

# Global Update: Payment Trends and Challenges



# Jeremy King

Regional Vice President, EMEA  
PCI Security Standards Council





# Global Perspectives - Europe



# The Europe Region



# The Changing Face of Payments

Wallets  
using SCA

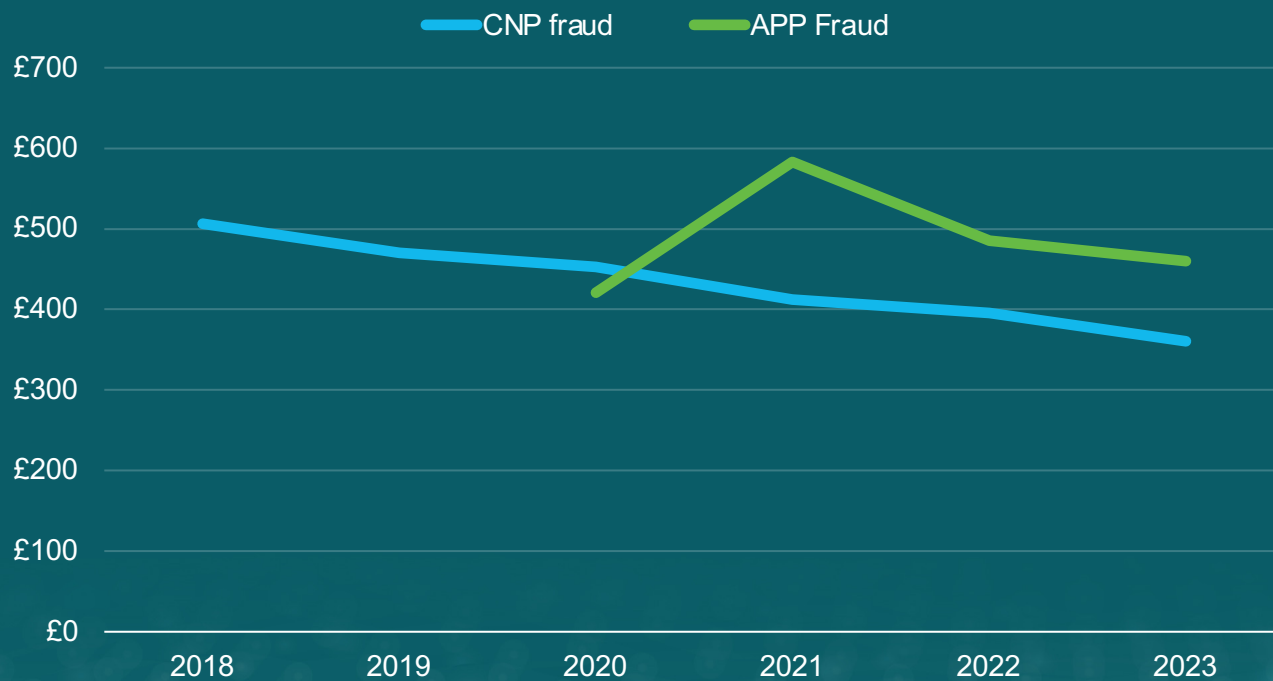


Payments  
just  
happen



# Challenges and Opportunities

Fraud Losses  
(Millions)



Three hexagonal callouts containing statistics about mobile wallet usage:

- 72% of all adults using a Mobile Wallet
- 61% of all transactions are card based
- 33% of all adults using Mobile Wallet exclusively

