Money Travels: 2026 Digital Remittances Adoption Report

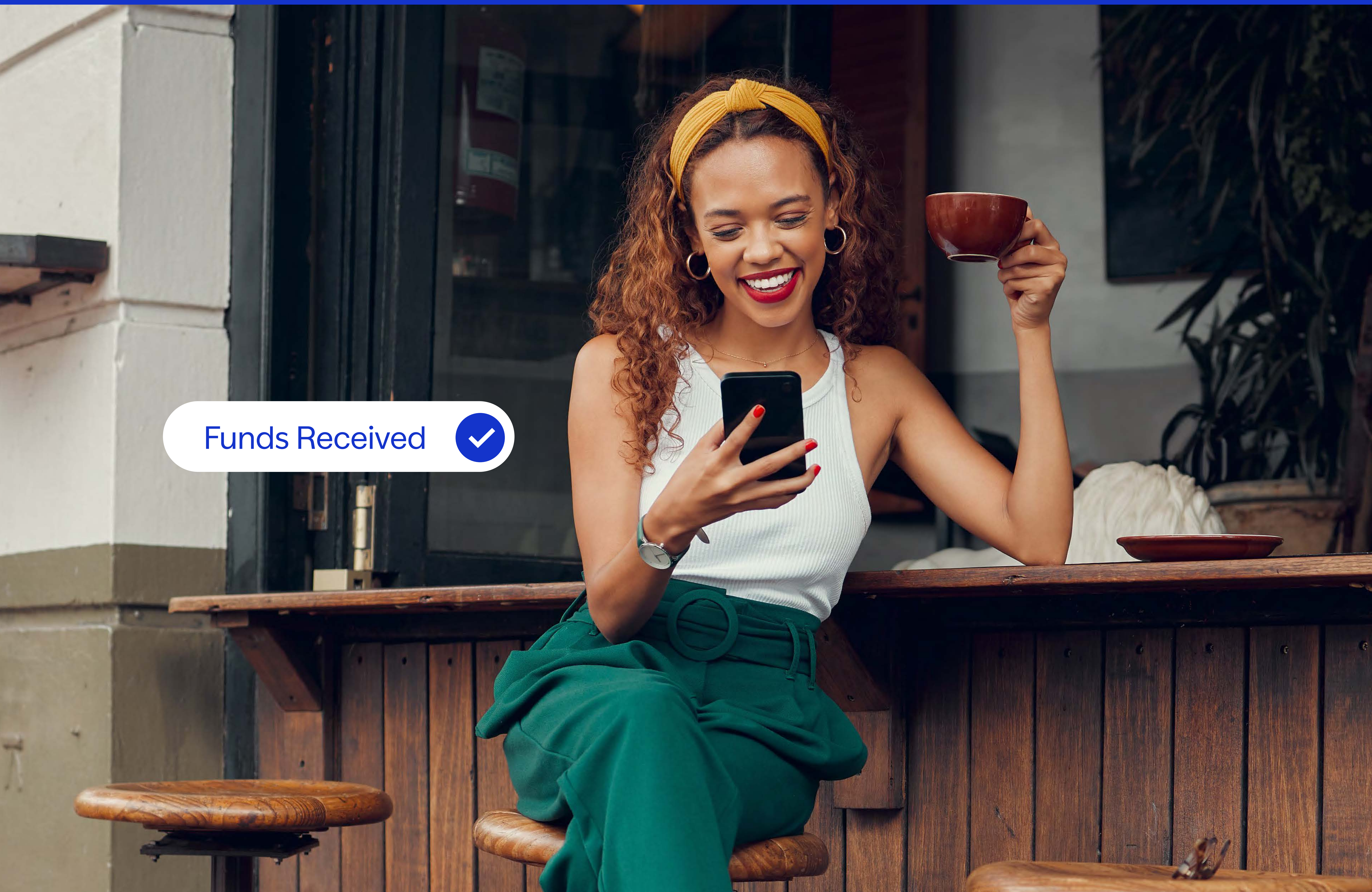
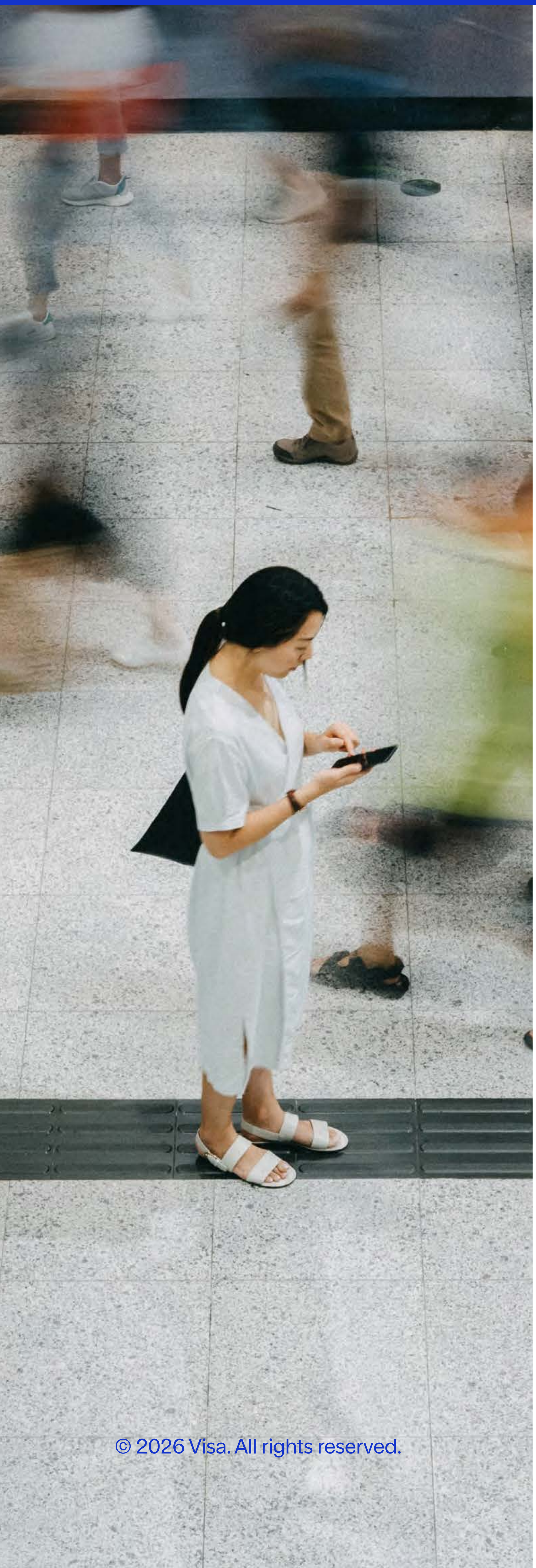


