

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



SEAMLESS 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