# Diana Greenhaw

Head of Engagement  
PCI Security Standards Council



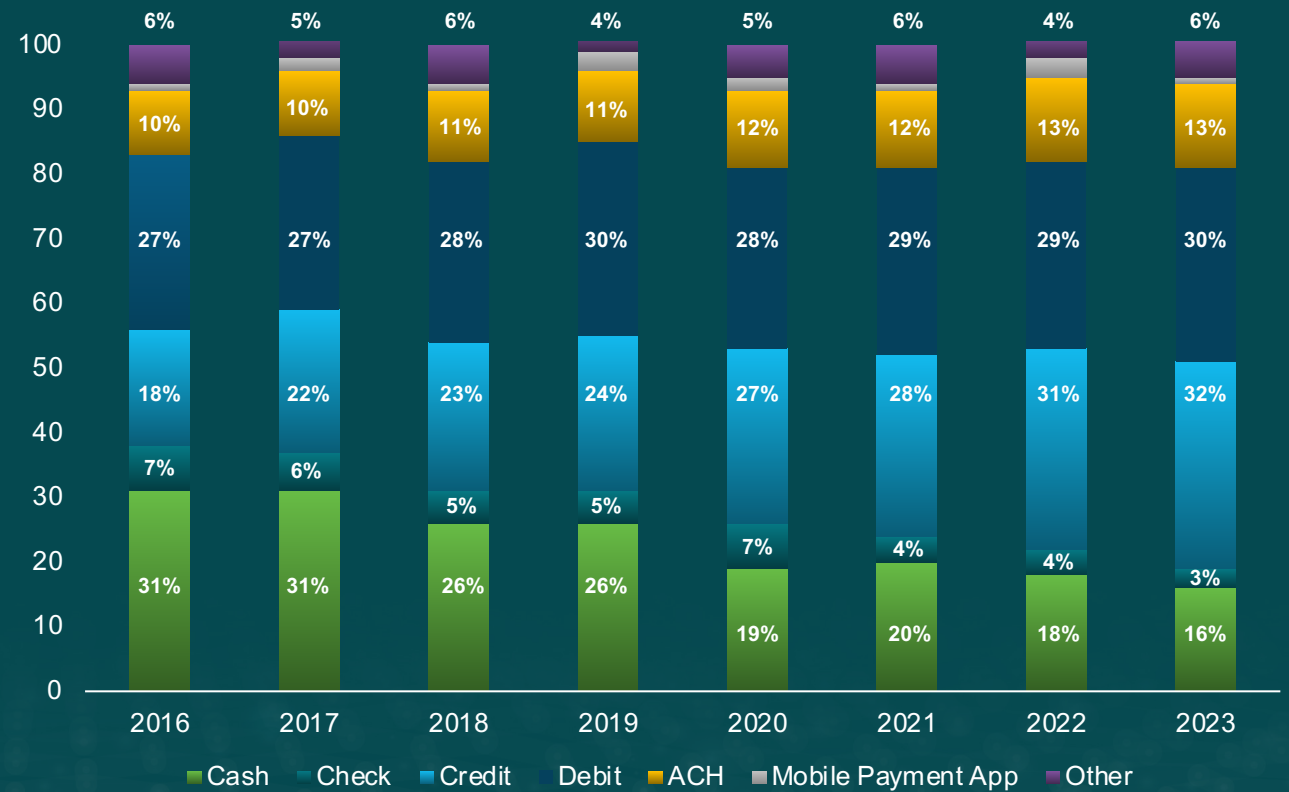
# North America Region



# Changing Face of Payments

- Cards and account-based payments lead consumer choice
- Mobile wallets increasingly used
- Mobile payments used increasingly for Person-to-Person payments
- Use of Cash and Check continues to decrease

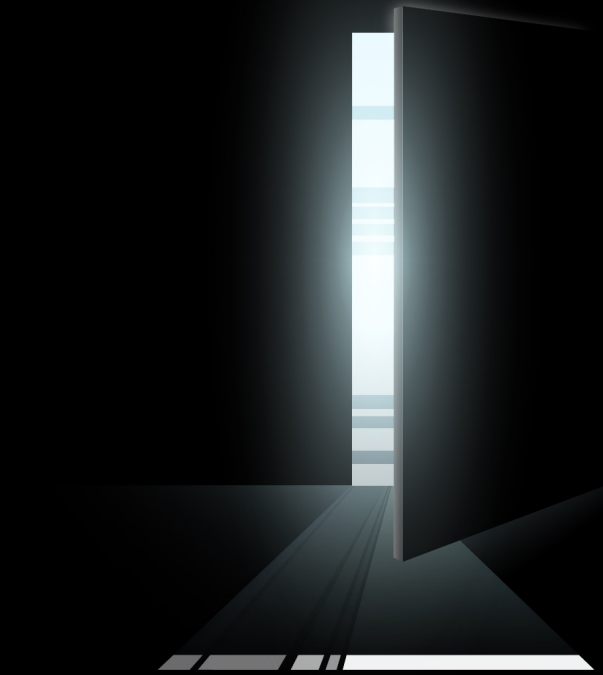
## Share of Payment Instrument Use for All Payments



