



البنك المركزي المصري
CENTRAL BANK OF EGYPT

VISA

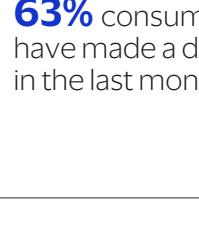
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2022 Stay Secure Survey

Insights into Egyptian consumers attitudes towards digital payments

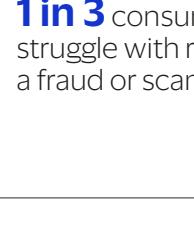
Did You Know?



63% consumers in Egypt have made a digital payment in the last month.



Nearly half of consumers surveyed are using digital payments more in-stores - especially contactless - and online since COVID-19.



1 in 3 consumers struggle with recognizing a fraud or scam.

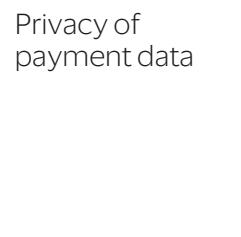


Security of merchant's payment facility

is the #1 reason for majority of consumers in Egypt to pay using digital payments over cash for online (75% of consumers) and in-store (64%) transactions.

Other reasons consumers opt for digital payments include...

For Online



64%

Privacy of payment data



53%

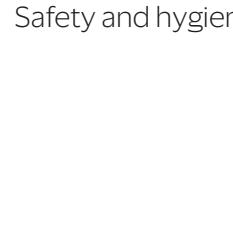
Guarantees and return policies

For In-Store



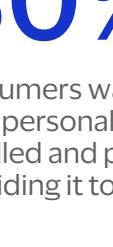
65%

Guarantees and return policies



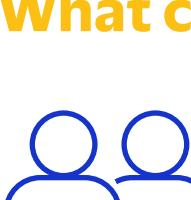
38%

Safety and hygiene



THESE WERE MORE IMPORTANT THAN PRICE

Data privacy and security is critical for consumers



80%

consumers want to know how their personal information will be handled and protected before providing it to an eCommerce site.



72%

consumers stated it is important for them to know how security technology works to be able to trust digital payment methods.

... and hence consumer education by payment stakeholders is paramount to build consumer trust in digital payments.

What can merchants do?



4 in 5 consumers

would switch stores or online shopping sites and apps based on the payment methods offered, with most indicating a strong preference for digital payments over cash.

Here are the top three ways that merchants can build trust with their consumers



Disclosing measures to protect consumers' personal information



Providing clear information about guarantees and refund options



Displaying logos/icons of banking and payment partners