

Virtual Cards Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Card Type (Credit Card, Debit Card), By Product Type (B2B Virtual Cards, B2C Remote Payment Virtual Cards, C2B POS Virtual Cards), By Application (Business Use, Consumer Use), By Region, By Competition 2019-2029

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Abstracts

Global Virtual Cards Market was valued at USD 13.8 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 15.3% through 2029.

Globally, the number of digital transactions is expected to increase, which will fuel demand for different kinds of virtual cards and expand the market. For example, in May 2021, 93% of consumers polled for a report by MasterCard Payment Index stated that they favoured contactless payment over upcoming payment trends like digital currencies, biometrics, and QR codes. As a result, payment processors are always offering customers multiple pay and shop options.

The increasing requirement for an additional layer of security, such tokenization in the digital payment gateway system, is expected to fuel demand for virtual cards.

Furthermore, tokenization technology in virtual cards has several advantages for both consumers and businesses, including lower protection costs and an improved user experience. Additionally, businesses may transport data between networks while safeguarding the sensitive information of their customers by incorporating tokenization into these cards. During the projected period, these factors are expected to foster a healthy outlook for the market.

One of the main reasons driving the acceptance of virtual cards is the increasing use of

smartphones in the world. Cutting-edge technical developments like 5G are gradually being included into smartphones to provide users with higher levels of customer satisfaction, which is driving the market's expansion. Virtual cards are becoming more and more in demand as a result of the global increase in digital payments brought about by increased internet penetration. As of June 2022, over 60% of the world's population is anticipated to be online, according to the World Bank's most recent report.

Key Market Drivers

Technological Advancements

In recent years, technological advancements have been a key driver shaping the card market. The introduction of EMV (Europay, Mastercard, and Visa) chip technology has significantly enhanced card security, reducing fraud and improving overall transaction safety. The shift towards contactless payments, facilitated by Near Field Communication (NFC) technology, has further transformed the way consumers make purchases. Contactless payments offer convenience and speed, contributing to the increasing adoption of cards over traditional payment methods.

The integration of biometric authentication, such as fingerprint or facial recognition, adds an additional layer of security, addressing concerns related to identity theft. Moreover, the rise of mobile wallets and digital payment platforms has redefined the card market landscape. As consumers embrace smartphones and other digital devices, cards are becoming seamlessly integrated into digital ecosystems, fostering a more connected and efficient payment experience.

Blockchain technology also plays a role in shaping the future of the card market. Smart contracts and decentralized finance (DeFi) applications are exploring new ways to leverage blockchain for secure and transparent financial transactions. As technology continues to evolve, it is likely to drive further innovation in card-based payments.

Consumer Behavior and Expectations

The card market is significantly influenced by changing consumer preferences and expectations. Today's consumers seek convenience, flexibility, and personalized experiences in their financial interactions. Cards offer a versatile and accessible means of payment, aligning with the fast-paced and interconnected lifestyles of modern consumers.

The demand for rewards programs, cashback incentives, and other perks associated with card usage has grown. Financial institutions and card issuers continually adapt their offerings to meet these expectations, leading to the development of diverse card products catering to different consumer segments. Additionally, the younger generation, characterized by a preference for digital transactions, influences the market's trajectory, pushing for more innovative and technology-driven solutions.

The COVID-19 pandemic has accelerated the adoption of online and contactless payments as consumers prioritize safety and hygiene. The increased reliance on e-commerce and digital platforms has propelled the card market forward, with consumers expecting a seamless and secure payment experience across various channels.

Regulatory Landscape

Regulatory frameworks significantly impact the card market, shaping the rules governing issuers, acquirers, and payment processors. Compliance with regulations such as the Payment Card Industry Data Security Standard (PCI DSS) is essential for ensuring the security of cardholder information. Moreover, regulatory initiatives aimed at fostering competition and innovation, such as open banking regulations, impact how cards are used and integrated into broader financial ecosystems.

Consumer protection laws, such as those limiting liability for unauthorized transactions, influence consumer confidence in using cards for transactions. Additionally, regulations surrounding interchange fees and merchant discount rates impact the revenue streams of card issuers and payment networks, affecting the overall dynamics of the card market.

As the financial industry evolves, regulatory changes will continue to shape the card market, with an emphasis on balancing innovation with consumer protection and financial stability.

Globalization and Cross-Border Transactions

The globalization of commerce and the increasing interconnectedness of economies drive the demand for cards that facilitate cross-border transactions. Cards offer a convenient and widely accepted payment method for international travel, e-commerce, and business transactions. Multi-currency cards and features that provide favorable foreign exchange rates appeal to consumers engaged in cross-border activities.

