



Across Europe, card payments have never been stronger

Unlock a powerful strategy to
meet consumer demand

As a modern bank, you face a difficult question when it comes to your customers: How can you ensure that money moves harmoniously across the money lifecycle? There are now more than 1.3 billion payment cards in use across the 33 European countries of the EEA, up 6.5% over a year, and 25% higher than five years ago¹ The number of card payments grew almost 11% by volume and 8.8% by value in 2024, with credit card payment growth outstripping that on debit cards by more than 20%. Wallets are now the front end for many transactions, cards remain the engine powering both wallet and card payments, with some 85% of digital wallets funded using cards.²

Card payments: Consistently popular

This growth stems from two factors. The first is consumer trust in and preference for cards as a payment form, with research from Visa revealing that 70% of consumers prefer to use cards for payment where available.³ Consumers continue to trust cards because protections for card transactions are well established and understood – whereas such procedures are still being established for A2A transactions, for example, at a time when fraud attempts in this channel are rising fast. In the U.K., “push” payment fraud through A2A channels grew 12% in 2023, reaching just under half a billion pounds, before falling back somewhat in 2024.⁴

The second factor in the ongoing popularity of card payments is the development of new features and greater functionality. Most cardholders today benefit from the ability to control their cards in real time via management apps, which allow them to instantly freeze and unfreeze cards, set spending limits and parental controls, restrict access to certain categories of merchant and enable personalised services and push notifications. In terms of functionality, cards have evolved from a single-function form to a wide range of applications on a single card, including credit/debit, loyalty and BNPL, and multi-currency features.

The implications for banks

Banks are responding to unprecedented levels of competition by modernising their systems, with 8 in 10 European banks now engaged in modernising systems⁵ that currently cost them up to 70% of their IT budgets.⁶ Banks should switch to modern issuing systems as part of this shift to help them compete with digital-first issuers while managing growing demand and meeting a growing raft of regulatory requirements such as DORA and PSD3.

New issuing platforms help banks get new products to market more rapidly. These include premium cards and high-feature cards which consumers use more frequently and are willing to pay a premium for. Additionally, banks are introducing new features such as Buy Now, Pay Later (BNPL), virtual card issuance for online use, and card management apps – tools that are becoming increasingly popular with consumers.

To learn how FIS® International Issuing hub can help keep money in frictionless motion by offering faster, more secure and more seamless card programs to drive growth, contact your relationship manager or contact us at FISglobal.com.

Unlock card growth

1-The Digital and Card Payment Yearbooks 2024-2025 at www.paymentyearbooks.com

2-PCMI, 1 April 2025: “Four Major Trends in Global Payments”: <https://paymentscmi.com/insights/top-global-payment-methods/>

3-Visa, November 2023 : “Decoding the European Wallet Evolution” <https://www.visa.co.uk/content/dam/VCOM/regional/ve/unitedkingdom/PDF/uk-visa-mobile-wallets-paper-nov-2023-final.pdf>

4-UK Finance, July 2024. “More than £570 million stolen in the first half of 2024” <https://www.ukfinance.org.uk/news-and-insight/press-release/over-ps570-million-stolen-fraudsters-in-first-half-2024>

5-Tietoevry Banking, 29 August 2024: “New Report: Eight in Ten European Banks Engaged in Systems Modernization”: <https://www.tietoevry.com/en/blog/2024/09/report-card-systems-modernization/>

6-Payments Cards & Mobile, 7 April 2025: “Banks spending up to 70% of their IT budget maintaining legacy systems.” <https://www.paymentscardsandmobile.com/banks-spending-70-of-their-it-budget-maintaining-legacy-system/>

Money at rest. Money in motion. Money at work.™

FIS card solutions help move money more effectively.

Our **technology** powers the global economy across the money lifecycle.

Money at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.

Money in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.

Money at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses and developers. We unlock financial technology that underpins the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients confidently run, grow and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses adapt to meet the needs of their customers by harnessing the power that comes when reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index. To learn more, visit FISglobal.com. Follow FIS on LinkedIn, Facebook and X (@FISglobal).

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