Source: Federal Reserve Diary of Consumer Payment Choice

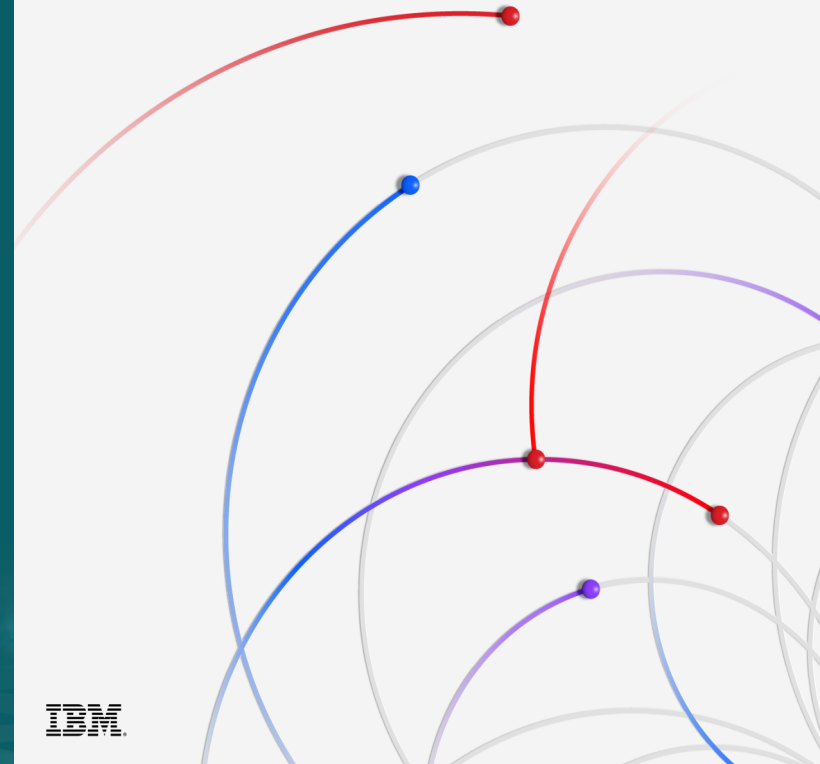
# Industry Resources For Payment Security Challenges