Table of Contents



METHODOLOGY AND IMPORTANT NOTICES

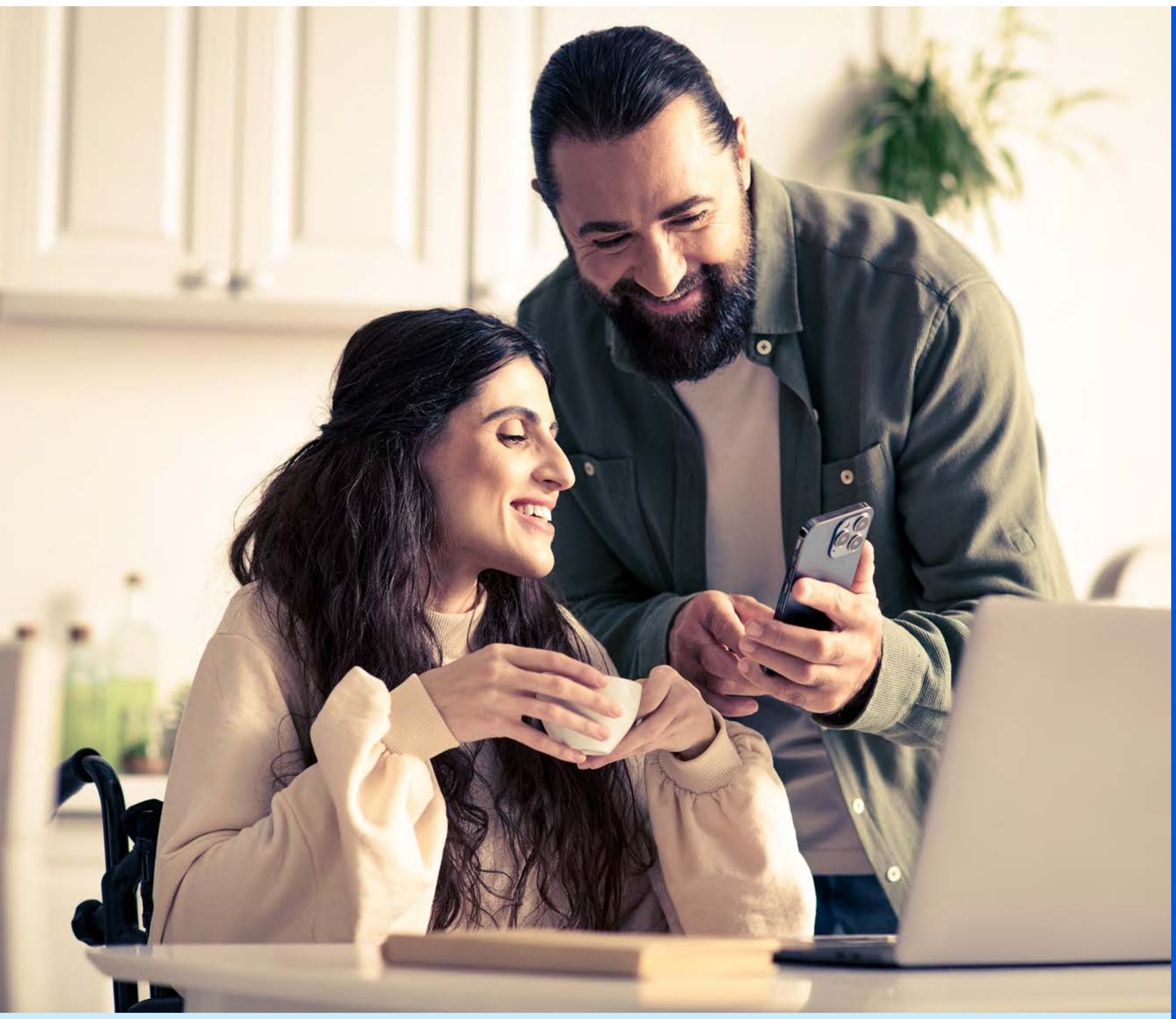
Findings are based on self-reported consumer survey responses. Respondents received definitions of key terms, including stablecoins, before answering. Some variation in interpretation is expected, particularly among those less familiar with digital assets.

Survey scenarios involving "bank-equivalent protections" or similar concepts are hypothetical. Stablecoins are not currently covered by deposit insurance (e.g., FDIC, CDIC). These scenarios should not be interpreted as suggesting such protections exist or are forthcoming.

Stablecoin regulation and availability vary by jurisdiction. Findings reflect consumer awareness, attitudes, and stated intent only – not commentary on legal status or operational availability. References to providers or use cases are illustrative, not commercial offers or commitments by Visa or any other party.

This report is for informational purposes only and does not constitute legal, regulatory, financial, or investment advice.

Executive Summary



Hundreds of billions of dollars flow globally each year as remittances – funds that help families pay bills, cover emergencies, and support daily essentials. This report gives a detailed picture of how and why people are moving money across borders and how they feel about the changes taking place around them.

By the numbers

45K

45,000 remittance senders and receivers surveyed

20

20 countries: Australia, Brazil, Canada, China, Denmark, France, Germany, India, Japan, Mexico, Norway, Peru, Philippines, Poland, the Kingdom of Saudi Arabia (KSA), Singapore, Sweden, United Arab Emirates (UAE), the United Kingdom (UK) and the United States (U.S.)

VISA

Executive Summary

53%

In recent years, digital apps have shaken up the remittance market, offering better user experience, security, and fees than traditional methods. Consumers have steadily shifted towards digitisation, drawn by greater convenience, transparency and speed. Online banking and mobile wallets are now the leading transfer channel, used by 53% of U.S. remitters.

This may have appeared to be an end state; a gradual transition from paper to digital, but the findings suggest the next chapter may look rather different. Apps now look to be only the start of a much broader shift in how we move money across borders. Stablecoins, digital currencies designed to maintain a stable value relative to traditional currencies, are central to what comes next, and are being seen as a potential tool for everyday money movement. They present opportunities but also risks that must be managed as the pace of change accelerates.

Cross-border payments are entering a new phase. For the past decade, the story was digitisation – a shift from cash and branches to apps and mobile wallets. But our findings show the next chapter won't be defined by access to digital tools. It will be defined by trust.

Across 20 countries, a clear pattern emerges: innovation alone isn't enough. Consumers will adopt new ways to move money – including stablecoins and AI-powered experiences – but only when those tools come with strong protections, transparency, and reliability. The opportunity for providers lies in delivering cross-border experiences that combine convenience with security and trust at scale.

Enthusiasm for new technology comes with clear caveats.

Across countries, consumers embrace innovation faster when delivered by providers they trust.

