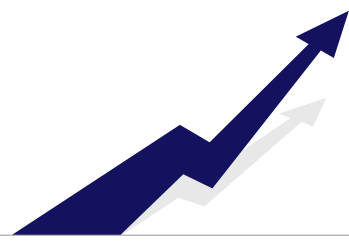
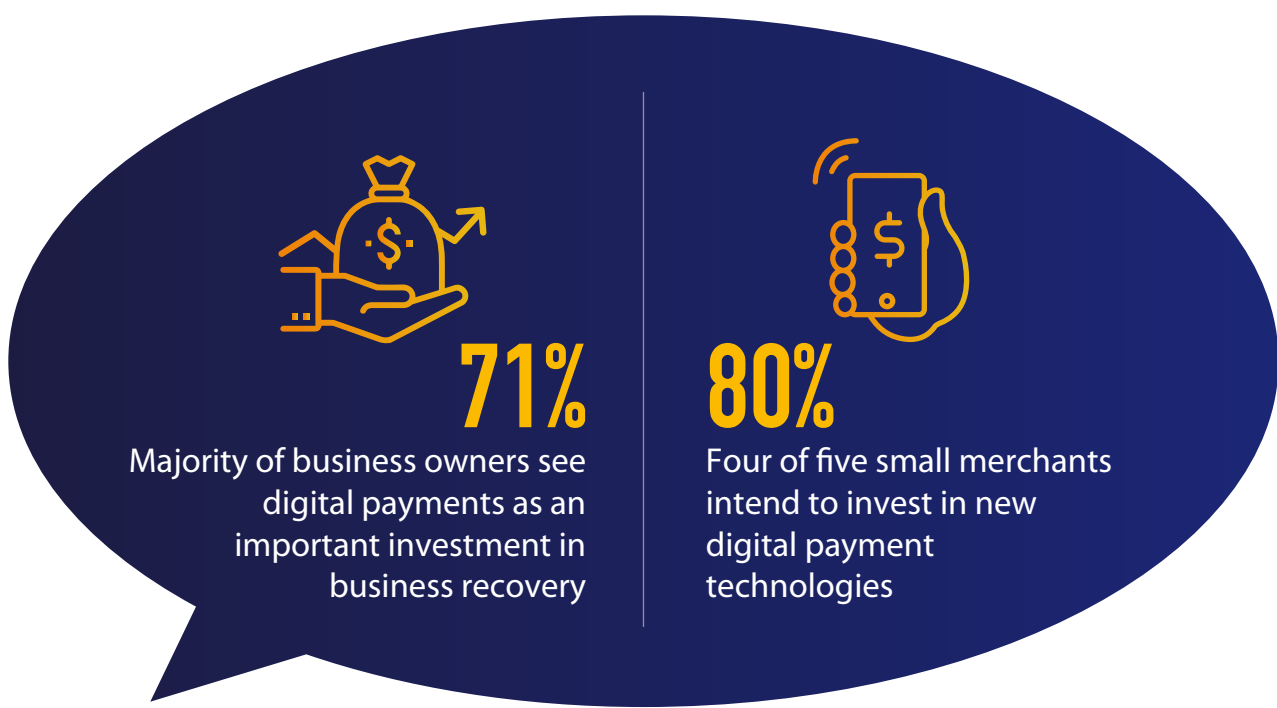


# 2021 SMALL BUSINESS RECOVERY STUDY-KSA



**8 in 10** (79%) of small businesses are optimistic about their business recovery following rapid digital adoption during pandemic

## DID YOU KNOW?



## COVID-19 business environment: Prominent spending trends seen by KSA small merchants



**100%**

Increase in use of contactless payments



**89%**

Increase in takeaways



**84%**

Increase in home delivery

## Contactless payments as top choice for more KSA consumers



**48%**

The majority of merchants surveyed said mobile wallets are customers' most preferred contactless payment option

## KSA small businesses' response to pandemic in 2020



**58%**

offered home delivery and pickup services



**62%**

established digital presence



**54%**

implemented in-store self-help signage



**1 in 2**

ran offers and promotions

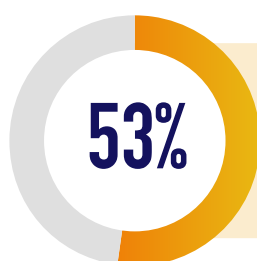
## Steps being considered by KSA small businesses to future-proof their business

**10%** of KSA merchants who don't have online presence plan to build an eCommerce platform and **23%** plan to offer contactless payments and digital prepayment options to their customers

### KSA merchants' views on digital payments



## Need for low-cost acceptance solutions



While the majority of merchants recognize the importance of digital acceptance, more than half (53%) of surveyed merchants showed interest in low-cost acceptance solutions.