## 2024 Data Breach Investigations Report



verizon  
business

## Cost of a Data Breach Report 2024



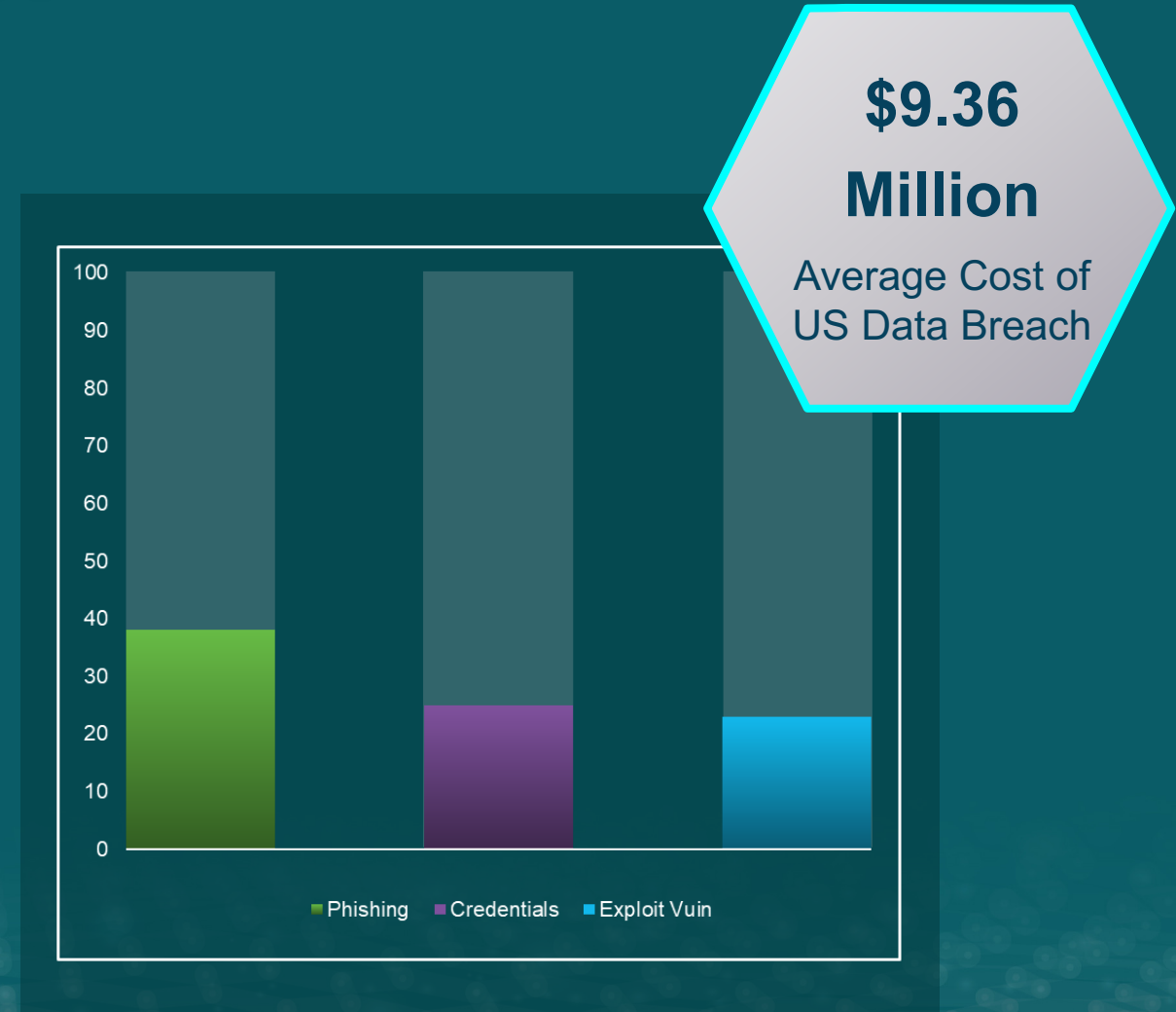
IBM

# Challenges and Opportunities

## Cause and Effect

### Common Methods of Entry:

1. Stolen or Obtained Credentials
2. Phishing
3. Exploiting System Vulnerabilities



# Global Perspectives – Latin Caribbean



# The Latin Caribbean Region

# The Changing Face of Payments

## Brazil

**10.8 Billion**

Card Transactions  
in Q1 2024

**44% Credit**  
**37% Debit**  
**19% Pre-paid**

**Early Adopters**

of payment technologies like 3DS and tokenization

## Mexico

**2.25 Billion**

Card Transactions  
in Q1 2024

**27% Credit**  
**73% Debit**

**150% Growth**

in contactless payments since 2023

In LATAM 42% of consumer use contactless payments



# Challenges and Opportunities

## Latin America

- Region with the highest number of frauds in online transactions in the world
- Financial Fraud vs Technology Fraud
- Common issues across countries:
  - Card testing; cloning
- Specific Issues:
  - POI/POS attacks (Prilex in Brazil)

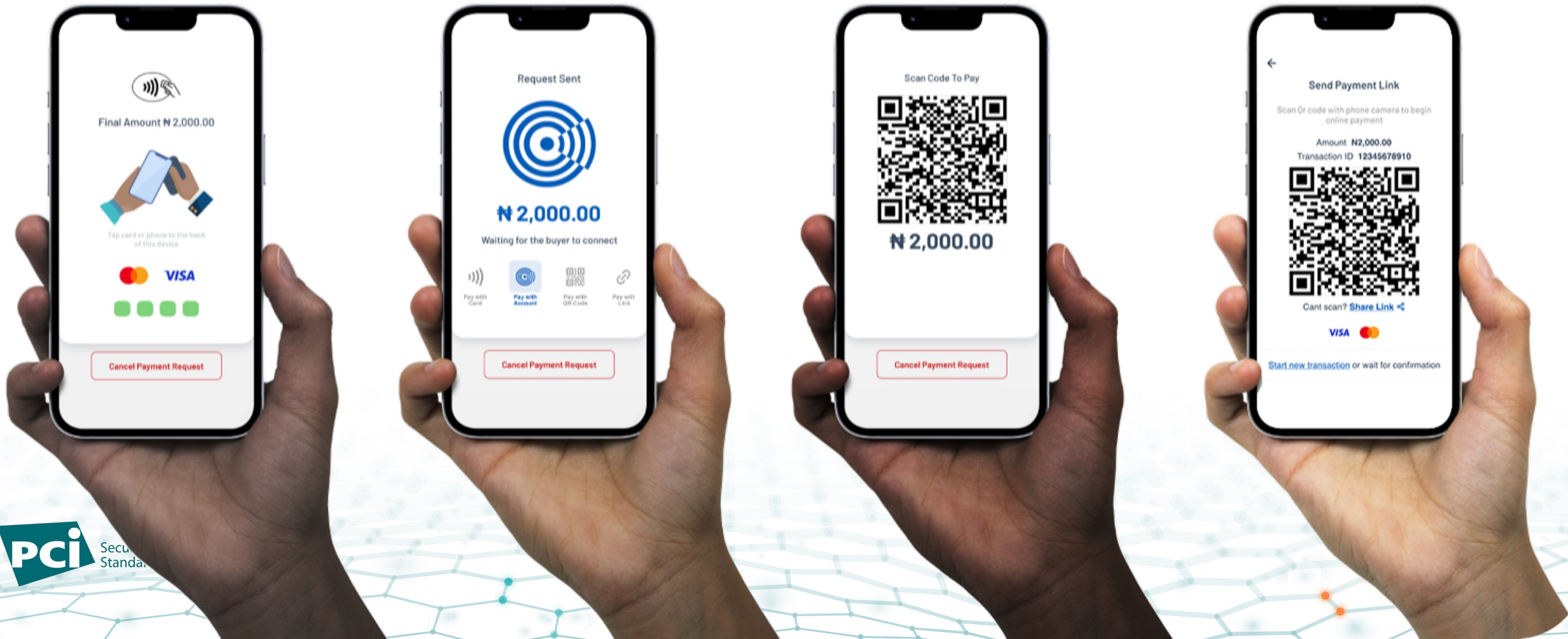
# Global Perspectives – India, South Asia, and Middle East