69% Globally, 69% agree that trust in a new way of moving money depends more on who offers it than on the technology itself.

45% In the U.S. willingness to use stablecoins rises from 36% to 45% when offered through an existing financial provider.

Executive Summary

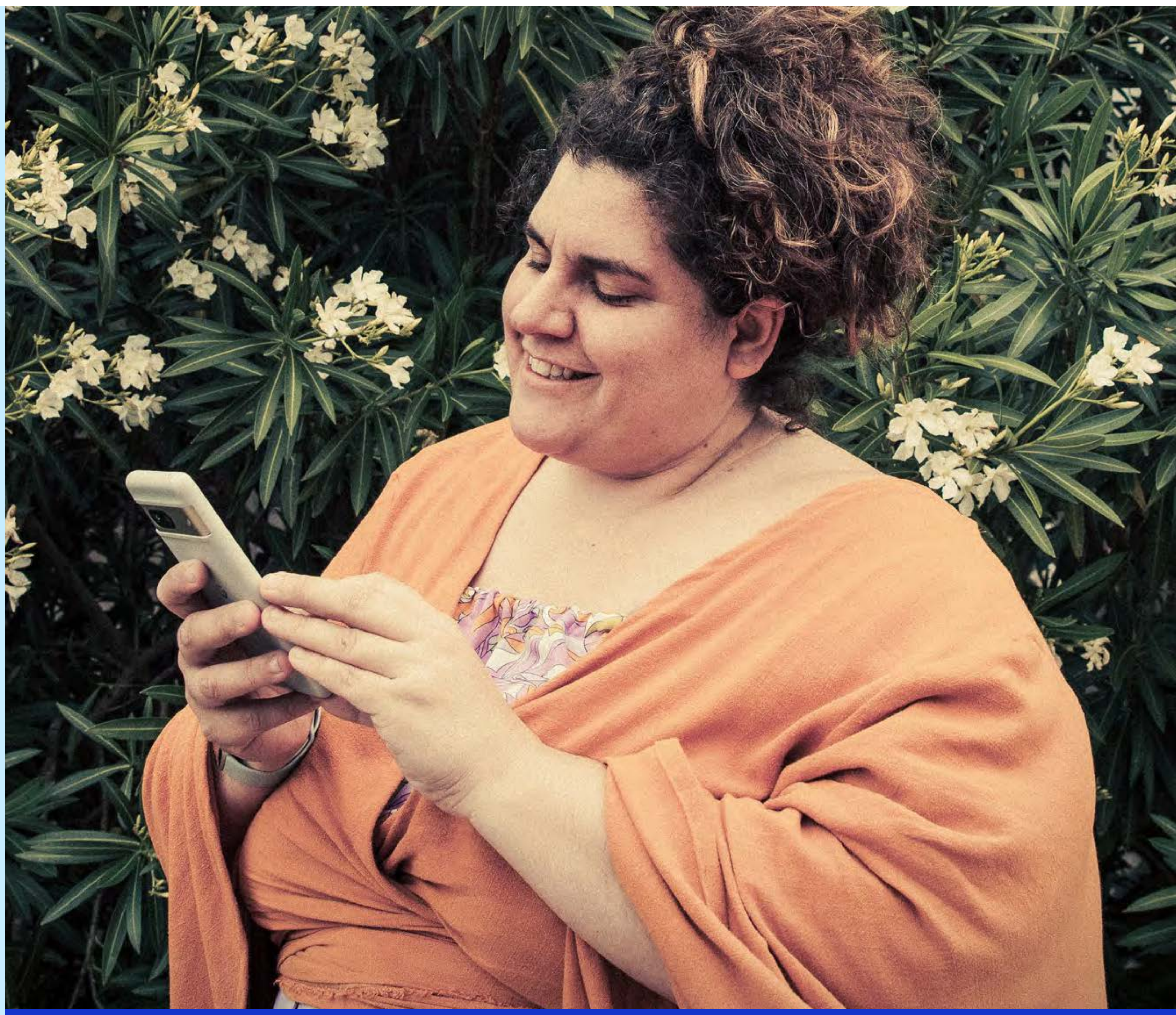
80%

Despite some consumer misunderstanding around stablecoins, adoption intent rises sharply once benefits are explained – in India, nearly 80% would use stablecoins after learning how they work. Seventy percent globally want more education.

The research also highlights a striking relationship between innovation and protection with interest in stablecoins increasing significantly when safeguards are in place. When bank-level fraud protection and deposit insurance are introduced, U.S. adoption intent rises from 36% to 56%. Across Latin America, it more than doubles to 74%.

These concerns are rooted in experience. One in four remitters globally report having encountered fraud exposure, rising to 40% in India and 36% in the U.S. AI-enabled fraud is a growing concern, cited by 44% of Americans and 62% of Filipinos. Faced with the choice between faster payments and stronger protection, many consumers are prepared to wait: 68% of Japanese consumers, 45% of Americans, and 49% of Canadians would accept even a 24-hour transfer delay for stronger fraud protection.

Taken together, these findings reveal that when moving money what really matters is trust. Trust wins out – and it will determine who thrives in the future remittance landscape.

