

# Checkout.com builds out product suite with issuing solution

Article

**The news:** Checkout.com added card issuing to its suite of offerings for clients in Europe and the UK, per a press release. The API-based service lets businesses create physical cards and single- or multi-use virtual cards. It's also designed so that Checkout.com shares interchange fee revenues with its clients.

**Why it's worth watching:** API-based card issuing is [setting the pace of payments innovation](#).

- It lets businesses create and customize card programs in a matter of clicks without having to invest a lot of money into tech integrations. This opens the door to a range of [payment use cases](#), like supplier and gig-worker payments, that can help improve efficiency and security.
- As API-based card issuers like **Marqeta** forge [business partnerships](#) and gain a larger presence in the card sector, we expect legacy card issuers to support digital issuance solutions through in-house development, partnerships, and acquisitions.

**The opportunity:** Adding card issuing to its product suite will help bolster Checkout.com's revenues.

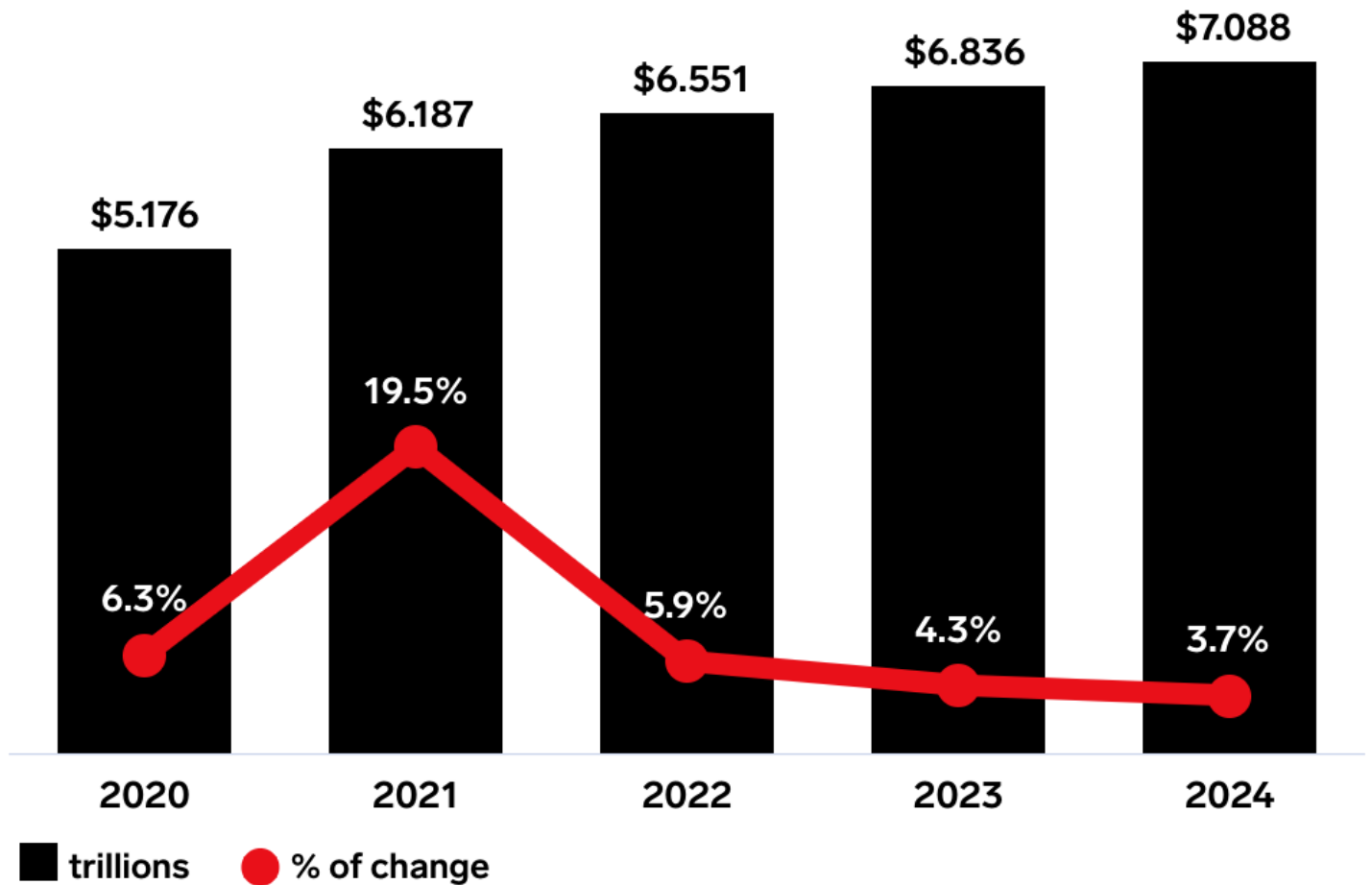
- **It will earn additional income from interchange.** Checkout.com will receive a portion of interchange fees from its cards.
- **The service will also support upselling.** Bundling its core payment processing with card issuing—or any of its other [payment services](#)—can help Checkout.com attract more customers.
- **Checkout.com will grab a slice of the embedded finance market.** The global embedded finance market is expected to reach \$183 billion by 2027, growing 182% between 2022 and 2027, [per](#) Juniper Research. Checkout.com's issuing service can help it capture some of that growth.

**What's the catch?** The issuing service will put Checkout.com in direct competition with firms like Marqeta and **Galileo**, which dominate the digital issuance sector. But as a newer player in the space, Checkout.com could offer more competitive pricing to stand out.

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# Total Payment Card Transaction Value

US, 2020-2024



Note: includes point-of-sale (POS) transactions made in-store and over the internet using credit cards, debit cards, and prepaid cards; includes food services and drinking places sales; includes sales tax; excludes travel and event tickets, payments (such as bill pay, taxes, or money transfers), mail orders, gambling, and other vice goods sales; includes desktop/laptop, mobile and tablet purchases

Source: eMarketer, August 2022

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