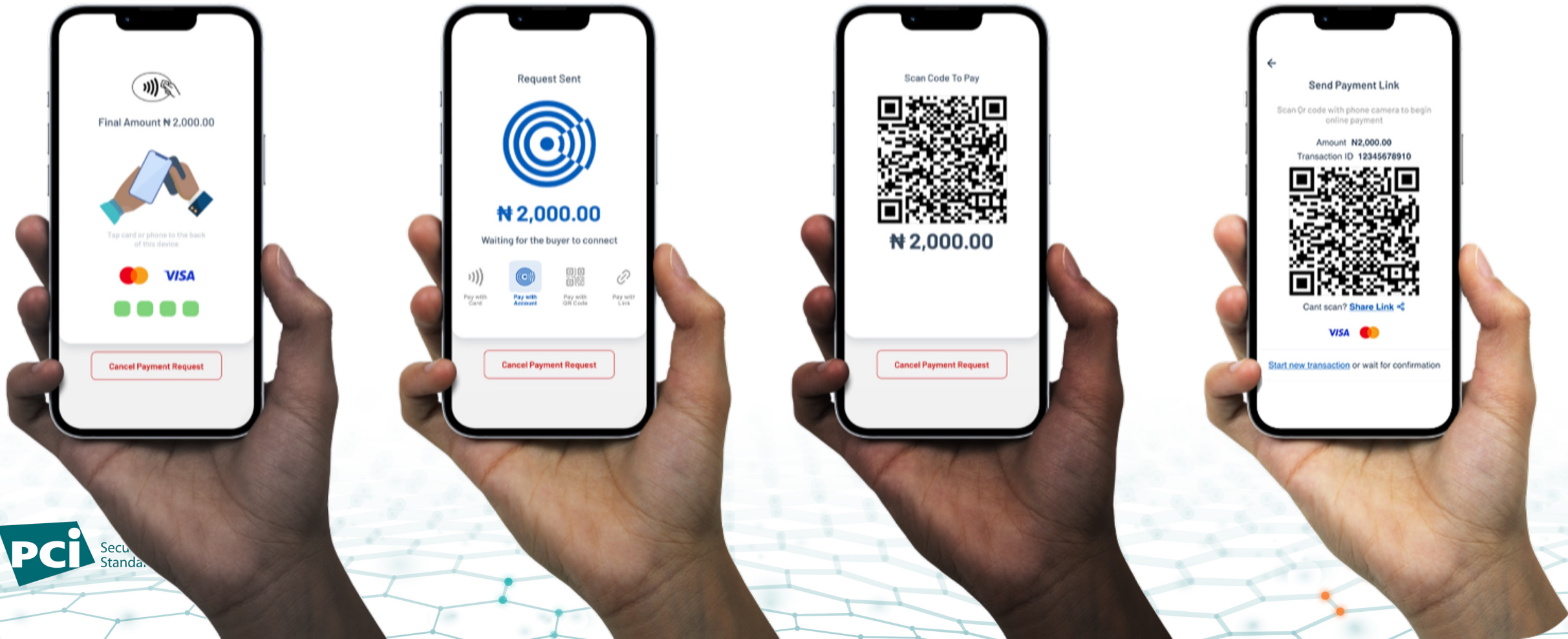
# Global Perspectives – India, South Asia, and Middle East



