties could evolve in your respective market(s) and what that would mean for the strategic direction for your organization's role within the payments ecosystem. Avoid the temptation to assume that payments evolution is going to be linear.

A deep dive into possible scenarios

The world of payments will look significantly different in these possible scenarios.

We identified multiple indicators through a structured analysis of macroeconomic dynamics, market behaviors, technological trajectories, and regulatory forces—aiming to ensure each indicator meaningfully reflects how the payments landscape could evolve across varying scenarios.

The table below summarizes the overall relevance of primary payments indicators for markets in each scenario (Figure 02), followed by a detailed deep dive into how each of the scenarios play out in the industry and for payments players.

For instance, markets in the “Trendsetters” scenario will likely demonstrate higher agility, resilience, and responsiveness of critical payments infrastructure—as measured by the World Intellectual Property Organization’s GII Information and Communication Technologies rank—compared to “Plug and Players”.

On similar lines, markets that are “Soloists” should have a more robust fintech ecosystem—as measured by the number of payments unicorns—compared to Utilitarian markets.

Figure 02: Payments indicators that can guide leaders in recognizing the possible scenarios for their markets

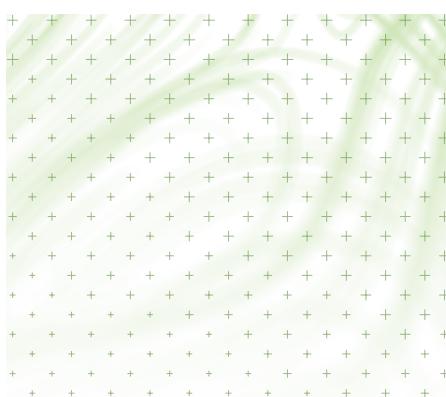
Categories	Signals	Definition
Supply driven	Agility, robustness and resiliency for payments infrastructure	The quality and responsiveness of core systems to handle volume spikes, cyber threats, API integrations, downtime recovery, and multi-platform compatibility.
	Fintech ecosystem competitiveness	The vibrancy of the fintech space in terms of startup activity, access to capital, talent availability, partnerships with incumbents, and barriers to scale.
	Interoperability and standards alignment	The extent to which platforms and services follow open standards (e.g., ISO 20022, standardized QR, API specifications) enabling cross-rail and cross-border integration and innovation.
Regulatory driven	Regulatory drivers and constraints	Compliance burdens such as licensing, KYC/AML requirements, data localization, or capital adequacy norms that might slow innovation or entry.
	Data sovereignty and customer control	Clarity and flexibility around personal data usage, open banking mandates, consent frameworks, and cross-border data flow regulations that impact innovation and trust.
Demand driven	Digital payments adoption	The volume, frequency, and breadth of use of digital payment methods by consumers—especially over cash or legacy systems.
	Cross border payments and remittance volumes	Transaction volumes and frequency of international consumer payments that indicate openness to global commerce and demand for lower-friction services.
	Payments fraud levels	The prevalence of fraud (card, account takeover, phishing, synthetic ID, etc.), and its impact on trust, costs, and adoption of digital methods.
	Customer loyalty for banking and payments	The stickiness of users to a financial brand or platform amidst high competition, often influenced by user experience, incentives, trust, and switching costs.
	Financial inclusion and accessibility	The extent to which underserved or excluded populations are brought into the digital financial system, including access to payments, savings, and identity.

Source: Deloitte Consulting LLP

Utilitarians: Broader market innovation, internally focused

Imagine an economy that stands resilient and self-sufficient, anchored by central governance, a robust regulatory environment, and protectionist policies. In this economy, local production of goods and services is heavily incentivized, minimizing reliance on international trade and creating significant barriers to the cross-border flow of money.

The innovation agenda is largely driven by public sector institutions, with private firms aligning their efforts to the priorities set by the government. This structure offers stability and resilience, shielding the economy from global financial crises and currency fluctuations. At the same time, it can limit exposure to fast-moving yet unproven trends, with the absence of interconnected digital banking systems that mitigates the risk of cascading failures during national financial crises.



How does the payments system look like in this landscape?

