SCOPE OF THE REPORT
Scope

STRATEGIC EVALUATION
Key company facts
Financial assessment: income statement analysis
Financial assessment: business unit analysis
Visa corporate activity
Executive structure
SWOT: Visa Inc
Key opportunities and challenges

COMPETITIVE POSITIONING
Visa growth rate matches the global market in 2021
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

BRAND STRATEGY
Visa maintains a high level of spending on marketing and promotion

RECOMMENDATIONS
Key takeaways

APPENDIX
Data parameters and report definitions

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.