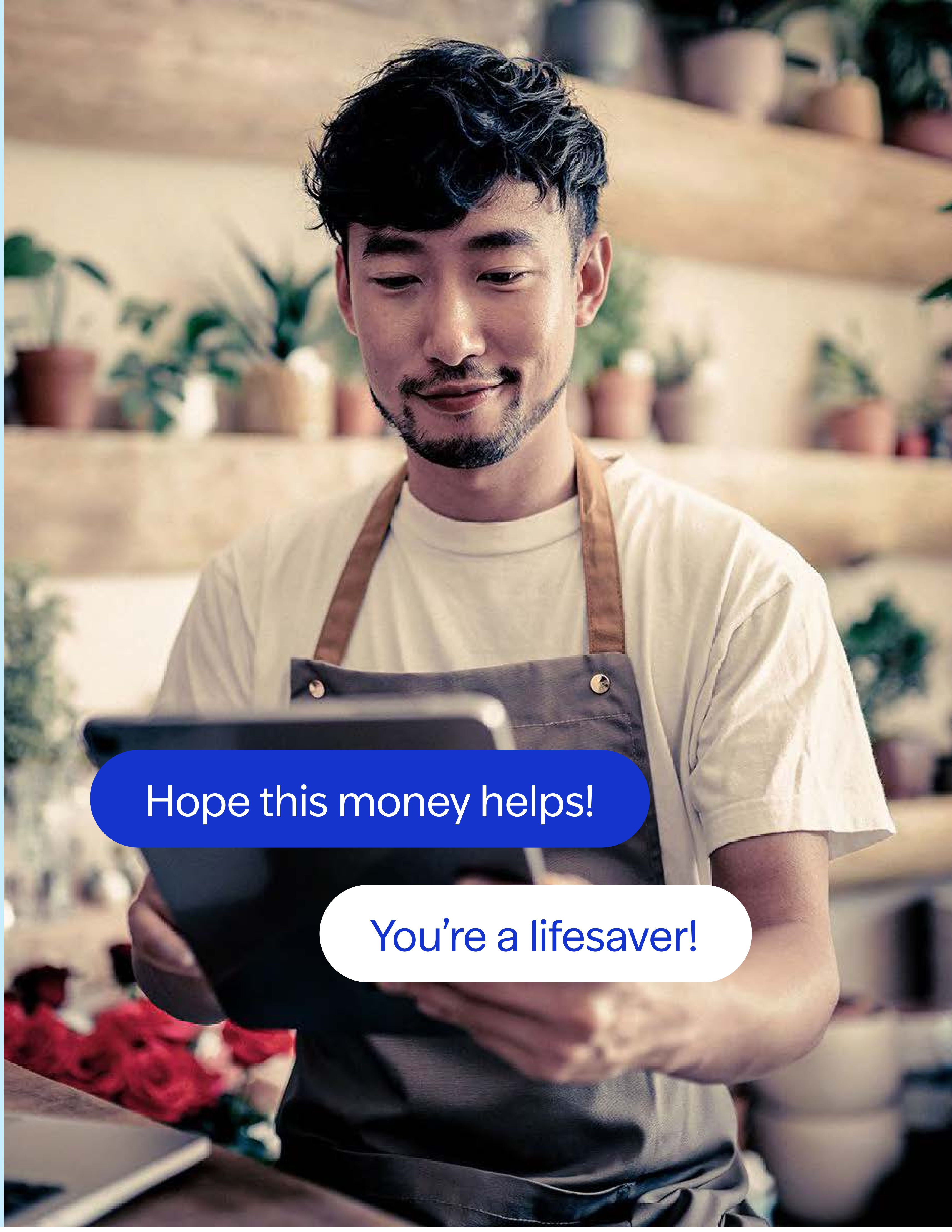


Reported fraud exposure	AI-enabled fraud
40% India	44% Americans
36% The U.S.	62% Filipinos

> Western Union is transforming the way we do business, ensuring speed, reliability and choice lie at the heart of our customer experience. Western Union and Visa together share a vision for modern money movement. Our work together adds value to our customer portfolio and strengthens our global network, giving our collective customer base a trusted source for sending money to their loved ones around the world.

Shishir Singhania
Senior Vice President and Chief Digital Officer
Western Union

Asia Pacific



Australia, China, India, Japan, Philippines, Singapore

Key Findings

45% of Filipinos have received money internationally, making the Philippines the region's most active receiving remittance market.

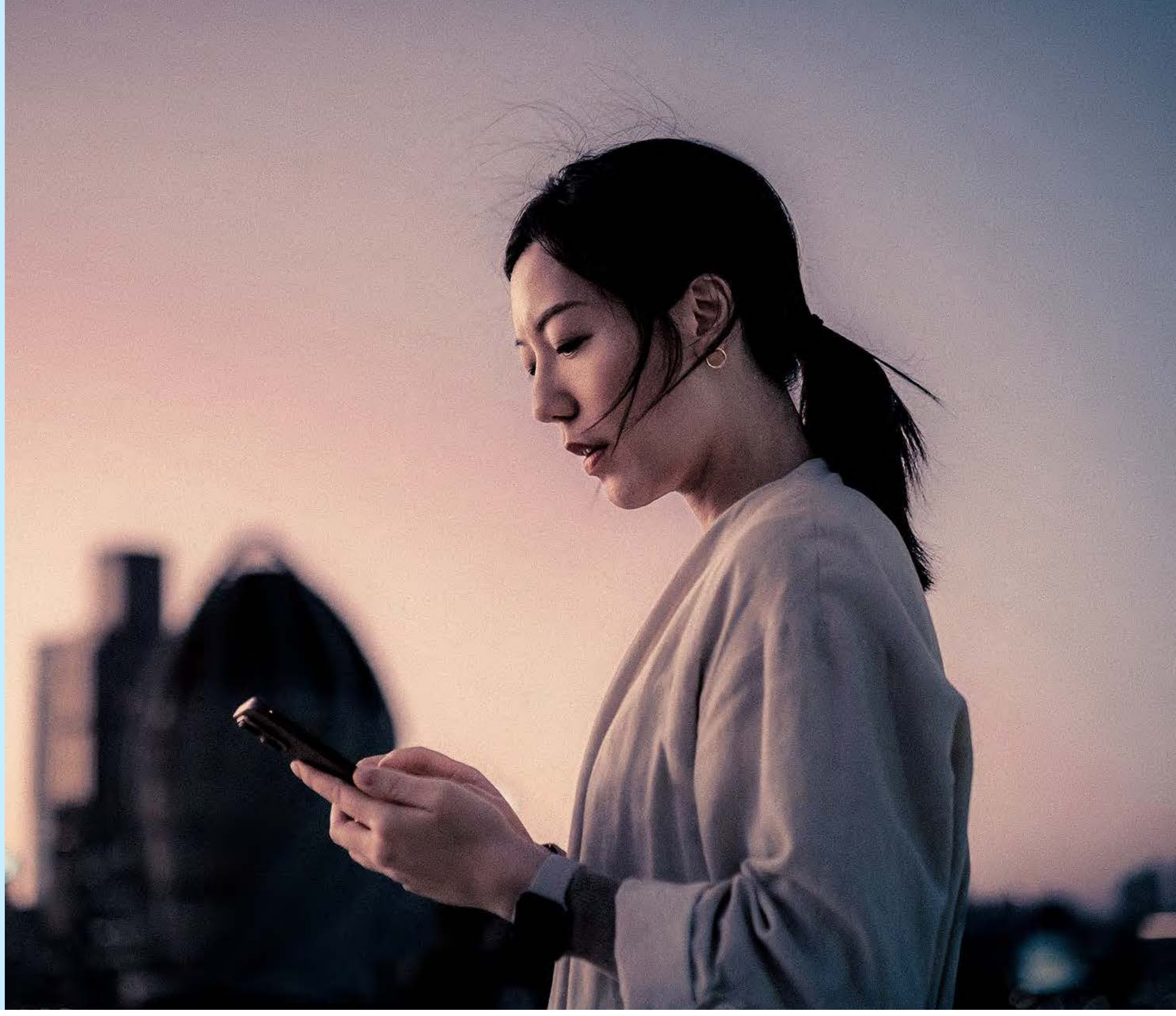
40% of Indian remitters have experienced a scam, one of the highest fraud exposure rates globally.