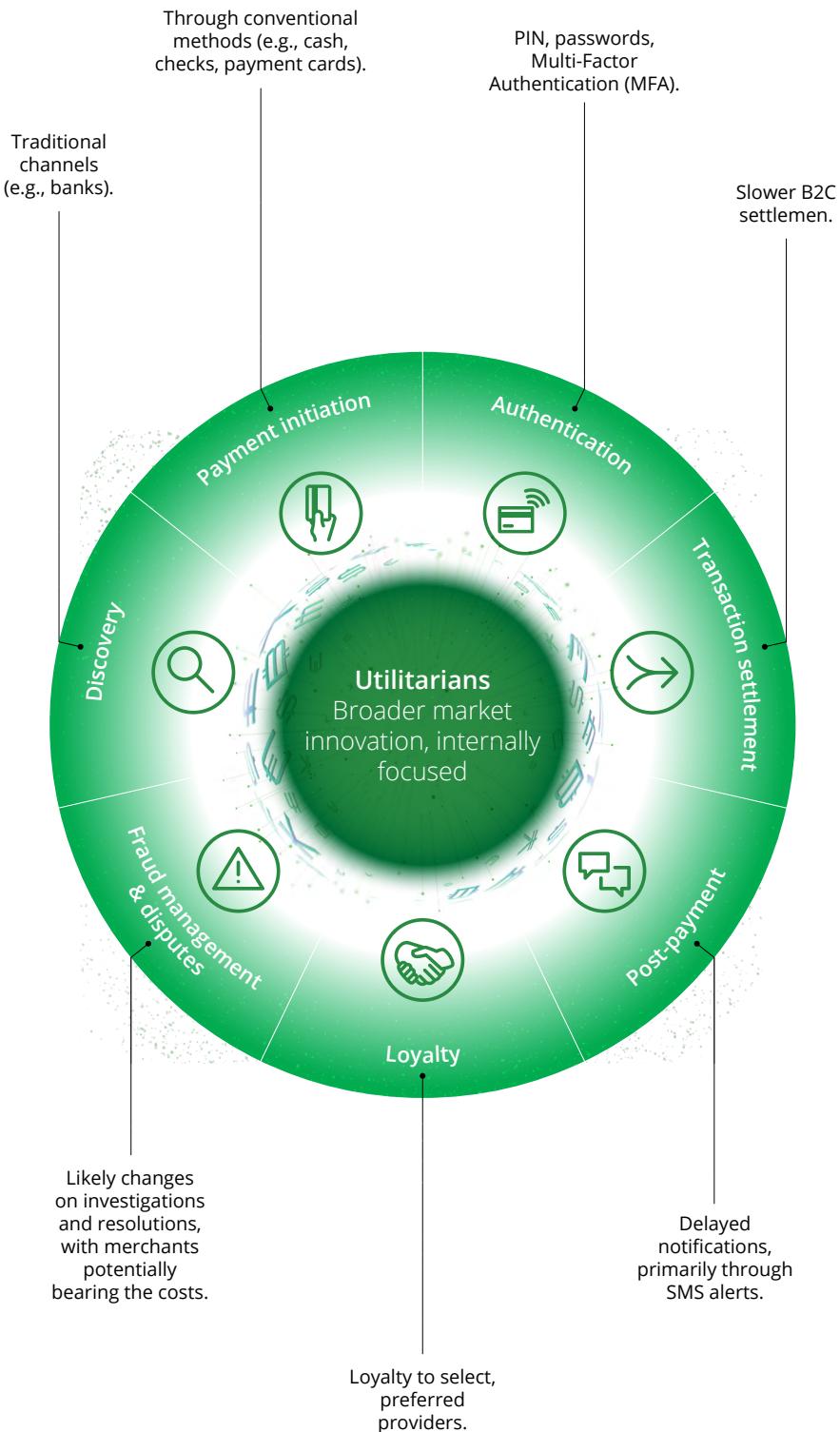
Here, incumbent institutions, both state-owned and private, dominate the financial landscape, commanding a significant share of the market. FIs depend on centrally regulated fees and interest income from traditional products like cards and bank accounts, reinforcing the existing payments infrastructure. The cost to move money domestically is relatively low, but adoption of more advanced methods of payments such as mobile are lower relative to other economies. Still, the infrastructure meets the basic needs of some consumers and businesses, offering a level of dependability that underpins confidence in the financial system. With foundational requirements for moving money already met, the drive for further innovation in payments capabilities takes a backseat to other priorities, such as improving access and usability for segments that do not participate fully in the financial system.

Both FIs and established fintechs rely on proven methodologies for financial evolution, avoiding the rush to adopt untested financial technologies and thereby reducing risk. This cautious, incremental approach fosters financial stability and ensures that changes are well-validated before adoption. Despite this cautious approach, payments fraud remains a concern, with mitigation efforts being predominantly reactive. Artificial intelligence and machine learning (AI/ML) play a foundational role in fraud detection, though generative cases have yet to scale significantly. While the use of cash and paper-based instruments remains relatively high, it is seen by many as a familiar and trusted mode of transaction, particularly in rural or underserved communities.

Open banking standards, and overall adoption and trust in financial institutions are still in their infancy, leading to slow and selective adoption of identity-based solutions, primarily for accessing government incentives, subsidies, and services. Innovations in international payments are approached with caution and undergo extensive validation, resulting in long lead times for deployment. This deliberate pace helps ensure security and regulatory clarity but may limit agility in response to global shifts. The local regulatory framework remains out of sync with international standards, and FIs are slow to comply with ISO20022 messaging standards, meeting only the bare minimum requirements for network participation. Consequently, the cost of cross-border remittance remains prohibitively high.