# The Changing Face of Payments



# The Changing Face of Payments



# Challenges and Opportunities

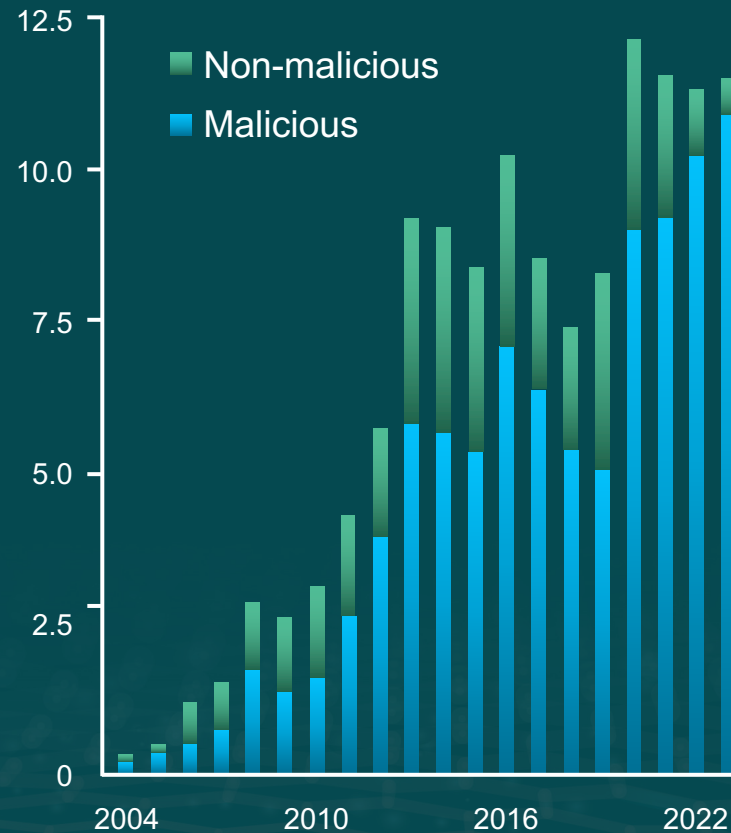
**3.4M**

current shortage  
of Cybersecurity  
workers

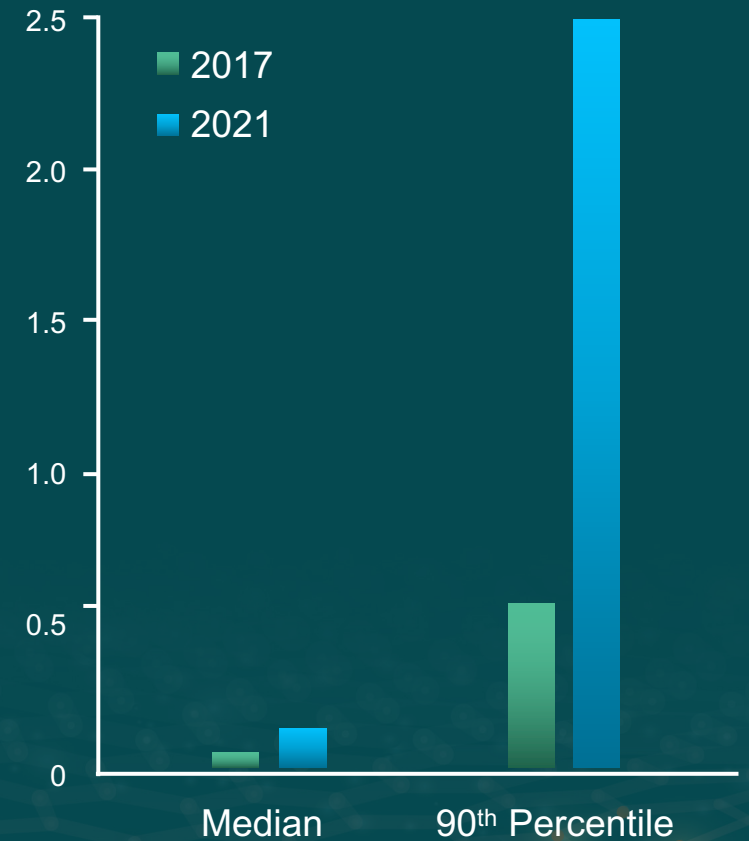
**87%**

of leaders said  
their organization  
experienced a  
cyber breach

### Cyber Incidents (Thousands)



### Estimated Maximum Firm Loss (Billions of \$US)



# Challenges and Opportunities

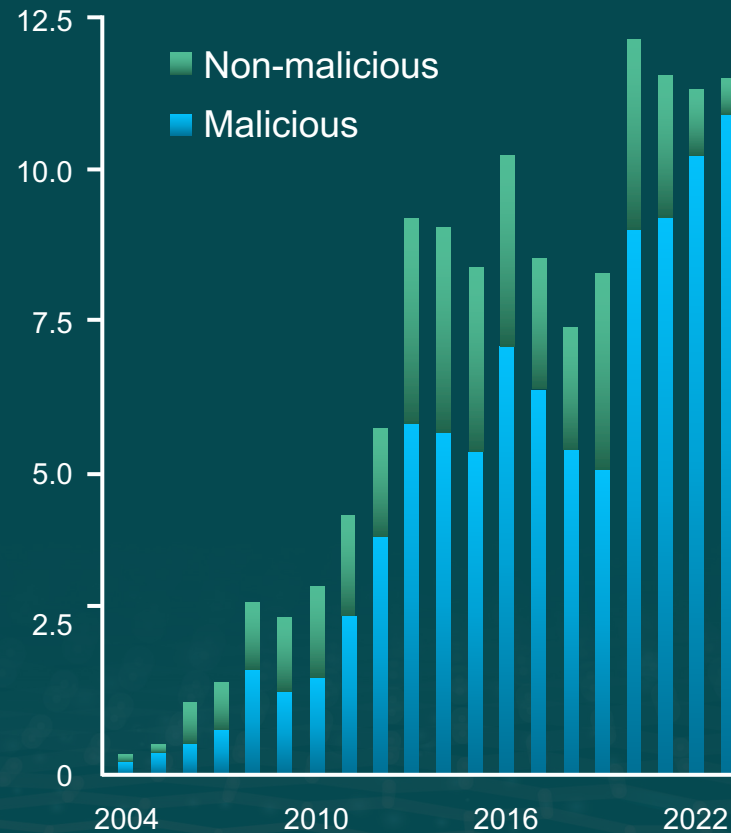
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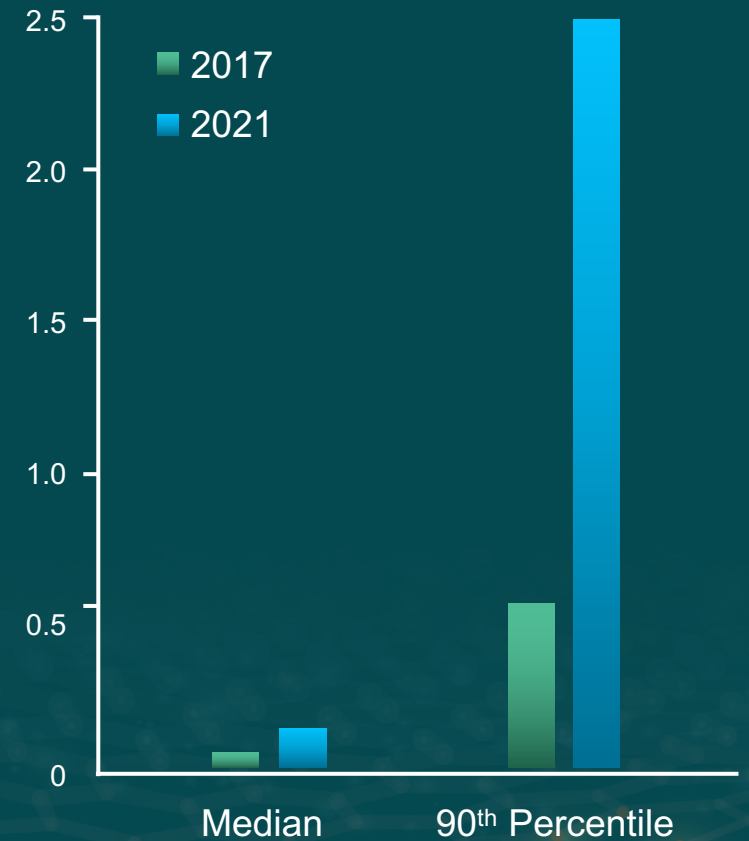
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# Global Perspectives - Asia-Pacific



# The Asia-Pacific Region

A person is holding two smartphones. The smartphone in the foreground, which has a red case, displays a green checkmark icon and the text "Payment Completed". The smartphone in the background, which has a dark case, displays a QR code and the text "Scan to pay". The background is a blurred green and blue gradient.

# The Changing Face of Payments

# The Changing Face of Payments

全面的キャッシュレス決済はじまる！  
Fully Cashless Payments Begin!

# EXPO 2025

※会場内では、現金が使用できませんのでご注意ください。Cash will not be accepted.





