

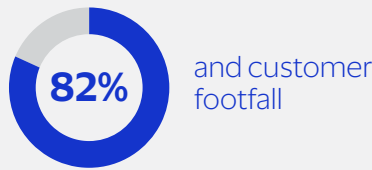
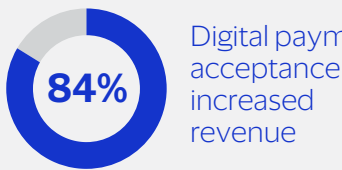
Value of Acceptance 2024 Study: Impact of Digital Payments on Small Businesses in Bahrain

VISA

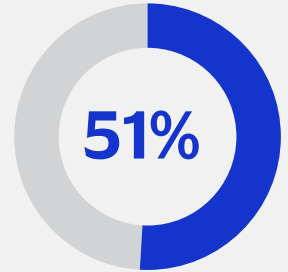


#1 Digital Payments: Key to Business Growth in Bahrain

According to digital payment accepting merchants (%)

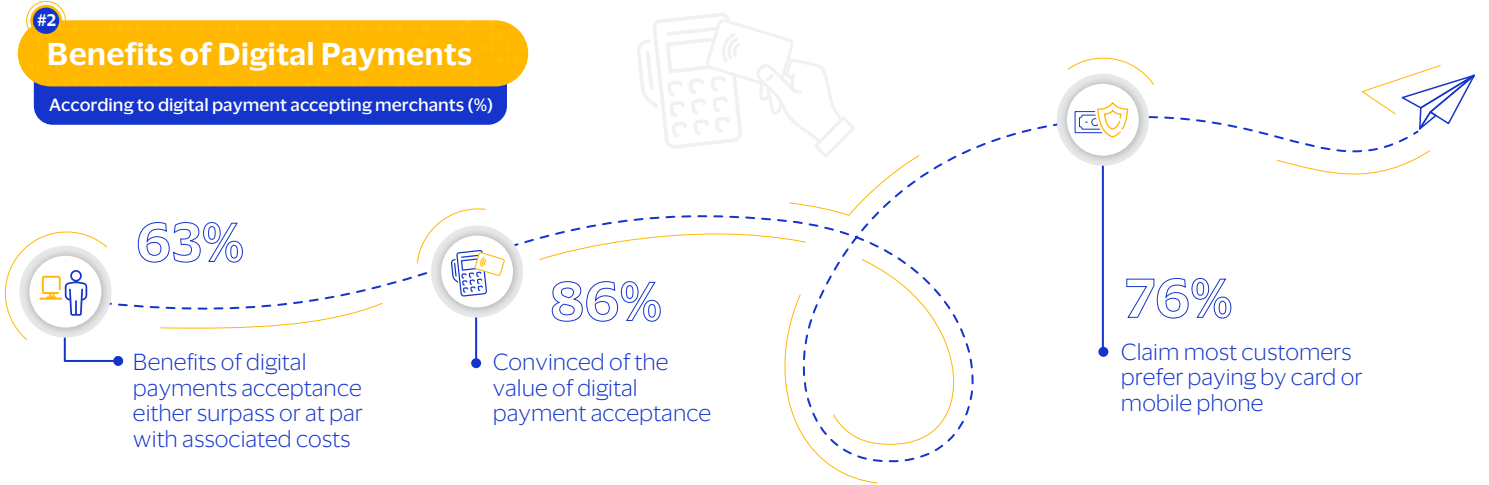


Strong intention to invest in new payment technologies in the future



#2 Benefits of Digital Payments

According to digital payment accepting merchants (%)



#3 Challenges with Cash Only Acceptance

According to cash-only merchants (%)



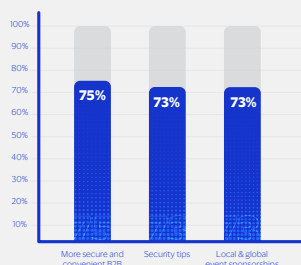
#4 Value Added Services: What Merchants Expect from Digital Payments Provider

Top cited features:

More secure and convenient B2B payments (75%)

Security tips (73%)

Local & global event sponsorships (73%)



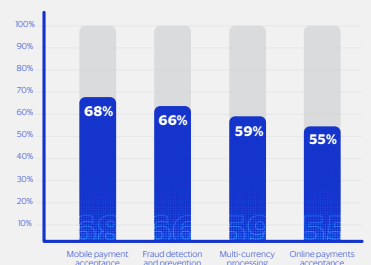
Also cited:

Mobile payment acceptance (68%)

Fraud detection and prevention (66%)

Multi-currency processing (59%)

Online payments acceptance (55%)



About the Study

Visa commissioned 4SiGHT Research & Analytics to explore the impact of digital payments on small retailers and gauge the 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 38% accepted cash payments only and 62% accepted cash and digital payments. The retailers surveyed were based in Manama, and Riffa. The face-to-face interviews took approximately 15 minutes and included a mix of nationalities and genders, representative of Bahrain.