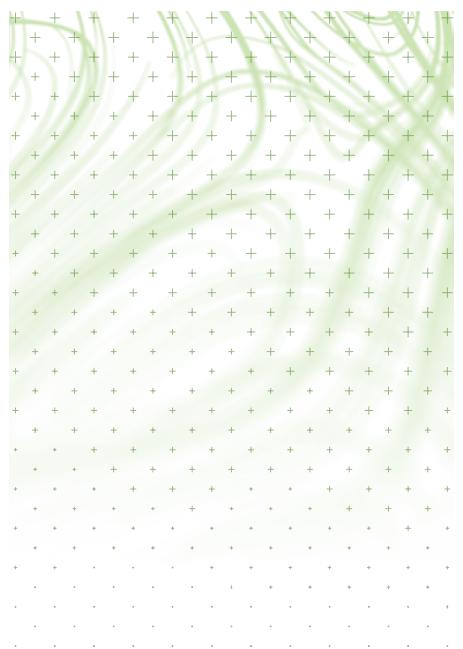
In this market, customers' payments journey remains simple and conventional shaped by trusted rails and authentication methods (Figure 03). While P2P payments benefit from faster settlement cycles, B2C transactions still settle more slowly. Fraud detection and dispute handling capabilities are compliant with established regulatory frameworks and expectations, with pilots of national digital ID-based authentication solutions underway. Yet institutions' approach to fraud management is often reactive and focused on post-fraud resolution than expedited fraud prevention. Meanwhile, customer loyalty to incumbent players reflects a cultural leaning toward stability over experimentation and long-standing trust based on their overall financial relationship, including access to credit and service levels, than solely on payments experiences.

Figure 03: Customer payments journey in Utilitarian economies



Primary considerations:

- How can payments institutions work towards improving payments access and usability for consumers? How should institutions address the inefficiencies in consumer cross-border payments?
- What role can international payment networks play in shaping policy dialogues while preparing for potential disruptions from emerging domestic alternatives?
- How can merchants strengthen resilience against inefficiencies and cost overages due to payment delays, high interchange fee, and non-differentiated payment options?
- How can fintechs create supply-led innovations in a market where foundational banking needs are already addressed by incumbent institutions and public sector initiatives? Are investments in regulatory awareness and bank partnerships enough to compete long term, or is an operating model pivot required?
- With rising payments fraud, what role should different institutions in the payments value chain/ecosystem play in bolstering security and streamlining acceptance solutions?



Soloists: Payments-driven innovation, internally focused

Imagine a market that prioritizes self-sufficiency and channels substantial resources into research and development, start-up incubator programs, and sandbox facilities, using regulations to provide a clear framework for innovators to create and validate new solutions.

The government, alongside influential private entities, invests heavily in developing the backbone infrastructure and technologies necessary for seamless domestic payment transactions and broader commerce.

Customer loyalty can remain elusive with a multitude of payments options, non-traditional players, frequent newcomers and platform-specific rewards programs, which make it difficult to consolidate rewards across payments platforms.

On the other hand, this market also imposes stringent data localization rules and mandates requiring international entities to establish local joint ventures and domestic infrastructure. De-dollarization is a primary policy focus, with a strong emphasis on using the national currency for opportunistic trade corridors. Efforts to harmonize payment standards and policies with international regulators are minimal, and while there are attempts to export local innovations to exert geopolitical influence, there is a reluctance to import innovations from other markets, except when necessary. Further, citizens find it difficult to use payment innovations when they travel abroad.

How does the payments system look like in this landscape?

Within this macroeconomic framework, the payments sector is fiercely competitive, with significant challenges for international players to enter the market. The sector is marked by high venture capital investments, the proliferation of digital financing platforms, and blockchain-based financial systems like decentralized finance (DeFi), driving a significant decline in the use of cash and checks for both consumer and small business transactions. Digital identity-based solutions have become ubiquitous, with the financial sector continuously building new services that leverage these common identity platforms. While the "take rates" associated with processing payments may be low, there is increased monetization through enhanced security, connected commerce, ease of use, personalization and value-driven insights.

In this economy, customers are digitally savvy, embrace the latest innovations and tend to switch frequently to the payments option providing the best personal benefit. This increases the acquisition and retention costs for payments providers. Their payments journey is convenient and seamless with a wide range of digital payments and authentication methods (Figure 04). Digital defines all stages of payments transaction—from biometrics-enabled authentication to near-real time notifications, processing, settlement, and fraud detection. Customer loyalty can remain elusive with a multitude of payments options, non-traditional players, frequent newcomers and platform-specific rewards programs, which make it difficult to consolidate rewards across payment platforms.