Payment networks and card issuers strive to create seamless cross-border payment experiences, addressing challenges such as currency conversion fees and transaction processing times. The ability of cards to transcend geographical boundaries contributes to their widespread acceptance and usage, making them a preferred choice for individuals and businesses engaged in international trade and travel. The growth of e-commerce, accelerated by the COVID-19 pandemic, further emphasizes the importance of cards in facilitating global transactions.

Key Market Challenges

Security Concerns in Virtual Card Markets

The virtual card market faces a significant challenge in ensuring robust security measures to protect sensitive financial information. As transactions increasingly shift to digital platforms, cybercriminals are becoming more sophisticated in their methods to exploit vulnerabilities. Virtual cards, being a lucrative target, are susceptible to various forms of cyber threats, such as phishing attacks, malware, and data breaches.

One of the primary security concerns is the risk of unauthorized access and misuse of virtual card details. If hackers gain access to the virtual card information, they can make unauthorized transactions, leading to financial losses for both consumers and businesses. Additionally, the compromise of personal and financial data can have severe consequences for individuals, including identity theft and fraud.

To address these challenges, virtual card providers must invest in advanced encryption technologies, multi-factor authentication, and continuous monitoring systems. Educating users about best security practices, such as avoiding suspicious links and regularly updating passwords, is also crucial in mitigating security risks in the virtual card market.

Regulatory Compliance and Legal Frameworks

The virtual card market operates in a complex regulatory environment with constantly evolving compliance requirements. Adhering to various regional and international regulations, such as data protection laws and financial regulations, poses a significant challenge for virtual card providers. Non-compliance can lead to legal repercussions, financial penalties, and damage to the reputation of the service provider.

Navigating through diverse regulatory landscapes becomes even more challenging as

virtual card transactions involve cross-border activities. Each jurisdiction may have its own set of rules and standards, requiring virtual card providers to establish a comprehensive understanding of the regulatory requirements in each market they operate.

To overcome this challenge, virtual card companies need to invest in legal expertise and regulatory compliance teams. Establishing transparent and proactive communication with regulatory bodies and staying updated on changes in legislation are essential strategies. Collaboration with industry associations and stakeholders can also contribute to the development of industry best practices that align with regulatory expectations.

Technological Infrastructure and Integration

Building and maintaining a robust technological infrastructure that can handle the increasing demand for virtual card transactions is another major challenge. Virtual card systems need to be scalable, secure, and seamlessly integrated with various payment platforms and financial institutions. This requires substantial investment in technology, including the development of advanced APIs (Application Programming Interfaces) and compatibility with different banking systems.

The integration challenge is further exacerbated by the need to connect with diverse financial ecosystems, including traditional banks, fintech companies, and other payment service providers. Achieving interoperability and standardization across these systems is crucial for the widespread adoption of virtual cards.

To address this challenge, virtual card providers must prioritize technology innovation, invest in skilled IT professionals, and collaborate with key stakeholders in the financial industry. The development of open standards and interoperable systems can facilitate smoother integration, making virtual cards more accessible and user-friendly.

Key Market Trends

Increased Adoption of Virtual Cards for Business Expenses

One notable trend in the virtual card market is the growing adoption of virtual cards for business expenses. Businesses are increasingly recognizing the benefits of virtual cards in streamlining expense management processes. Virtual cards offer a more secure and efficient alternative to traditional corporate credit cards or expense

reimbursement systems.

One key driver of this trend is the ability to generate single-use or limited-use virtual cards for specific transactions. This enhances control and reduces the risk of fraudulent activities. Moreover, virtual cards often come with advanced expense tracking features, providing businesses with real-time insights into their spending patterns. This trend is expected to continue as companies seek to optimize their financial processes and enhance overall cost management.

Integration of Virtual Cards into Corporate Payment Systems

As virtual cards gain traction in the business world, there is a growing trend of integrating virtual card solutions into existing corporate payment systems. Companies are looking for seamless integration with their financial management tools, enterprise resource planning (ERP) systems, and accounting software. This integration enables a more cohesive and automated financial ecosystem, reducing manual processes and increasing overall efficiency.

By integrating virtual cards into corporate payment systems, businesses can achieve greater transparency, accuracy, and control over their financial transactions. This trend reflects a broader shift towards digital transformation in corporate finance, where technology is leveraged to streamline operations and improve decision-making processes.

