

EMBRACING DIGITAL



Surveyed consumers in Pakistan are embracing the **convenience** of digital payments CONVENIENCE AT YOUR FINGERTIPS

69%

intend to use **digital payments more** over the next 12 months

62% find digital payments quicker and simpler

66% value the anytime/anywhere convenience

BEAMLESS PAYMENTS

80% utilize e-commerce payment methods

63% prefer bank transfers via mobile apps

48% make payments via mobile money services, without the need for a bank account

Source: Visa's Stay Secure Study 2024, conducted in 17 markets across Central and Eastern Europe, Middle East, and Africa (CEMEA), including Pakistan.