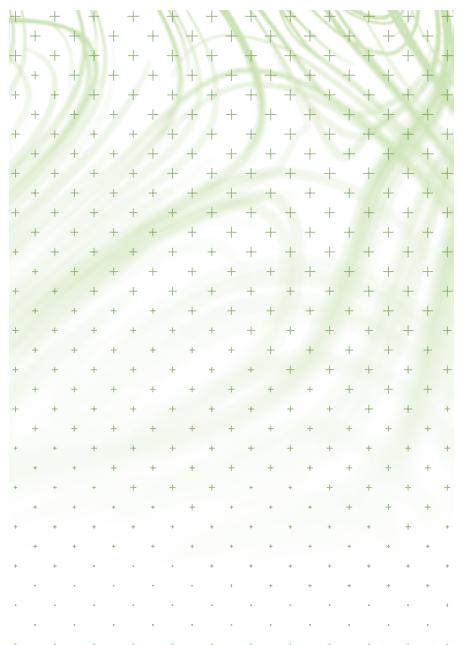
A lack of competing private sector consortiums and lower cooperation results in lower interoperability, both domestically and internationally. The lack of international interoperability hampers financial institutions' ability to support customers and businesses engaged in cross-border trade and travel. This limitation also restricts consumer access to international financing products, making it difficult for foreign entities to want to invest in the market. While the market may not benefit significantly from international standards or investments, its local market remains highly efficient, free to develop tailored solutions that address local challenges effectively.

Figure 04: Customer payments journey in Soloist economies



Primary considerations:

- Given the fierce domestic competition, how do payment companies balance innovation and growth needs with appropriate risk and fraud controls?
- Which innovations will potentially shape a modern payments infrastructure, and how will fintechs and incumbent institutions maintain the drive for innovation?
- How do payments institutions work toward their global growth ambitions amid limited opportunities for international collaborations?
- In a fragmented and fast-moving ecosystem, are fintechs pushing the boundaries of innovation—or burning resources by solving the same problems in silos? Is the abundance of payment options empowering customers—or overwhelming them in a fragmented and non-interoperable landscape?
- How can merchants manage the complexity of multiple payment methods without losing control over reconciliation, reporting, and costs?
- With rising security investments and advanced technologies like biometrics and quantum encryption, how will trust in payments match convenience?
- Can less-connected customers keep pace with innovation, or will the digital divide grow wider.



Plug and players: Broader market innovation, globally connected

Imagine a nation where collaboration and stability are the cornerstones of national policy, and leading regulators and industry players actively collaborate to co-create the necessary guardrails for the economy.

This balanced approach results in an economy dominated by both public and private sector institutions, fostering a less restrictive trade environment that encourages robust cross-border flows.

This reliance on foreign goods and services introduces economic vulnerabilities, making the market susceptible to global economic shocks, such as supply chain disruptions and trade shifts. As a follower in the market, it has not pursued a de-dollarization stance and continues to use the US dollar as the reserve currency for trade. This reliance also enables access to best-in-class global products, services, and infrastructure without having to invest heavily in duplicative innovation.

Meanwhile, there is less drive to innovate domestically but instead leverage the needed innovative solutions through partnerships with other nations. The reasons could be varied, from limited talent availability to their comfort with existing payments solutions or even low return on investment to justify the spending on innovative infrastructure and accompanying solutions. As a result, segments of the population can find the payments experience to be sub-optimal and not necessarily reflective of their unique needs.

This can have the effect of lower adoption or an inability to pull-through other financial products and services for the segment.

Value is driven primarily by access to products and transaction processing with minimal amounts of personalization. Given the limited amount of innovation, leading payments players are often consolidated by FIs or institutional-owned consortiums, but then can be vulnerable to new entrants and disruption from non-FIs.

How does the payments system look like in this landscape?

Within this macroeconomic framework, the payments sector is largely characterized by stability and predictability, with a strong focus on financial inclusion. Both banks and fintech companies are actively driving banking penetration through traditional banking, lending, and card products. The high level of cooperation raises concerns about personal identifiable information (PII) data potentially leaving the market, prompting the implementation of data protection rules. However, this same collaboration allows for enhanced data sharing among FIs and fintechs, strengthening their defenses against fraud and cyber threats. As a result, the ecosystem benefits from a unified and well-coordinated risk management posture.

In addition, national regulatory bodies engage with neighboring markets and global organizations to facilitate cross-border payments and remittances, utilizing existing payment standards and capabilities. Consequently, the cost of cross-border remittances has steadily declined. This positions the market as a reliable participant in international financial networks, despite slower domestic innovation cycles.

However, the degree of adoption of innovation in payments remains foundational. Early-stage proofs of concept (POCs) are becoming common in digital payments and identity-based solutions for C2B and P2P payments through partnerships with international fintechs. Many of these PoCs focus on accessibility, ease of moving money, and common standards for interoperability. These collaborative experiments allow the market to "plug in" to global innovation while selectively adapting technologies that align with local needs. In such an environment, fintechs may look to scale and find success in international markets to benefit from their innovation ecosystems. The ability of fintechs to disrupt the market with foundational experiences that offer better resilience and user experience could increase customers' propensity to expand their number of providers. However, customers remain loyal to their incumbent primary financial institution, due to the efficient payments experience both domestically and internationally despite conventional payments and authentication methods (Figure 05). This loyalty reflects a trust in established systems, supported by the consistency and reliability delivered through coordinated efforts between stakeholders.