80% Nearly 80% of Indian consumers would use stablecoins once informed about their benefits, indicating substantial latent demand.

62% of Filipinos are highly concerned about AI-enabled scams and deepfakes, making fraud protection a critical adoption requirement.

68% of Japanese consumers would accept a 24-hour transfer delay for stronger fraud protection, showing that security outweighs speed for many consumers.

Asia Pacific



Asia Pacific:
A Diverse, Digitally Driven and Highly Connected Market

International money movement is a mainstream financial activity across much of Asia Pacific, although participation varies significantly by country. The Philippines is the region's most active remittance market, with 45% having received funds, while Australia also demonstrates substantial engagement, with 35% having sent money abroad. By contrast, Japan remains a relatively low-participation country, with just 8% of consumers reporting they have sent money internationally.

Remittance activity reflects a region shaped by both global migration and regional connectivity. The United States remains the dominant remittance corridor across APAC, accounting for 42% of inbound transfers to India, 36% of inbound transfers to the Philippines, and approximately 45% of Japan's remittance flows in both directions. Regional connections are equally important, with Malaysia serving as Singapore's largest source of incoming remittances (23%) and South Korea ranking as Japan's second-largest corridor. These patterns demonstrate the importance of both diaspora communities and intra-regional economic ties.

Digital channels now underpin most international money movement across the region. Online banking applications are the most commonly used transfer method, with usage ranging from 32% to 60% across APAC. Mobile wallets have become a major remittance channel in several countries, used by 36% of Indian consumers, 28% of Filipinos and 27% of Chinese consumers, compared with 10% in Japan and 16% in Australia. While digital adoption is widespread, Japan remains an outlier, with 32% of consumers still sending money internationally through a physical bank branch, more than any other transfer method.

The motivations behind international transfers reflect both personal and financial obligations. Across APAC, the leading reason for sending or receiving money internationally is gifting, cited by 29% of consumers, followed by family or cultural obligations (26%) and transfers between personal accounts (24%). In higher-remittance markets such as India and the Philippines, cross-border payments also play a critical financial support role, helping 34–47% of recipients pay bills on time and 33–42% access money during emergencies.

Asia Pacific

Key Findings

Stablecoin awareness across APAC:

66%
India

28%
Japan

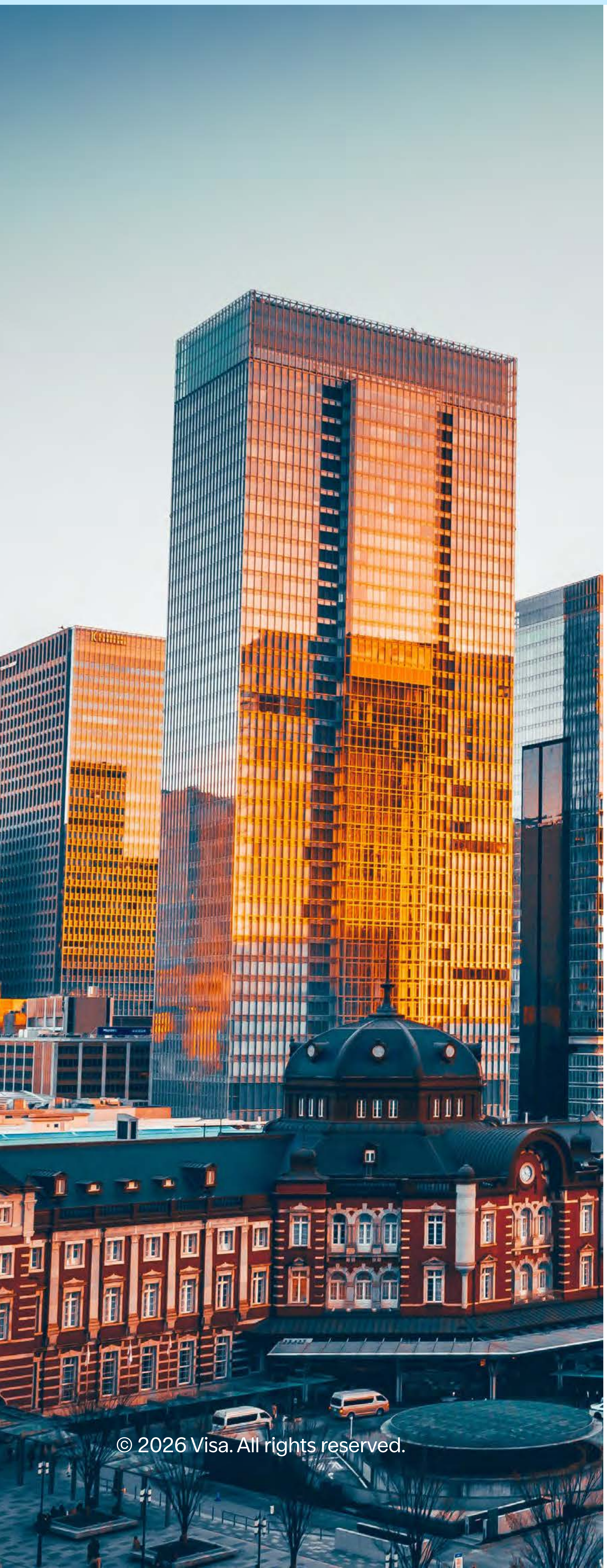
Stablecoin Awareness Is Rising, but Education Remains the Unlock

Stablecoin awareness across APAC exceeds global averages but varies substantially between markets. Awareness reaches 66% in India compared with just 28% in Japan, highlighting a region that is simultaneously one of the world's most informed and most fragmented stablecoin markets.

Despite growing awareness, consumer understanding remains incomplete. In India, only 45% of consumers correctly identify stablecoins as assets typically designed to stay close to a traditional currency, while 33% believe their value fluctuates like Bitcoin. Across the region, many consumers continue to view stablecoins as equally risky as other cryptocurrencies, indicating that knowledge gaps remain a significant barrier to adoption.

Education has the potential to dramatically accelerate adoption. When consumers are informed that stablecoins are typically designed to maintain their value and may offer practical benefits for international payments, willingness to use them rises to nearly four in five Indian consumers, and more than half of Australian consumers. These findings suggest that awareness alone is insufficient; consumer education remains one of the strongest opportunities to drive future stablecoin adoption across APAC.

