

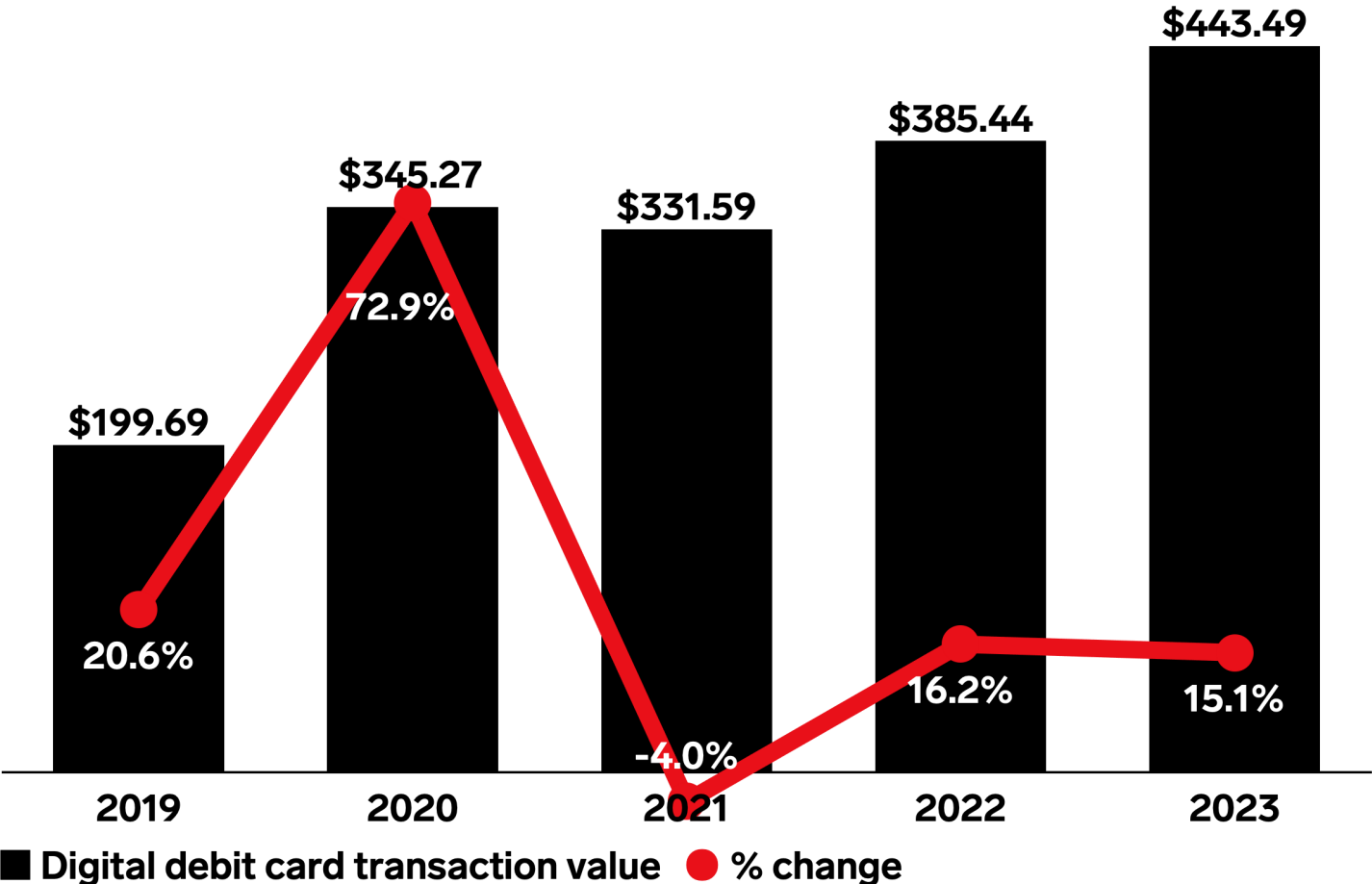
Digital transaction value for debit cards meaningfully outperformed credit cards in 2020

Article

The forecast: As consumers have gotten more comfortable using debit cards online, US digital debit card spending has outpaced that of credit cards. Transaction value will fall in 2021, but we expect growth to return in 2022.

US Digital Debit Card Transaction Value, 2019-2023

billions and % change



Note: transactions made over the internet using debit 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, excludes prepaid cards
Source: eMarketer, July 2021

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- Last year, US digital debit card transaction value **grew 72.9%** while digital credit card transaction value **grew 38.0%**.
- For the first time since we began tracking in 2014, digital credit cards' share of digital payment card transaction value **dipped below 50%** due to stronger growth in prepaid and debit cards.
- Much of this growth can be attributed to stimulus checks being deposited into bank accounts or onto prepaid cards.

Looking ahead: Just because they saw growth in 2020 doesn't mean digital debit cards are the payment method of the future. After growth dips this year, it will slowly return in 2022 and 2023, resulting in a digital debit card transaction value of **\$443.49 billion** in 2023.