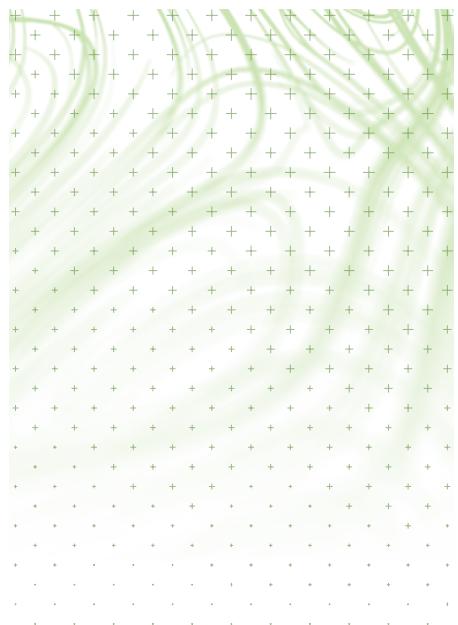
The lack of differentiation among traditional providers encourages customers to diversify rather than switch, often augmenting their primary relationship with modular services that offer more value or ease of use, particularly in areas like rewards, remittances, or bill payments. As a result, share of wallet decreases, even if full switching remains rare.

Figure 05: Customer payments journey in Plug and Player economies



Primary considerations:

- How should domestic payments institutions balance their reliance on global innovation with their competitiveness in the domestic market?
- As international compliance standards tighten, how can domestic institutions balance regulatory alignment with the need to remain agile and customer-focused?
- With limited local competition and slow innovation, how can global card networks justify further investment in domestic acceptance infrastructure?
- Are fintechs enhancing the banking ecosystem—or just reinforcing the dominance of traditional institutions through white-label and extension models?
- In a tightly regulated market, how can fintechs find room to innovate while maintaining compliance and interoperability with legacy infrastructure?
- How can merchants maintain cost-effective operations while relying on imported technologies for advanced capabilities like contactless and mobile payments?
- How are customers benefitting from increased cooperation between banks and fintechs, and how can these institutions partner to launch new products and services such as wealth management and credit insights?



Trendsetters: Payments-driven innovation, globally connected

In a scenario driven by growth, innovation, and international trade, the nation opens its major economic sectors to foreign investment.

This influx of capital fuels innovation but pressures domestic companies to stay competitive. A significant portion of GDP comes from intellectual property, research and development, and high-tech exports.

Within this environment, entrants tend to have the potential for quick acceleration but are also replaced quickly as newer alternatives are introduced. Domestic companies can also be challenged to compete against large, well-funded (including state-funded competitors). High scale players tend to have greater success than smaller, more nimble incumbents. In the race for growth, there are also risks and some concerns about how consumer data is protected. Finally, consumer stratification occurs with newer solutions more easily accessible by the upper class, which can lead to gaps in quality of service.

Additionally, strong trade agreements foster collaboration in innovation, shared patents, and reduced production costs, boosting outputs. The regulatory framework aligns with international standards, and innovative private sector enterprises expand globally.

How does the payments system look in this landscape?

In this macroeconomic framework, the payments sector is highly cooperative and efficient, focusing on disruption and innovation. A government-backed digital currency underpins the economy, enabling instant and low-cost transactions. These digital currencies are interoperable across borders, driving international trade and reducing costs and inefficiencies. The sector sees significant venture capital investments, scaling digital financing platforms, and blockchain-based financial systems like DeFi, minimizing the use of cash and checks.

Common standards and infrastructure for real-time payments are exported as technology infrastructure to other markets. Open banking is extensively deployed by banks and fintechs to foster partnerships and innovations for niche solutions, such as micro-loan disbursements. Consequently, banking super-apps are common, offering payments, investments, insurance, and more through a single interface.

High scale players tend to have greater success than smaller, more nimble incumbents. In the race for growth, there are also risks and some concerns about how consumer data is protected.

Customers' shopping and payments experience is fast, efficient, and immersive (Figure 06). Financial literacy and awareness are high and customer prefer digital-first payment options for both local and international trade. On the flip side, there is also a lot of misinformation in the system as companies race to adopt new technologies and may exaggerate their capabilities to stand out in a saturated market. Consumers face challenges in discerning genuine benefits amidst complex offerings and marketing hype.

The high pace of innovation also causes friction in the adoption of varied solutions, especially among older generations, which increases the cost of supporting these solutions, and results in a fragmented payments provider landscape. With customers showing limited loyalty to any particular solution, margins for core payment transaction volumes dwindle. As a result, FIs and fintechs focus on monetization through experiential and value-added services secured by digital identity and biometric authentication solutions. There is also a higher potential for the exploitation of customer data as companies look for any edge over competition.

Meanwhile, the interconnected nature of FIs relying on common technology poses a risk: a single cyberattack could disrupt the entire payments ecosystem. The risks can grow manifold if the rollout of innovation outpaces the industry and regulators' ability to understand its intended, and often unintended, consequences; for instance, providing ammunition to threat actors to cause a significant blow to the payments ecosystem and the global economy at large.

