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## Online card spending to double by 2021, reaching \$6 trillion worldwide

*Research from RBR finds convenience and security are driving rapid growth in e-commerce card payments*

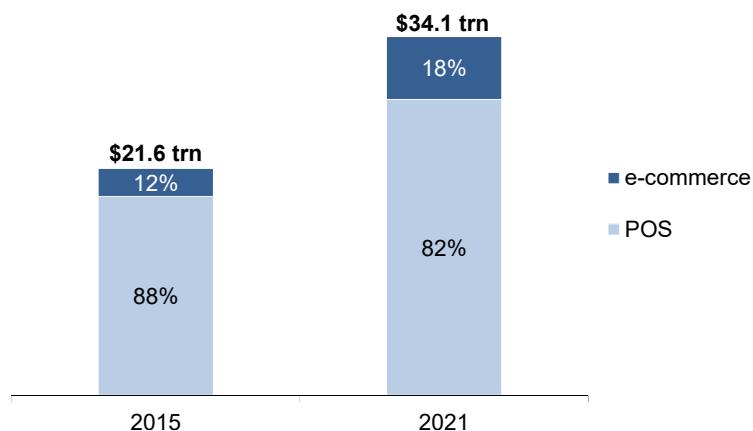
### Online transactions increasingly convenient

*Global Payment Cards Data and Forecasts to 2021*, a highly regarded annual survey of the global payment cards sector, reveals that the value of e-commerce card payments made worldwide grew by 26% during 2015 to reach \$2.7 trillion, and represented 12% of all card expenditure.

Key factors driving this impressive growth include:

- a surge in internet penetration and smartphone holding;
- a rising number and range of merchants with an online presence;
- the convenience of making impulse buys on the move via mobile devices;
- tools such as one-click checkouts and suggested additional items, which simplify the transaction process.

### Growth in the value and share of e-commerce card expenditure worldwide



*Source: Global Payment Cards Data and Forecasts to 2021 (RBR)*

### Advances in security improve confidence

RBR's study reveals that while some cardholders have previously held back from purchasing goods online because of security concerns, confidence in the e-commerce channel is rising. Measures being taken to reduce fraud include the creation of a new 3-D Secure specification to authenticate cardholders which will be progressively rolled out over the coming years.

3-D Secure 2.0 is designed to meet the needs of consumers using new technologies such as mobile apps and digital wallets. It will increase risk-based authentication, removing the requirement for a password for the vast majority of transactions. This update should offer further reassurance and convenience to online shoppers.

### e-commerce card expenditure to continue its rapid growth

RBR forecasts that e-commerce card spending will more than double between 2015 and 2021 to reach \$6 trillion. RBR's Chris Herbert commented: "The e-commerce sector will represent a growing proportion of global card expenditure with one dollar in five spent online by 2021. The improving convenience and security of the e-commerce channel are key drivers of this growth".

### Notes to editors

These figures and insights are based on RBR's study, *Global Payment Cards Data and Forecasts to 2021*. For more information about this report or to discuss the findings in more detail please email Chris Herbert ([chris.herbert@rblondon.com](mailto:chris.herbert@rblondon.com)) or call +44 20 8831 7305.



## PRESS RELEASE

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