

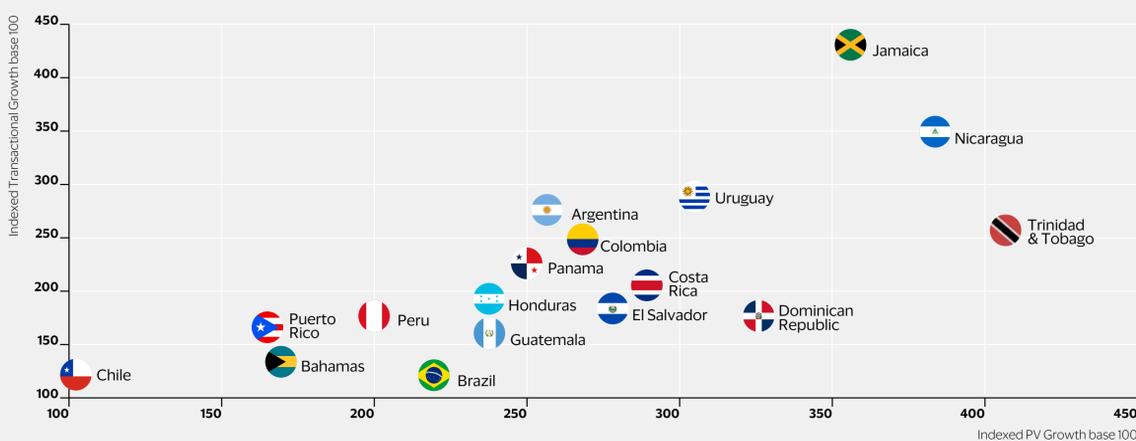
Payments and gaming in Latin America & The Caribbean



The Gaming industry in Latin America and the Caribbean (LAC) is worth **US\$ \$8.4 Billion** and it is expected to deliver a **compounded annual growth rate of 9% by 2027**. This thriving and innovative sector impacts several other industries, and payments is among the industries that are keeping up and supporting this growth the most. But how does this audience use technology to make payments in the gaming world? **This is what Visa Consulting & Analytics (VCA) looked into as it analyzed Visa transactions carried out in seventeen countries in the region during all of 2022.**

Sources: 1) Newzoo - Global Games Market Report (2022), 2) Revenue 2021 - M News and Number of Gamers - M News

Gaming growth index in LAC



Countries with highest transactional share in Gaming

7% | Nicaragua

6% | Jamaica

5% | Panama

Gaming by Product

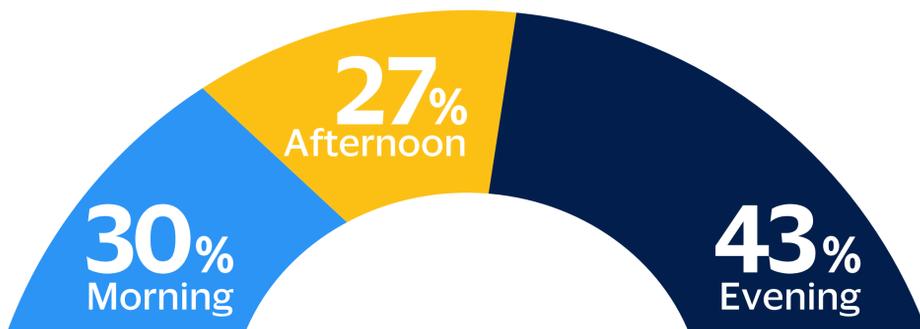
Some countries have high Credit credential usage in Gaming related transactions



While most preferred Debit products for their Gaming needs



Time to Game



Average weekly transactional shares of up to

16%

During Fridays and Saturdays, with other days averaging between 13-14% in the region

The highest representation of evening purchases from these markets

+50%

- Costa Rica
- Colombia
- Uruguay
- Chile

Cross-Border Gaming

VCA also took a look at international Gaming related transactions for Visa cardholders in LAC during 2022. The top countries with greater transactional share in cross-border Gaming were:

Nicaragua | Mexico | Peru

~70% average transactional volume with debit credentials

+50% of transactions happening during the evenings

Areas of opportunity for financial institutions



Comprehend the competitive landscape and developments, understand the gaming market opportunity, dynamics and size the value to capture.



Assess gaming communities in-market using transactional (VisaNet) data, meeting specific needs, ultimately designing an appealing and new-generation gaming proposition.



Compete by developing a gaming aspiration along with potential actions that can be undertaken in the gaming space.

This is how VCA can help



Evaluate current competitive landscape for your business and market, its growth perspectives and the opportunities it offers.



Develop a product and services roadmap for the Gen-Z and Millennial audience.



Design next-generation gaming value propositions based on data-driven insights.



Enhance your gaming offers for card portfolios through our Data products.



Build short and medium term initiatives to seize the gaming opportunity in the market.



Create a Gamer Profile Dashboard that can build communities based on Gamer spending trends.