

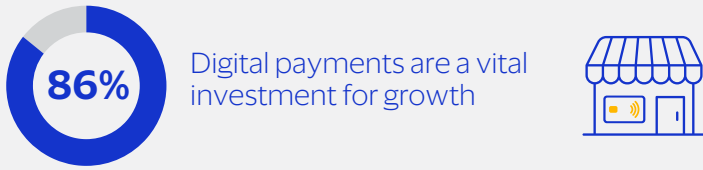
Value of Acceptance 2024 Study:

Impact of Digital Payments on Small Businesses in Qatar

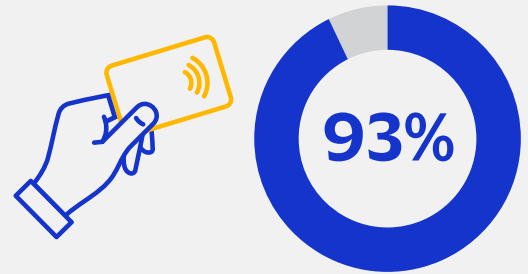


#1 Digital Payments: Key to Business Growth in Qatar

According to digital payment accepting merchants (%)

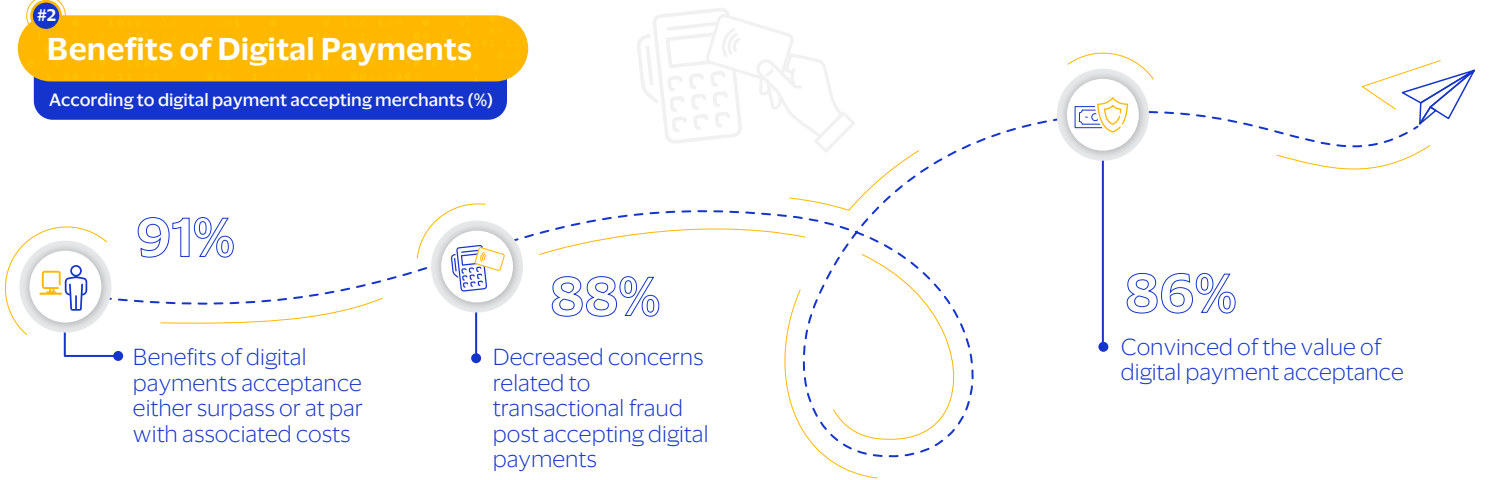


Strong intention to invest in new payment technologies in the future



#2 Benefits of Digital Payments

According to digital payment accepting merchants (%)



#3 Challenges with Cash Only Acceptance

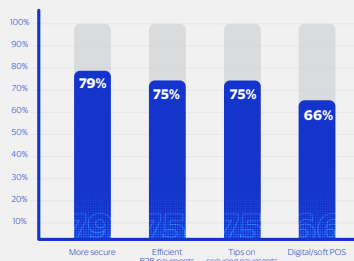
According to cash-only merchants (%)



#4 Value Added Services: What Merchants Expect from Digital Payments Provider

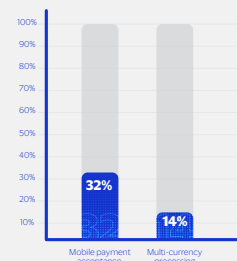
Top cited features:

- More secure (**79%**)
- Efficient B2B payments (**75%**)
- Tips on securing payments (**75%**)
- Digital/soft POS (**66%**)



Also cited:

- Mobile payment acceptance (**32%**)
- Multi-currency processing (**14%**)



About the Study

Visa commissioned 4SiGHT Research & Analytics to explore the impact of digital payments on small retailers and evaluate the gauge of the level of openness to digital payment options among those currently accepting cash-only payments. 4SiGHT interviewed 250 small retailers out of which 41% accepted cash payments only and 59% accepted cash and digital payments. The retailers surveyed were based in Doha and Al Rayyan. The face-to-face interviews took approximately 15 minutes and included a mix of nationalities and genders, representative of Qatar.