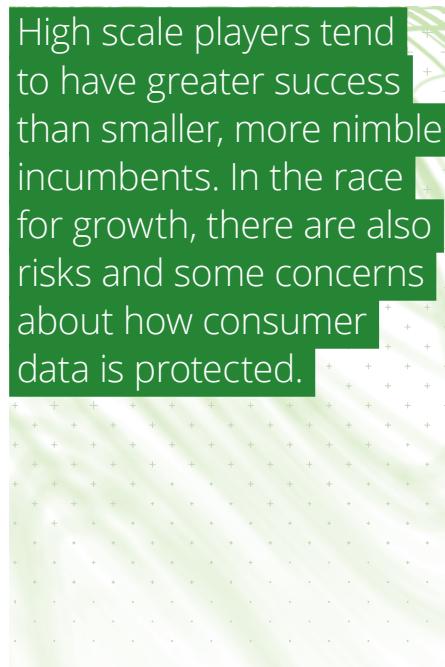
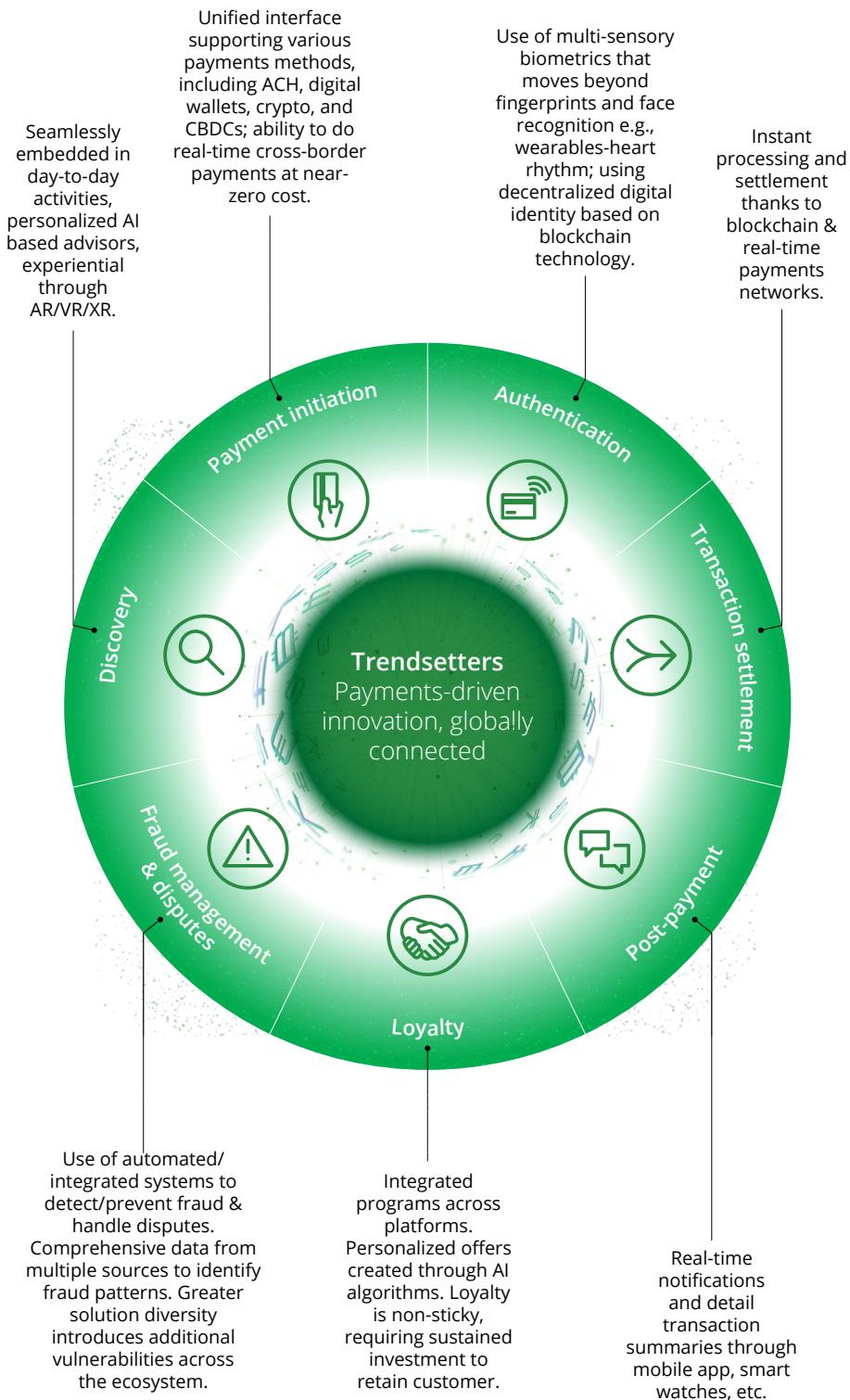
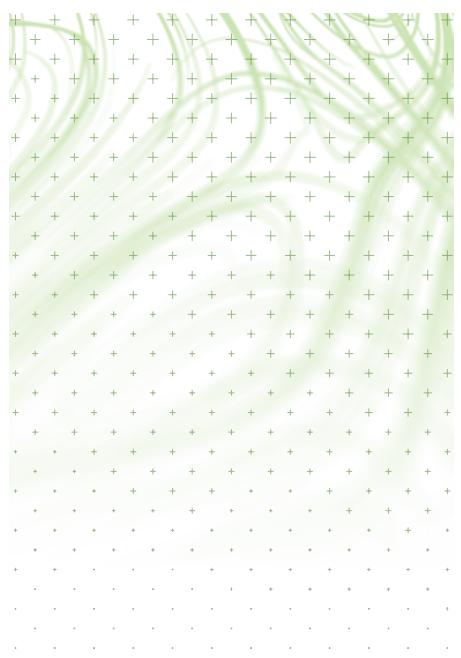


