

Visa Inc in Consumer Finance

March 2023

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SCOPE OF THE REPORT

Scope

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Key company facts

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Financial assessment: business unit analysis

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SWOT: Visa Inc

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Visa growth rate matches the global market in 2021

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Global operator landscape

International network product breakdown

MARKET ASSESSMENT

Visa has broad global coverage, except in Asia Pacific

Credit cards are expected to be the major growth driver

GEOGRAPHIC AND CATEGORY OPPORTUNITIES

Opportunities in the buy now, pay later (BNPL) segment

Commercial payments are seeing an increase

Growth in m-commerce and digital payments

Asia Pacific is at the forefront of global card payment value growth

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Visa maintains a high level of spending on marketing and promotion

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