MARKET
FACTS!

MARKET FACT #380

by Peterson Teixeira - CEO / Founder
www.petersonteixeira.com

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39%

of THE MARKET is owned by Visa while Mastercard owns 33%.

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COMMENT: One truth that is hitting Markets is that even credit card payment companies are facing a new struggle, because of innovation and The Global Financial Crisis, which is blocking people from getting NEW cards and using old ones. Finally, here's more: "Digital competition, including real-time payments, related pay-by-bank options and buy now, pay later financing, are increasing the alternatives to card payments. In addition, legislative and regulatory pressures are building.". SOURCE: Payments Dive - Is Visa readying for an expiration of cards? . The Game of Markets doesn't give anyone a rest. It's a good point of view to consider whether credit card payments will be around in the near future, with the same "strength" or not. Everybody needs to keep working, isn't?