



Back to Business Global Study

2022

WOMEN'S HISTORY MONTH EDITION

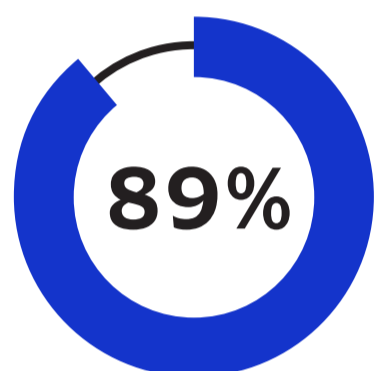
Driven by the wholesale disruption of the pandemic, women entrepreneurs are shaking up the way the world does business — and for the better. Female-owned businesses are embracing digital payments to help them grow faster and more efficiently. Our study results suggest that many are taking advantage of new opportunities to leverage cutting-edge forms of payment like digital currency.

In the Women's History Month edition of Visa's global "Back to Business" study, we asked small business owners and consumers in nine markets around the world to consider new and exciting opportunities in 2022 and beyond, while providing critical insights on the best path forward.

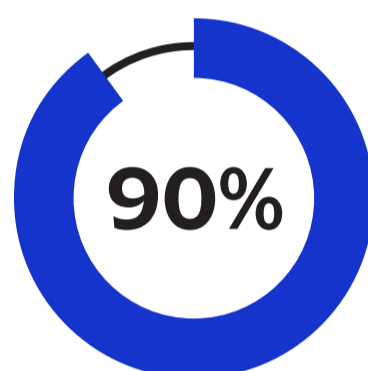
Key global insights



Female-owned small businesses (SMBs) we surveyed aren't just accepting new payment methods to keep up with competitors, they're doing so to improve their business. More than 3 in 4 (76%) agree accepting new payment methods is fundamental to their business's growth.



The vast majority of female SMB owners (89%) studied are optimistic about the future of their business, signaling growing confidence in the state of the economy.

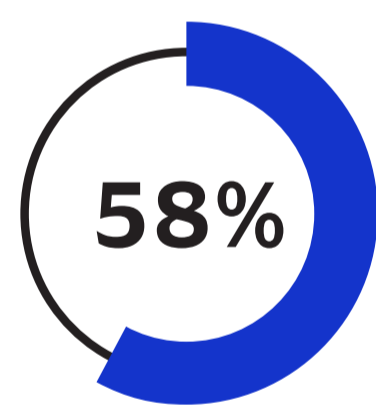


90% of female SMB owners studied say their business survived the pandemic due to increased efforts to sell online.

Small businesses: The path forward in 2022

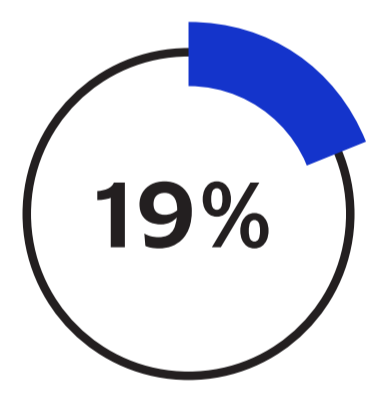
High-level confidence

Despite continued uncertainties that lie ahead, most female SMB owners surveyed are confident they can meet the challenges. A majority of respondents (58%) say they are very or completely confident in their ability to evolve their business to keep up with changes in tech and consumer preference.



Blazing trails in digital currency acceptance

Perhaps anticipating future demand and acceptance of crypto, nearly 1 in 5 female SMB owners studied say they plan to accept digital currency like Bitcoin in 2022.



Going Fully Digital for Payments



Female small business owners surveyed:

81% will plan to accept some form of digital payment this year.

80% say they anticipate shifting to being completely cashless within 10 years. This includes 60% who are already cashless or anticipate shifting to cashless within two years.

30% say that accepting new forms of payment is a top opportunity to reach new customers in 2022.

Female consumers surveyed:

68% say they anticipate shifting to being completely cashless within 10 years, including 26% who anticipate shifting to digital payments-only within two years.

60% agree the pandemic has permanently changed their preference to digital payments for shopping.

59% of their shopping in the past month, on average, was done using digital payments.

42% expect to use digital payments more often this year while just 4% expect to use it less.

For more information on the programs Visa has made available to small and micro businesses, please visit the Visa Small Business Hub at visa.com/smallbusinesshub

* The consumer portion of the Visa Back to Business Study was conducted by Wakefield Research among 1,000 Adults Ages 18+ in US and 500 Adults Ages 18+ in Germany, Canada, Ireland, Hong Kong, Singapore, Brazil, Russia, and UAE, including 2,549 females globally.

The small business portion of the Visa Back to Business Study was conducted by Wakefield Research among 2,250 Small Business Owners at companies with 100 employees or fewer in the US, Germany, Canada, Ireland, Hong Kong, Singapore, Brazil, Russia, and UAE, including 847 female SBOs globally.

** Unless otherwise noted, percentages cited represent average from SMB or consumer respondents across all nine markets: Brazil, Canada, Germany, Hong Kong, Ireland, Russia, Singapore, UAE and U.S.