Figure 06: Customer payments journey in Trendsetter economies



Primary considerations:

- How do regulators balance innovation incentives with growing risks?
- With advances in innovative capabilities and global cooperation, how are payments institutions redefining trust and customer loyalty?
- Which value-added services are expected to come to life in the mainstream to elevate customer experience and complement institutions' monetization strategies?
- As bank-fintech alliances consolidate and go global, how can issuers maintain innovation agility while bolstering data security and privacy?
- In this fragmented and competitive world, how do institutions maintain their margins and drive profitable growth?
- Can fintechs scale responsibly while navigating the thin line between customer-centric innovation and regulatory risk in areas like lending and digital identity?
- With virtualized, cloud-updated acceptance infrastructure, how can merchants turn payment flexibility into a strategic asset rather than just an operational feature?
- As AI streamlines approvals and super-apps unify services, will customers trade off privacy for convenience—or demand stronger, consent-driven regulation?



Coming next: What does this mean for payments market participants?

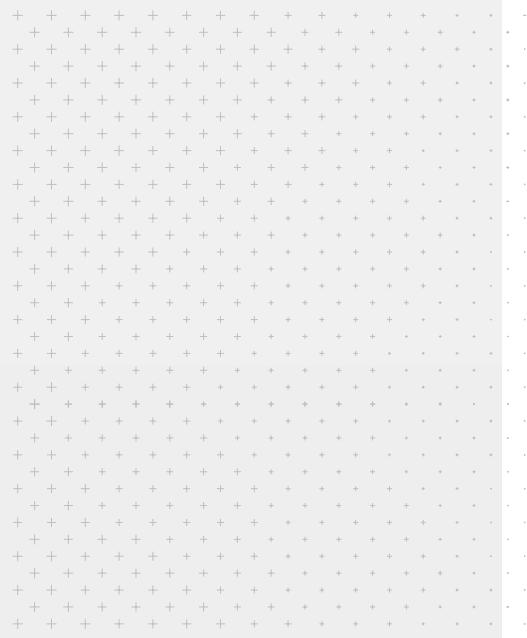
In the forthcoming article of the “Future of payments” series, we will analyze the implications of various scenarios on primary participants within the payments value chain.

As the payments landscape continues to evolve, we will develop strategic recommendations and tactics that each participant is likely to adopt to:

- Sustain their current market position
- Achieve success within the evolving dynamics
- Attempt to alter the existing dynamics

Furthermore, we will utilize the scenario framework to demonstrate its relevance to selected international markets today and project how we anticipate payments in these markets will transform by 2030.

For a discussion on the four scenarios and their potential impact on your business, please contact us.



Appendix: Measuring global cooperation and adoption of innovation

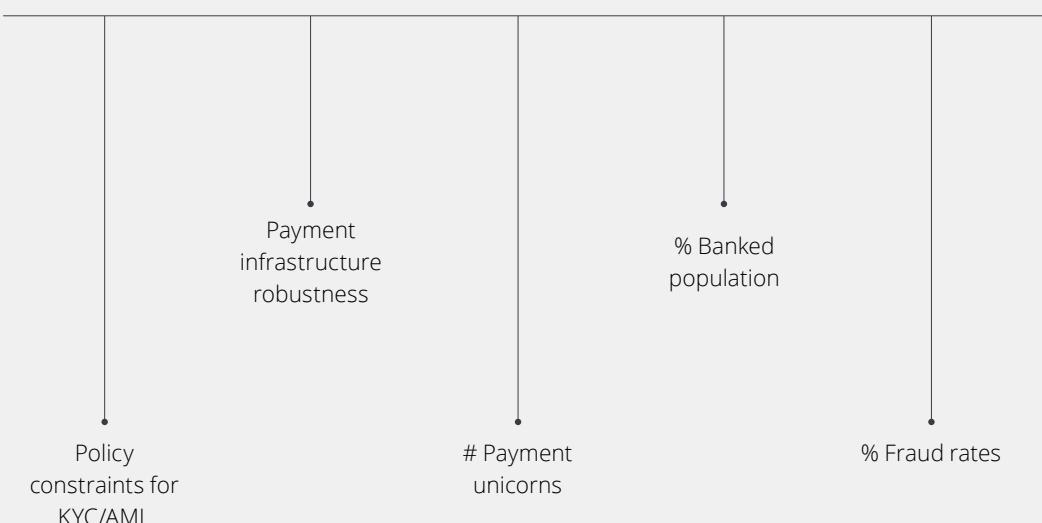
We plan to use a rigorous data-backed approach to measure the "Adoption of innovation" and "Global cooperation" in payments and then understand how they are driving the evolution of the payment landscape across markets.

