

# **B2B Digital Payment Market by Offering (Solutions, Services), Payment Method (Credit Cards/Debit Cards/Virtual Cards, Digital Wallet), Transaction Type (Domestic, Cross-Border), Vertical and Region - Global Forecast to 2028**

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## **Abstracts**

MarketsandMarkets forecasts that the B2B digital payment market size is projected to grow from USD 4.2 billion in 2023 to USD 8.2 billion by 2028, at a CAGR of 14.3% during the forecast period. The COVID-19 pandemic accelerated the adoption of digital payment methods as remote work and social distancing became the norm. Many businesses shifted their focus to digital operations, including payments, to ensure continuity during challenging times.

“By Vertical, Healthcare segment is expected to grow with the highest CAGR during the forecast period.”

The healthcare industry is implementing and adopting new technologies to provide improved services to patients. Organizations in this industry require efficient digital payment technologies to streamline their operations and enhance customer experience. Digital payment solutions are being increasingly adopted by healthcare providers, as they help simplify the billing process and provide multiple modes of payment. The rise in healthcare insurance compels organizations in this vertical to digitize their existing payment process. Increase in healthcare spending and rapid deployment of new technologies are key factors contributing to the demand for B2B digital payment solutions in the healthcare industry.

“By Offering, the payment infrastructure segment is expected to hold the largest market size during the forecast period.”

Payment infrastructure in the B2B (business-to-business) payment solutions market refers to the underlying framework and technology that enables the secure, efficient, and seamless transfer of funds between businesses. B2B payment solutions aim to simplify and automate the payment process for businesses, streamlining financial transactions and reducing manual intervention. The payment infrastructure plays a crucial role in facilitating these transactions. The payment infrastructure segment of the B2B digital payment market has been classified into payment gateway, payment processors, mobile payment applications, and other solutions such as point-of-sale (POS), and cryptocurrencies platform. Payment gateway and payment processors are the most widely demanded solutions among merchants.

“Asia Pacific is expected to grow with the highest CAGR during the forecast period.”

The B2B digital payment market in the Asia Pacific region has undergone significant transformation in recent years. Asia Pacific consumers prefer equal measures of seamless security in all aspects of their digital payment transactions. The growing retail market in the region has enabled global payment processing solution providers to focus more on this region for providing advanced solutions. The region has some growing economies, such as China, India, Indonesia, and Malaysia, where a large number of transactions are done via mobile on a daily basis. This has also forced the respective governments to focus on ease of payment methods for consumers. B2B digital payment solutions have been embraced by businesses, including electronic invoicing and funds transfer, as part of the ongoing digital transformation. E-commerce growth has been a major driver, with online marketplaces and cross-border trade fueling demand for streamlined B2B transactions.

#### Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company: Tier 1–20%, Tier 2–25%, and Tier 3–55%

By Designation: C-Level Executives–40%, Director Level–33%, and Others–27%

By Region: North America–32%, Europe–38%, APAC–18%, RoW–12%

The major players in the B2B digital payment market PayPal (US), Fiserv (US), FIS (US), Global Payments (US), ACI Worldwide (US), Block (US), MasterCard (US), Visa (US), Payoneer (US), Stripe (US), Helcim (Canada), Payset (UK), Paytm (India), Razorpay (India), Rapyd (UK), Stax (US), EBANX (Brazil), Ramp (US), HighRadius (US), MatchMove (US), BharatPe (India), Juspay (India), Ripple (US), Terra (South Korea), Lolli (US), Paystand (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their footprint in the B2B digital payment market.

## Research Coverage

The report segments the global B2B digital payment market by offering into two categories: solutions and services. By transaction type, the B2B digital payment market is divided into two categories: domestic and cross border. By payment method, the B2B digital payment market is divided into three major categories: credit card/debit card/virtual card, digital wallets, and other payment methods. By vertical, the B2B digital payment market has been classified into BFSI, IT and ITES, retail and e-commerce, healthcare, transportation and logistics, travel and hospitality, media and entertainment, and other verticals (education, media, and entertainment). By region, the market has been segmented into North America, Europe, APAC, MEA, and Latin America.

## Key benefits of the report

The report would help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall B2B digital payment market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report would help stakeholders understand the pulse of the market and provide them with information on the key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing digital transformation across industries, High proliferation of smartphones enabling mCommerce growth, Rise of eCommerce and adoption of embedded payment system, Rise in the adoption of contactless payments, Increase in the adoption of real-time payments), restraints (Lack of global standards for cross-border payments, complexity of processes), opportunities (Rapid decline in

unbanked population across the globe, Gradual adoption of Open-Banking APIs, Progressive changes in regulatory frameworks, Rise in cross-border payments, Collaboration between banks and fintech institutions to leverage customer experience), and challenges (Fragmented regional regulatory landscape, Fraud, and security concerns) influencing the growth of the B2B digital payment market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the B2B digital payment market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the B2B digital payment market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the B2B digital payment market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players PayPal (US), Fiserv (US), FIS (US), Global Payments (US), ACI Worldwide (US), Block (US), MasterCard (US), Visa (US), Payoneer (US), Stripe (US), Helcim (Canada), Payset (UK), Paytm (India), Razorpay (India), Rapyd (UK), Stax (US), EBANX (Brazil), Ramp (US), HighRadius (US), MatchMove (US), BharatPe (India), Juspay (India), Ripple (US), Terra (South Korea), Lolli (US), Paystand (US).

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12.1.13 PAYTM

12.1.14 RAZORPAY

12.1.15 RPYD FINANCIAL NETWORK LTD.

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12.2.4 HIGHRADIUS

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12.2.9 TERRA

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\*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

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