Asia Pacific



Fees, Fraud and Consumer Confidence Continue to Shape Behavior

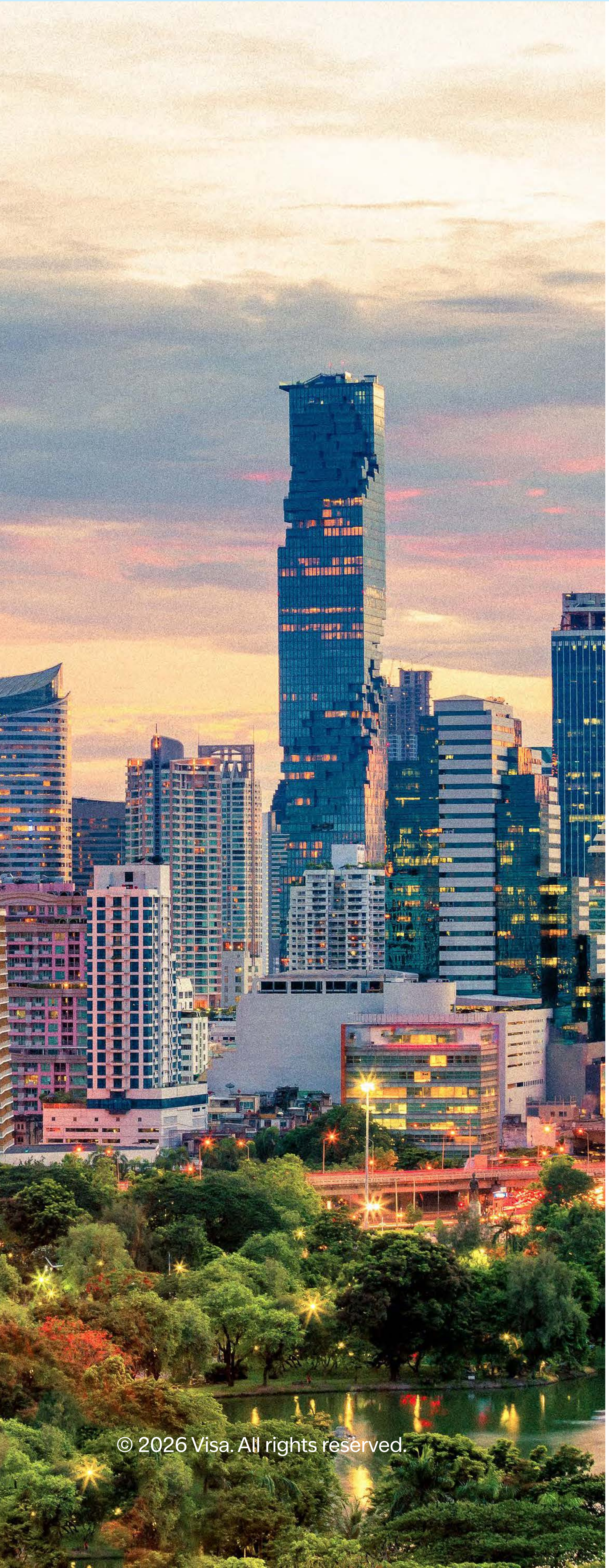
Fees remain the most persistent source of friction in cross-border payments across APAC. Although online banking apps are the dominant transfer method in most countries, fees are the number-one complaint in every APAC country outside China, cited by 26–38% of consumers. As digital remittances become increasingly common, consumers are paying closer attention to both transfer costs and exchange-rate transparency.

Trust-related concerns continue to influence channel choice, particularly among consumers who have not fully adopted digital transfers. Across the region, a preference for face-to-face interaction and fear of making mistakes are among the most common reasons consumers avoid digital remittance services. In Japan, for example, 27% of consumers prefer the social interaction of a physical agent, while concerns about money arriving safely remain a leading barrier to digital adoption.

Fraud has become a significant concern across the region. Forty percent of Indian remitters and 29% of Filipino remitters report having experienced a scam, compared with 19% of Chinese consumers and 11% of Japanese consumers. Scam exposure in APAC is among the highest globally, with 27% of remitters across the region reporting some form of fraud experience.

Trust in stablecoin services remains uneven across APAC, creating an additional barrier to adoption. While 61% of Indian consumers trust stablecoin transfers to arrive successfully, confidence is just 21% in Japan. Confidence in consumer protections is also limited, with only 37% of Indian consumers saying they would feel confident recovering lost stablecoin funds. These findings highlight the importance of stronger safeguards and clearer consumer protections in building trust.

Asia Pacific



Education, Security and Trusted Brands Drive Future Adoption

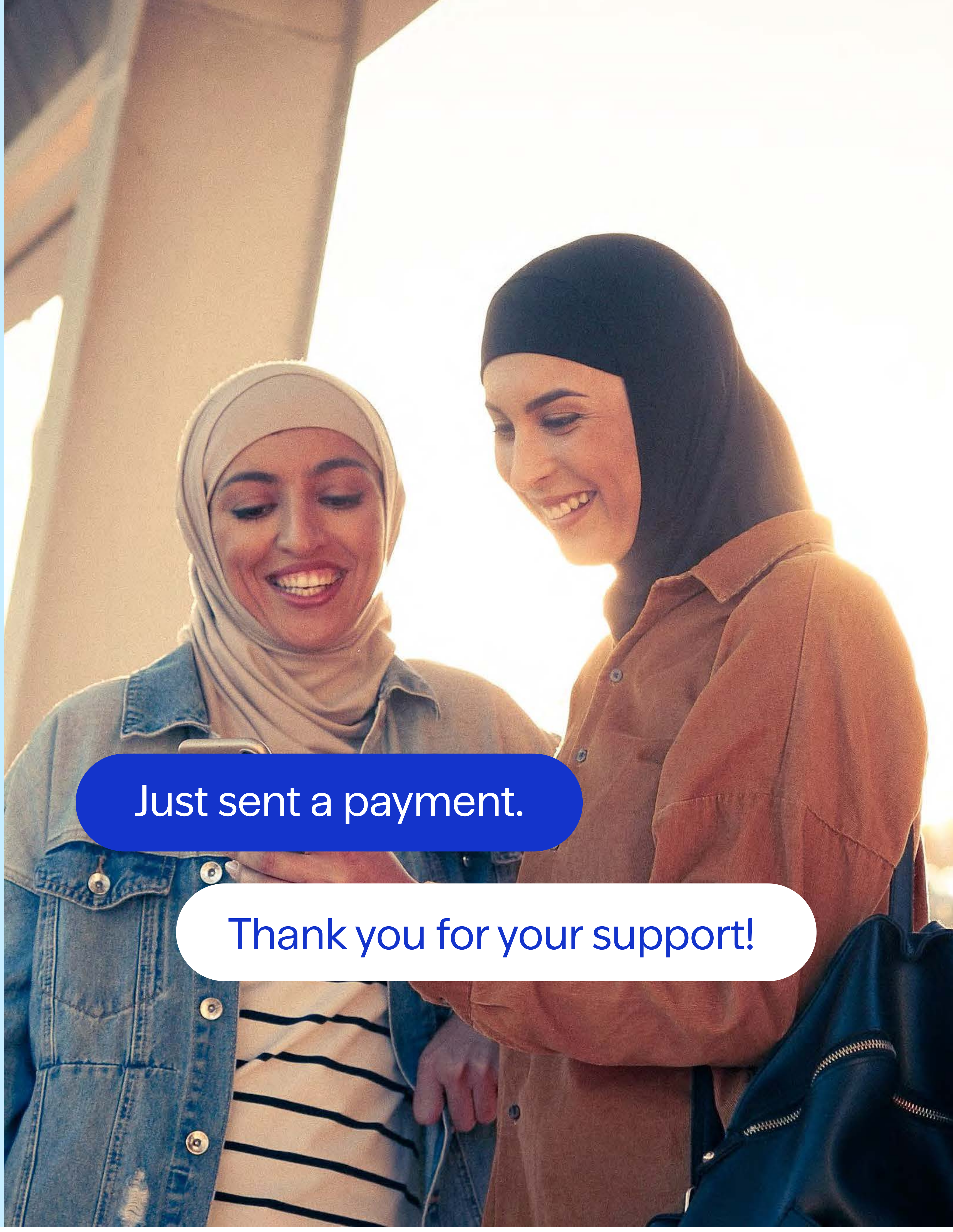
Consumer safeguards have the greatest potential to accelerate stablecoin adoption across APAC. Across countries, consumers consistently indicate that stronger fraud protection, clearer consumer safeguards and greater transparency would increase confidence in using new payment technologies. The findings suggest that reducing perceived risk will be critical to converting awareness into adoption.