For **Adoption of innovation**, we examine several quantifiable metrics, such as the *number of payment unicorns, payment infrastructure robustness, and policy constraints for KYC/AML, among others*, to learn about the market dynamics and foundational innovation ecosystem in the payment sector. For example, the presence of payment unicorns indicates a mature market with high potential for groundbreaking solutions. Payment infrastructure robustness ensures the innovation in the market through adequate access to information and communication technologies (ICT), availability of government's e-services, and consumer's usage to such systems. Policies towards KYC and AML represents compliance burdens (or incentives) including licensing, KYC/AML requirements, data localization, or capital adequacy norms that might slow (or catalyze) innovation or entry or prevent from money laundering and related financial crimes.

Additionally, we measure the **ability to adopt innovation** by looking at metrics, such as access to technology, *the share of digital payments, success of innovative payments companies, and fraud rates*. For example, access to technology is crucial for users to engage with digital payment methods. The share of digital payments provides insights into consumer behavior and the acceptance of non-cash transactions, while fraud rates impact consumer confidence and the longevity of payment innovations.

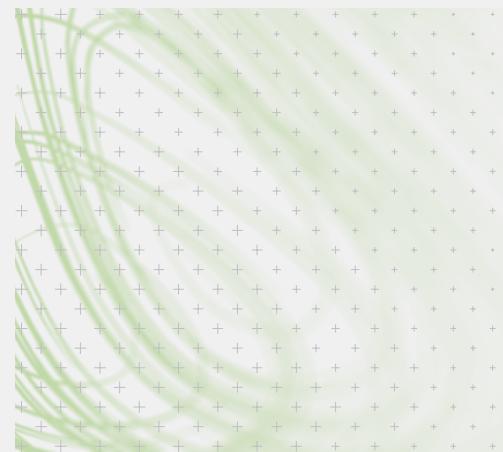
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Measuring global cooperation and adoption of innovation



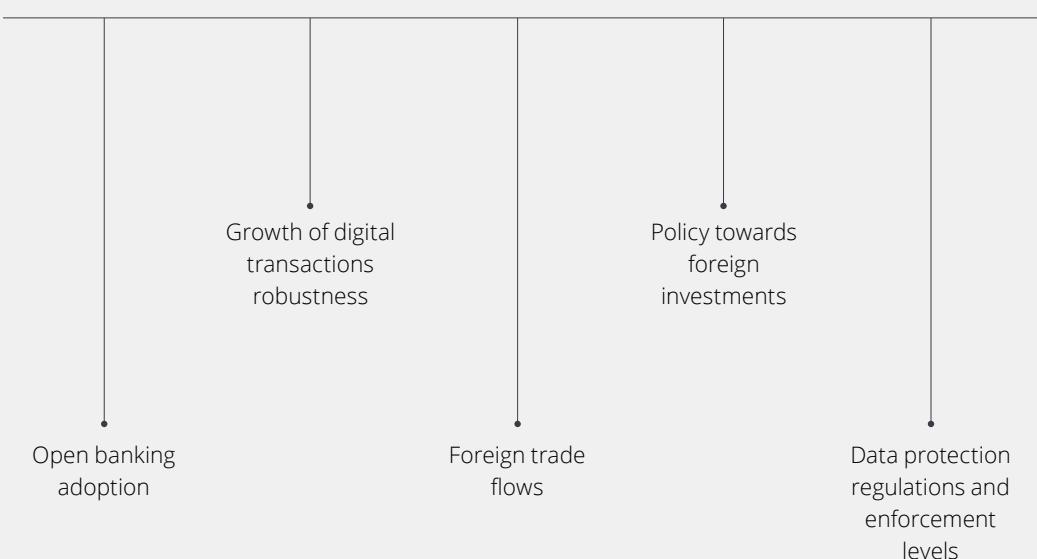
Looking at the second axis, “**Degree of cooperation**,” we first measure the **willingness to cooperate** with metrics, such as *open banking adoption, access to credit, and growth of digital transactions*. These metrics will help us understand the extent to which stakeholders in the payment ecosystem are collaborating to drive innovation and develop new solutions. Open banking adoption indicates the extension to which platforms and services follow global open standards, while access to credit enables the startups and scaleups to domestic credit.

Additionally, we also examine **cooperation enablers**, such as policy towards foreign investments, data protection regulations and enforcement levels, and foreign trade flows. These factors create a conducive environment for cooperation by facilitating cross-border collaborations and investments. Policies that encourage foreign investments and trade flows, along with stronger data protection regulations, are essential for fostering a collaborative and innovative payments ecosystem.



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Measuring level of adoption of innovation within a market





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