Rise of Contactless and Mobile Payments

The increasing reliance on mobile devices and the rise of contactless payments have significantly impacted the virtual card market. Virtual cards are well-suited to the contactless and mobile payment landscape, providing users with convenient and secure payment options. This trend is particularly evident in the context of mobile wallets and digital payment apps, where virtual cards can be seamlessly integrated for in-store and online transactions.

The convenience of making payments with a tap or a scan, coupled with the added layer of security offered by virtual cards, has contributed to their popularity in the contactless payment space. As consumers continue to embrace mobile payment technologies, the virtual card market is expected to witness sustained growth, with increased demand for solutions that align with evolving consumer preferences.

Enhanced Security Features and Biometric Authentication

Security remains a top priority in the virtual card market, leading to a trend of continuous innovation in security features. Virtual card providers are incorporating advanced security measures, such as biometric authentication, to enhance the protection of user data and transactions. Biometric authentication methods, including fingerprint and facial recognition, add an extra layer of security, making it more challenging for unauthorized parties to access virtual card details.

The integration of biometric authentication aligns with the broader industry focus on enhancing user authentication processes and fortifying cybersecurity measures. As virtual cards become more prevalent in various sectors, the emphasis on security features is expected to remain a critical trend, ensuring that users can trust these digital payment solutions for their financial transactions.

In conclusion, the virtual card market is witnessing several trends that reflect the evolving landscape of digital payments. From increased adoption in corporate expense management to integration into broader corporate payment systems, and the rise of contactless payments with enhanced security features, these trends collectively shape the future trajectory of the virtual card market. As technology continues to advance and consumer preferences evolve, virtual card providers must stay agile and innovative to capitalize on these trends and meet the changing demands of the market.

Segmental Insights

Card Type Insights

As of 2023, the credit card market held a dominant share of almost 58.0% of the total market. Concerns over stopping corporate fraud are a contributing factor to the segment's expansion. Furthermore, companies have moved to centralised, streamlined, and managed payment methods like Virtual Credit Cards (VCCs) in order to reduce these risks. Moreover, a number of banks have partnered with fintech firms to offer virtual credit cards. One such example is the partnership between Bank of Baroda and OneCard, a fintech firm, which was announced in November 2021 to offer a virtual credit card that will be delivered in three minutes. BOB Financial Services Limited (BFSL) was to provide this credit card, which would have been managed by OneCard on the VISA Signature platform. The debit card segment is anticipated to witness significant growth during the forecast period. The segment is expected to be driven by growing net banking users across the globe, which is expected to drive the demand for

virtual debit cards.

Regional Insights

Europe held a dominant portion of the market in 2023, accounting for approximately 38.0% of it. The region's market is predicted to expand because to the increasing inclination of European nations, like Germany, the United Kingdom, and others, towards cashless transactions. Moreover, a number of industry participants are introducing novel goods in the European market with the aim of encouraging consumers to utilise virtual cards. For example, Stripe introduced Stripe Issuing in European countries in April 2021. With Stripe Issuing, businesses can generate, arrange, and distribute both virtual and physical payment cards, giving them greater control over how their funds are used.

Asia Pacific is anticipated to grow at the highest CAGR during the forecast period. The regional market growth is attributed to the increasing smartphone penetration in countries such as India, China, and Japan. In addition, the growing smartphone usage in these economies has led to the increasing inclination toward digital payments among consumers, thereby creating more demand for virtual card payment solutions. For instance, in October 2021, According to a report published by Asian Banker Worldwide, Japan has a 70.6% penetration of digital wallets, which is expected to increase up to 98.6% by 2025.

Key Market Players

American Express Company

BTRS Holdings, Inc.

Wise Payments Limited

JPMorgan Chase & Co.

Marqeta, Inc.

MasterCard

Skrill USA, Inc.

Stripe, Inc.

WEX, Inc.

Adyen

Report Scope:

In this report, the global Virtual Cards Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Virtual Cards Market, By Card Type:

Credit Card

Debit Card

Virtual Cards Market, By Product Type:

B2B Virtual Cards

B2C Remote Payment Virtual Cards

C2B POS Virtual Cards

Virtual Cards Market, By Application:

Business Use

Consumer Use

Virtual Cards Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Virtual Cards Market.

Available Customizations:

Global Virtual Cards Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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 - 14.1.10.2. Products & Services
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Key Market Focus & Geographical Presence
 - 14.1.10.5. Recent Developments
 - 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
- 15.2. Target Card Type
- 15.3. Target Product Type

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