

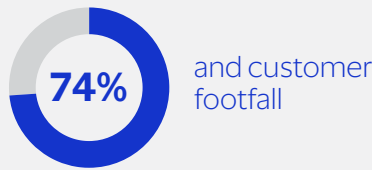
# Value of Acceptance 2024 Study:

# Impact of Digital Payments on Small Businesses in Saudi Arabia

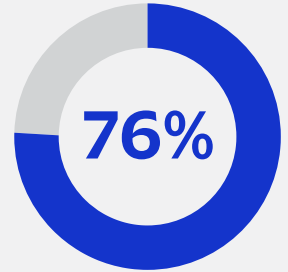


## #1 Digital Payments: Key to Business Growth in Saudi

According to digital payment accepting merchants (%)

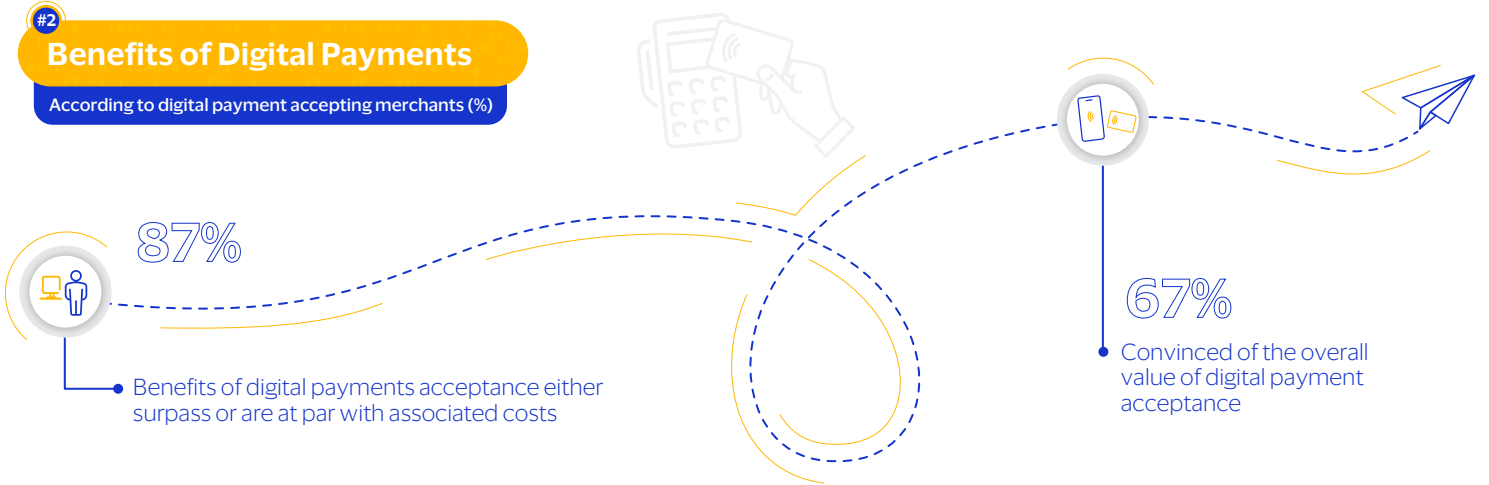


Strong intention to invest in new payment technologies in the future



## #2 Benefits of Digital Payments

According to digital payment accepting merchants (%)



## #3 Challenges with Cash Only Acceptance

Among cash-only merchants (%)



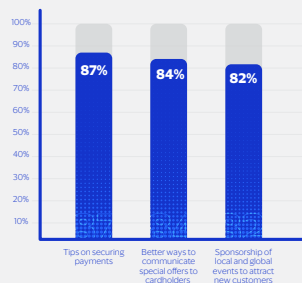
## #4 Value Added Services: What Merchants Expect from Digital Payments Provider

### Top cited features:

Tips on securing payments (87%)

Better ways to communicate special offers to cardholders (84%)

Sponsorship of local and global events to attract new customers (82%)



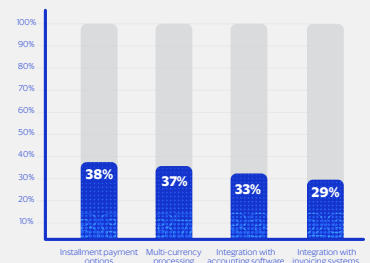
### Also cited:

Installment payment options (38%)

Multi-currency processing (37%)

Integration with accounting software (33%)

Integration with invoicing systems (29%)



### About the Study

Visa commissioned 4SiGHT Research & Analytics to explore the impact of digital payments on small retailers and gauge their level of openness to digital payment options among those currently accepting cash-only payments. 4SiGHT interviewed 250 nano, micro and small retailers in December 2023 out of which 42% accepted cash payments only and 58% accepted cash and digital payments. The retailers surveyed were based in Riyadh, Jeddah, Dammam, Mecca and Madina. The face-to-face interviews took approximately 15 minutes and included a mix of nationalities and genders, representative of KSA.