# Challenges and Opportunities

£1 Billion worth of fraud prevented



# Challenges and Opportunities

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# Global Perspectives - Africa



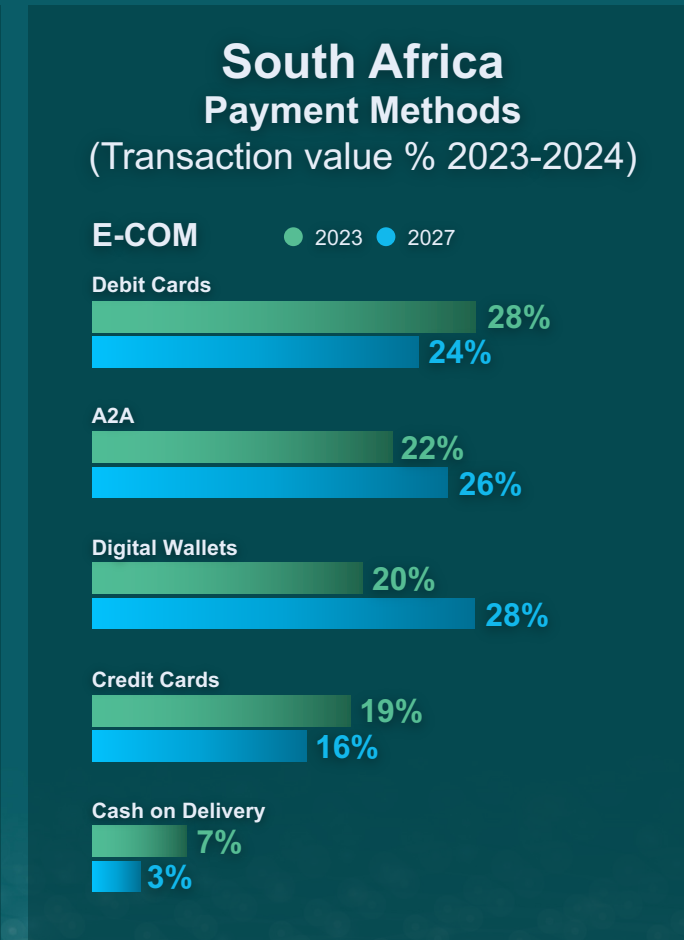
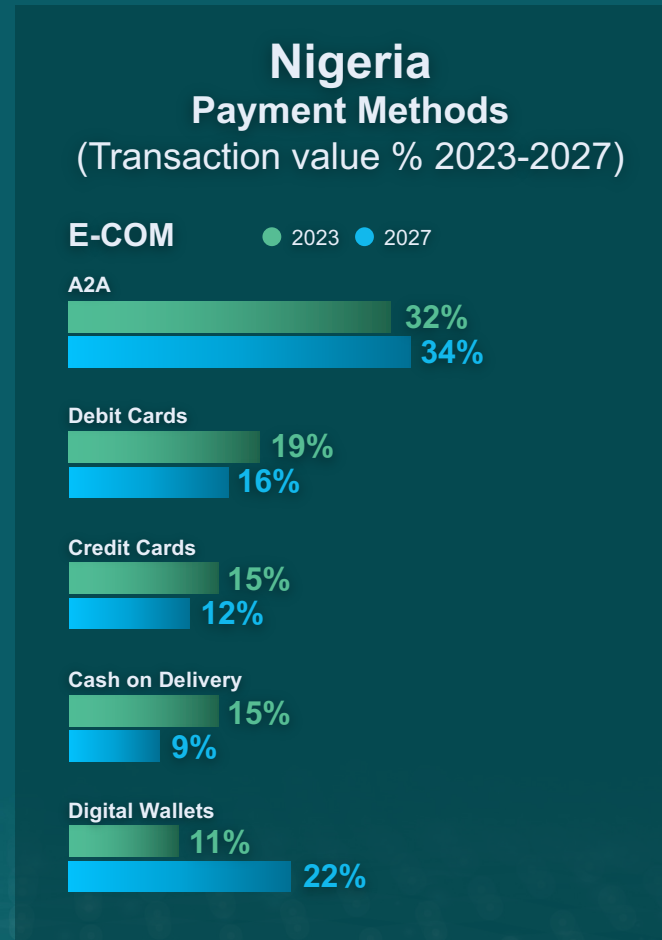


**54 Independent Countries**  
**1.5 Billion Population**



# The Changing Face of Payments

- Countries across Africa migrating away from cash
- Africa's Appetite for Digital Payments Continues to Grow
- The future of payments in Africa:
  - Digital wallets
  - Mobile money
  - Contactless payments
  - Growth of Ecommerce



Value of Ecommerce in Africa 2023 \$277 Billion

Source: IMARC Group

# Challenges

## Ransomware



## Phishing



## Malware



Source: Check Point Software Technologies

# Opportunities



Africa Cybersafe - Morocco



Egypt – Combatting Fraud Forum

# Conclusions



# What Next?

Change Is The Only Constant

Technology  
is not slowing  
down

The future  
is bright

Your help  
and  
engagement  
matters