

## EXECUTIVE SUMMARY

# 2022 Commerce and Payment Trends Report

### Background and purpose

Our 2022 Commerce and Payment Trends Report is designed to provide actionable insights around the most significant commerce and payment trends expected to impact businesses and issuers in the year ahead, to help them better run and grow their business.

### Report methodology

Insights provided are based on in-depth interviews with industry experts from Global Payments, American Express, Mastercard, and Visa, as well as survey responses from businesses and issuers around the world, complemented by secondary research. The survey was conducted between September and October, 2021. The resulting report identifies five key trends that will have a significant impact on commerce in 2022.

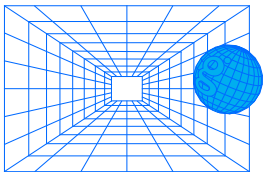
### Findings and recommendations

Commerce continues to evolve, building off the flight-to-digital triggered by the pandemic in 2020. Consumers have since embraced new shopping and payment behaviors. The simplicity and ease of ecommerce has led to an expectation for frictionless omnichannel experiences. Embracing automation in the back office has also helped businesses do more with less while serving customers more efficiently and effectively. The digital-first economy has solidified itself as the new normal for businesses and consumers.

The following trends and recommendations can help businesses and issuers prepare for the commerce and payments landscape in the year ahead.

#### TREND 1

Changing customer expectations



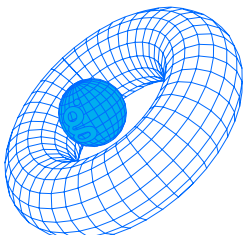
After two years of working and shopping largely online, consumers have become accustomed to navigating the virtual world. The digital habits adopted during the pandemic are here to stay. As many consumers consider themselves more digital than ever before, businesses must continue to invest in refining their digital experiences to meet evolving customer expectations at every point in their buying journey.

#### Recommendation:

First, be sure to accept the payment options your customers prefer. Next, make sure your ecommerce site is easy-to-navigate and optimized for the customer journey.

#### TREND 2

Expanding buy now, pay later options

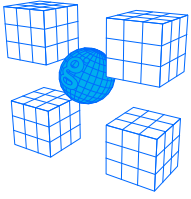


Once reserved for large ticket purchases, buy now, pay later (BNPL) options have expanded to include small ticket items. The recent surge in popularity of this installment payment plan can be attributed to its availability as an online payment option, increased merchant adoption, its appeal to those with limited income or credit history, and its simplicity and predictability.

#### Recommendation:

Take a hard look at offering BNPL options, and consider how much you may need to educate your employees and your customers about how it works. Then choose a trusted, stable provider to partner with—and keep an eye on potential regulatory changes as this payment method matures.

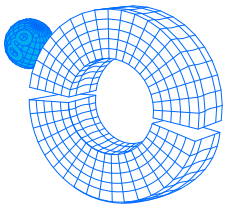
**TREND 3**  
Acceleration of  
connected commerce



Businesses are starting to think of commerce more holistically as an ecosystem, providing a means to keep customers engaged throughout the buying cycle—from awareness all the way to repeat purchase. Connecting solutions that enable loyalty programs, online appointments, online check-in, automated communications, omni-channel payments, email marketing, and more can help businesses create more personalized customer experiences and drive additional revenue.

**Recommendation:**  
Where possible, integrate payments, marketing, loyalty, and operations data to provide a consistent customer experience across all markets and channels. Or you can select a single-source provider of these solutions to enable ready access to connected data and insights.

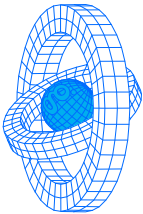
**TREND 4**  
The digitization of  
B2B payments



Businesses continue to rely heavily on paper checks and invoicing, a very manual, labor-intensive process. Forced to work remotely during the pandemic, many businesses realized the need to quickly digitize B2B payments—accounts payable, accounts receivable, expense reimbursement, and employee-initiated spending—in order to process payments in a timely and efficient manner from virtually anywhere. Beyond the obvious cost savings of digitizing payments, businesses gain greater transparency and control to optimize cash flow, reduce errors, and mitigate payment-related fraud.

**Recommendation:**  
If you've not done so, begin the transition from paper-based B2B payments and invoicing to digital solutions. Work with a trusted provider to identify the right solution for your unique business.

**TREND 5**  
Attention to data  
privacy, end to end



Securing data privacy is multifaceted and complex in the digital-first economy, where payments have extended further and further outside their traditional channels. While much attention has been geared toward reducing ecommerce fraud during our flight-to-digital, a sharpened focus on protecting customer data and privacy is critical and of great importance to businesses in 2022. Cross-border data rights are gaining focus as well, as ecommerce expands the global reach of many businesses and issuers.

**Recommendation:**  
Make sure your technology partners take privacy seriously, and leverage their solutions to the fullest. Also, make sure you understand which obligations belong to you. While data privacy may not be your area of expertise, it may still be your responsibility.

As consumers and businesses continue to embrace new shopping and payment behaviors, adopting a digital-first commerce strategy will be a competitive advantage that translates to more sales and greater consumer trust. Adopting digital payment methods, BNPL, a connected commerce experience, digitized B2B payments, and stringent data privacy practices will help you meet customers where they are today so you can better serve them tomorrow.

Access the full report here: [2022 Commerce and Payments Trends Report from Global Payments](https://www.globalpayments.com/commerce-payment-trends)

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### About Global Payments

Global Payments Inc. (NYSE: GPN) is a leading payments technology company delivering innovative software and services to our customers globally. Our technologies, services and team member expertise allow us to provide a broad range of solutions that enable our customers to operate their businesses more efficiently across a variety of channels around the world.

Headquartered in Georgia with nearly 24,000 team members worldwide, Global Payments is a Fortune 500® company and a member of the S&P 500 with worldwide reach spanning over 170 countries throughout North America, Europe, Asia Pacific and Latin America.

For more information, visit [globalpayments.com](https://www.globalpayments.com) and follow Global Payments on Twitter, LinkedIn and Facebook.

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