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





According to digital payment accepting merchants (%)



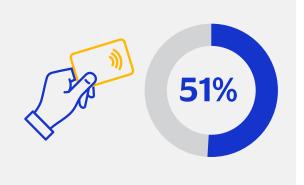






and customer footfall

Strong intention to invest in new payment technologies in the future



Benefits of Digital Payments

According to digital payment accepting merchants (%)



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Convinced of the value of digital payment acceptance



76%

Claim most customers prefer paying by card or mobile phone

Challenges with Cash Only Acceptance

According to cash-only merchants (%)



More than **50%** lost transactions because customers are not carrying cash



Over **60%** plan to invest in digital payment technology soon



Nearly **65%** expect digital payment acceptance to increase footfall and revenue

#4

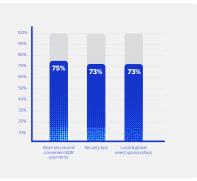
Value Added Services: What Merchants Expect from Digital Payments Provider

Top cited features:

More secure and convenient B2B payments **(75%)**

Security tips (73%)

Local & global event sponsorships (73%)



Also cited:

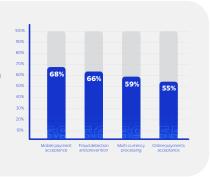
Mobile payment acceptance (68%)

Fraud detection and prevention (66%)

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Multi-currency processing (59%)

Online payments acceptance (55%)



About the Stud