



VISA

Visa Back to Business Global Study

2022 SMB Outlook - UAE

As the pandemic moves into its third year, it's no longer just about pivoting and surviving – there's a hopeful surge in entrepreneurship, as well as growing confidence and optimism.

In the 6th edition of Visa's global "Back to Business" study, we asked small business owners and consumers in the UAE to look ahead at what 2022 and beyond could bring.

Key UAE Insights



of small businesses (SMBs) surveyed said that a digital payments infrastructure is fundamental to their growth.



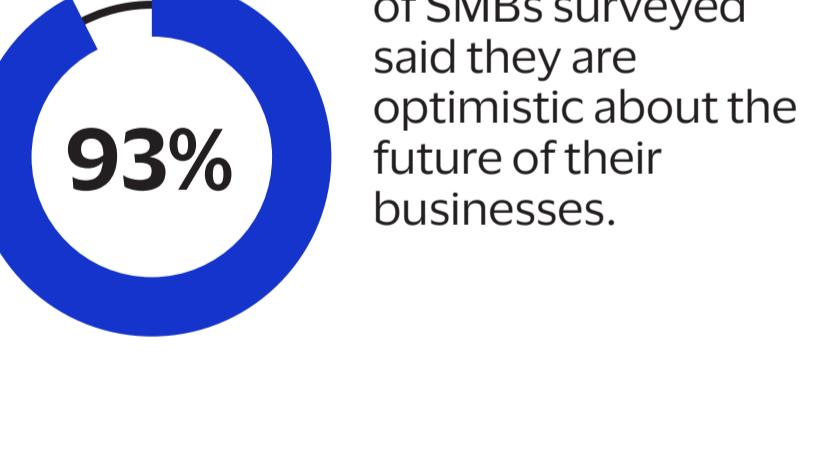
of small businesses surveyed with an online presence said their survival through the pandemic was due to increased efforts to sell via eCommerce and reported that, on average, over half their revenue (58%) came from online channels in the last three months.



Small Businesses: The Path Forward in 2022

Top areas for growth in 2022, according to small business surveyed

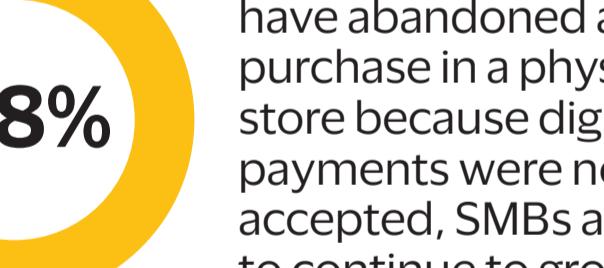
1. Increasing social media presence (44%)
2. Opening a new physical location (44%)
3. Offering new products or services (43%)
4. New online channels (42%)
5. Accepting new forms of payment (42%)



Consumers: Setting the Tone in 2022

Top factors, outside of price, influencing store purchasing choice, according to consumers surveyed¹

1. Personal safety (63%)
2. Good previous experience (55%)
3. Accept digital payments (49%)
4. Convenience (46%)
5. Urgency for product or service (45%)

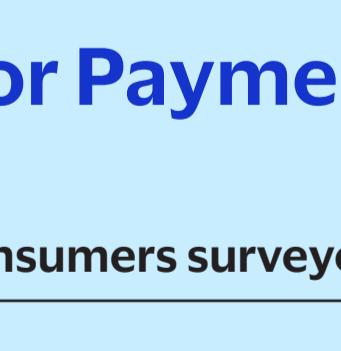


Optimism in 2022



of SMBs surveyed said they are optimistic about the future of their businesses.

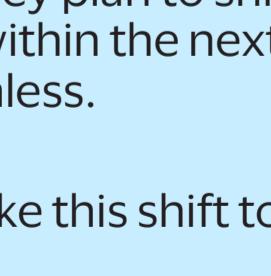
Abandoned shopping carts in-real-life (IRL)



With 68% of consumers surveyed saying they have abandoned a purchase in a physical store because digital payments were not accepted, SMBs are wise to continue to grow digital payment acceptance.



Going Fully Digital for Payments



Small businesses surveyed say:

71% of small businesses said they plan to shift to using only digital payments within the next two years, or are already cashless.

1% say they will never make this shift to digital payments only.

Consumers surveyed say:

52% of consumers said they plan to shift to using only digital payments within the next two years, or are already cashless.

11% say they will never make this shift to digital payments only.

For more information on the programs Visa has made available to small and micro businesses, please visit the Visa Small Business Hub at

www.visa.com/smallbusinesshub

¹Consumers surveyed were asked to share their top three factors that influenced store purchasing choices.

* The Visa Back in Business Study was conducted by Wakefield Research in December 2021 among small business owners and consumers in Brazil, Canada, Germany, Hong Kong, Ireland, Russia, Singapore, UAE and US.