Security protections also have a powerful influence on consumer behavior. The data points to trust as a foundational requirement rather than a tradeoff against speed: 68% of Japanese consumers, 57% of Singaporeans and 57% of Australians say they would hypothetically accept a 24-hour transfer delay in exchange for enhanced fraud protection, indicating that confidence in the safe arrival of funds outweighs transaction speed for many consumers.

Trusted institutions remain central to future adoption. Global payment networks are trusted by 54% to 78% of consumers across APAC to handle digital currency, highlighting the role of established brands in bringing emerging payment technologies into the mainstream.

APAC's remittance is highly diverse, digitally advanced and deeply connected to both regional and global migration networks. Stablecoin awareness is already strong in markets such as India, but adoption will depend less on technology itself and more on improving consumer understanding, strengthening fraud protections and leveraging trusted financial institutions to close the remaining confidence gap.

CEMEA



Kingdom of Saudi Arabia (KSA), United Arab Emirates (UAE)

Key Findings

70% of UAE consumers have sent money internationally, making it one of the world's most active remittance markets.

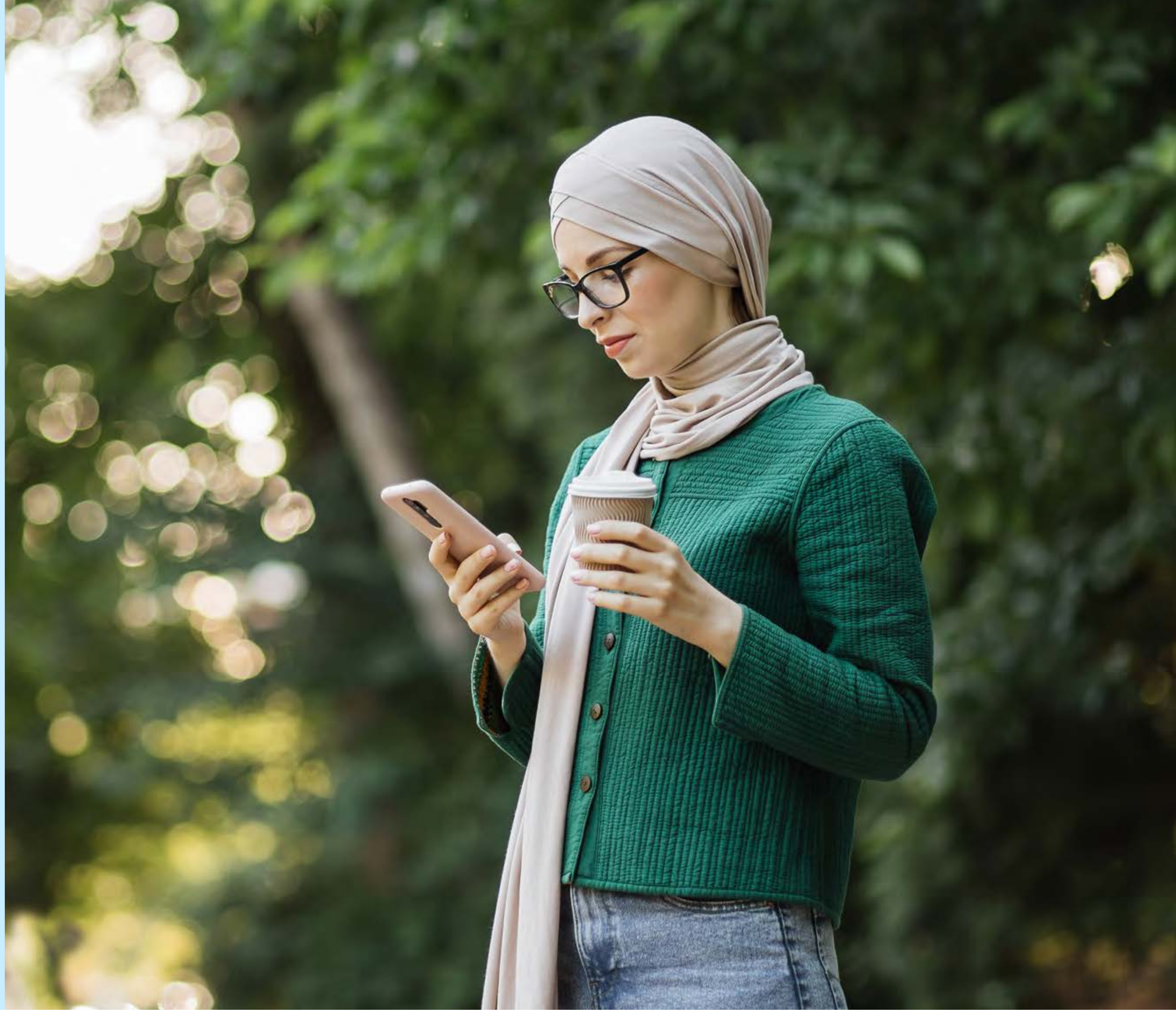
63% of UAE remitters send money at least monthly, compared with 47% in Saudi Arabia, highlighting the recurring nature of cross-border payments.

