



Credit Trends in 2019 and opportunities for growth

Economic growth in the U.S. remains strong and is fueled by three key factors: consumer spending, the employment rate and consumer confidence. Here are some other key trends that can present exciting opportunities for your business.



Credit growth is expected to outpace U.S. overall spend growth



4.5% Projected

U.S. spend through 2022¹



7.4% Projected

credit growth through 2022²

OPPORTUNITY:

Consider boosting your card acquisition efforts as well as usage promotions.

Growth leans toward rewards cards with simple value propositions and high value earns



30.7% rate of growth for simple value prop cards³

OPPORTUNITY:

Consider enhancing your rewards program and launching a premium card.

Cashback rewards still represent majority of mass and affluent volume, but travel grows consistently with affluence and has gained share⁴

Q4'16 - Q3'17

42%



32%



Cashback

Travel

Q4'17 - Q3'18

46%

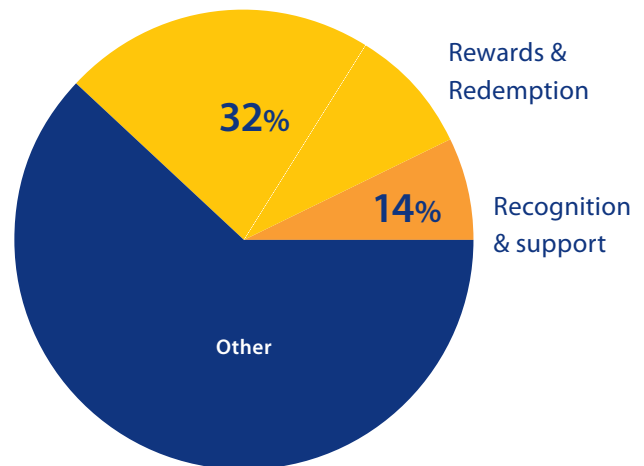
29%



Cashback

Travel

Rewards represent only a portion of what drives cardholder satisfaction⁵



OPPORTUNITY:

Offer a full range of rewards products that include cashback and travel

OPPORTUNITY:

Look for enhancements beyond rewards and ensure cardholders are aware of them

Digital remains the clear channel of preference to apply for a card⁶



70%

Digital



12%

In-person



10%

DM



8%

Phone

OPPORTUNITY:

Ensure desktop and mobile digital experience is optimized for acquisition

Digital transactions consistently show stronger growth than traditional transactions.⁷



11%

Ecommerce



10%

Recurring

Digital



4%

Face to Face



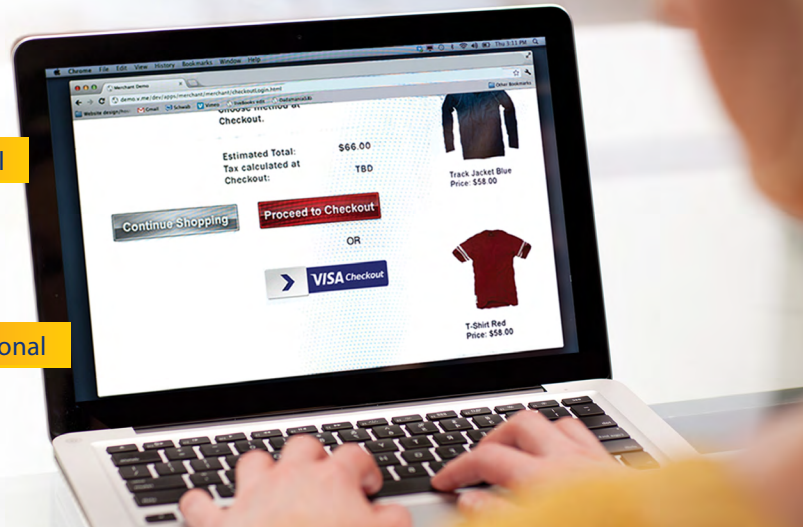
0.74%

Mail Order/Telephone

Traditional

OPPORTUNITY:

Consider offers to drive usage in digital channels or with specific online retailers



VISA

As a payment leader continuing to move beyond cards, Visa is committed to helping you proactively engage cardholders.

Visit Visa Online (VOL) for more information

<https://www.visaonline.com>

Ask how your Visa Account Executive can help take your card portfolio to the next level.

¹ Nilson Report #1144, December 2018.

² Internal VisaNet Data October 2017 – September 2018.

³ VisaNet Q4 2015 vs. Q4 2016. Selected portfolios: consumer credit bank branded points, cashback and travel cards.

⁴ VisaNet Data Q2 2017 – Q1 2019.

⁵ "The 2018 Bond Brand Loyalty Report", Bond Brand Loyalty, April 2018.

⁶ Mintel Comperemedia – "US Credit Card Response Rates".

⁷ Based on VisaNet data growth rate 2015 vs. 2018.