54% Online banking is the leading transfer channel, used by 54% of Saudi consumers and 51% of UAE consumers.

82% of UAE consumers and 73% of Saudi consumers are aware of stablecoins, among the highest awareness levels globally.

66% When offered through trusted financial providers, stablecoin adoption intent rises to 66% in Saudi Arabia and 61% in the UAE.

CEMEA



Central Europe, Middle East and Africa: An Essential Market

International money movement is deeply embedded in daily life across CEMEA, supported by large expatriate populations and strong family ties. The UAE is one of the world's most active remittance markets, with 70% of consumers having sent money internationally and 52% having received funds. Saudi Arabia also shows strong outbound activity, with 45% sending money abroad versus 30% receiving it. Demand remains strong, with 44% of UAE consumers and 29% of Saudis expecting to send money internationally in the next 12 months.

Remittances are a recurring behavior rather than an occasional activity. Nearly two-thirds of UAE remitters (63%) send money at least monthly, including 12% who transfer funds more than once per month. In Saudi Arabia, 47% remit monthly and 81% transfer money multiple times per year, highlighting the essential role remittances play in everyday financial management.

Remittance corridors reflect regional migration and labor-market connections. Egypt is the leading destination for outbound transfers, receiving 45% of Saudi Arabia's remittances and 29% of the UAE's. The UAE also maintains significant corridors to India (15%), Saudi Arabia (14%), the Philippines (11%) and Pakistan (7%). Inbound flows are concentrated within the Gulf, with Saudi Arabia receiving 29% of transfers from the UAE and the UAE receiving 27% from Saudi Arabia.

Digital channels now dominate international money movement across CEMEA. Online banking is the most widely used transfer method, utilized by 54% of Saudi consumers and 51% of UAE consumers. Remittance apps are used by 30% of Saudi remitters and 37% of UAE remitters, while mobile wallet adoption exceeds 20% in both markets.

Stablecoin usage remains relatively limited but has already reached 10% among UAE remitters and 6% among Saudi remitters, though some self-reported usage may reflect broader crypto activity.

VISA

CEMEA

Key Findings

Stablecoin awareness across CEMEA:

82%
UAE

73%
Saudi Arabia

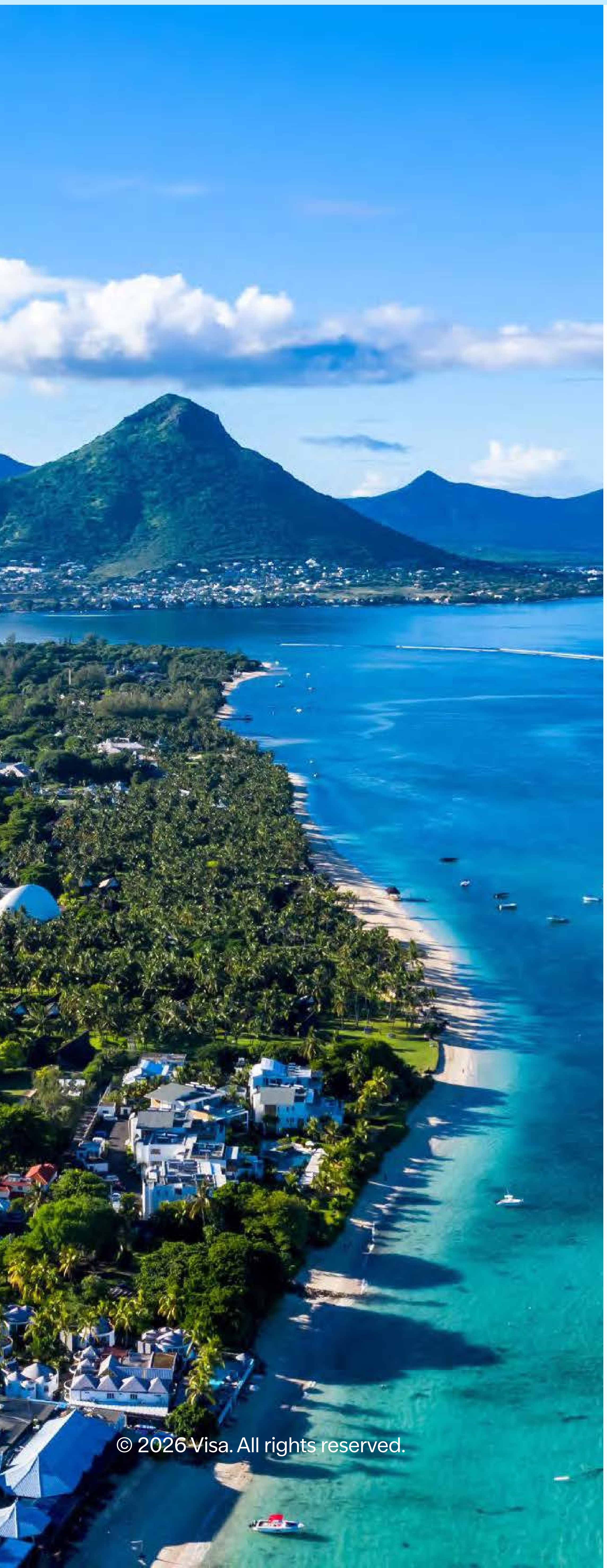
Family obligations are the primary driver of remittance activity. Family or cultural responsibilities are cited by 59% of consumers in the UAE and 45% in Saudi Arabia, making them the leading reason for transfers in both countries. Support for everyday essentials follows at 39% in the UAE and 35% in Saudi Arabia. Emergency needs are also important, with 40% of UAE remitters and 31% of Saudi remitters reporting that international transfers have helped them move money quickly during urgent situations, underscoring the critical role remittances play in supporting households and communities.

Stablecoin Awareness Is High and Adoption Intent Is Already Emerging

Stablecoin awareness in CEMEA significantly exceeds levels seen in most global markets. More than eight in ten consumers in the UAE (82%) and nearly three-quarters in Saudi Arabia (73%) report some level of awareness of stablecoins. However, understanding remains incomplete. While 43% of UAE consumers and 36% of Saudi consumers correctly recognize that stablecoins are typically designed to maintain a stable value relative to traditional currencies, approximately one-third in both markets still believe stablecoins fluctuate in value like Bitcoin.

Unlike many regions where awareness remains the primary challenge, CEMEA consumers are already demonstrating meaningful interest in adoption. Today, 44% of consumers in the UAE and 45% in Saudi Arabia say they would be likely to use stablecoins for international transfers. Intent rises further when stablecoins are offered through existing financial providers, reaching 61% in the UAE and 66% in Saudi Arabia. These figures suggest that adoption barriers are increasingly related to trust and familiarity rather than awareness alone.

CEMEA



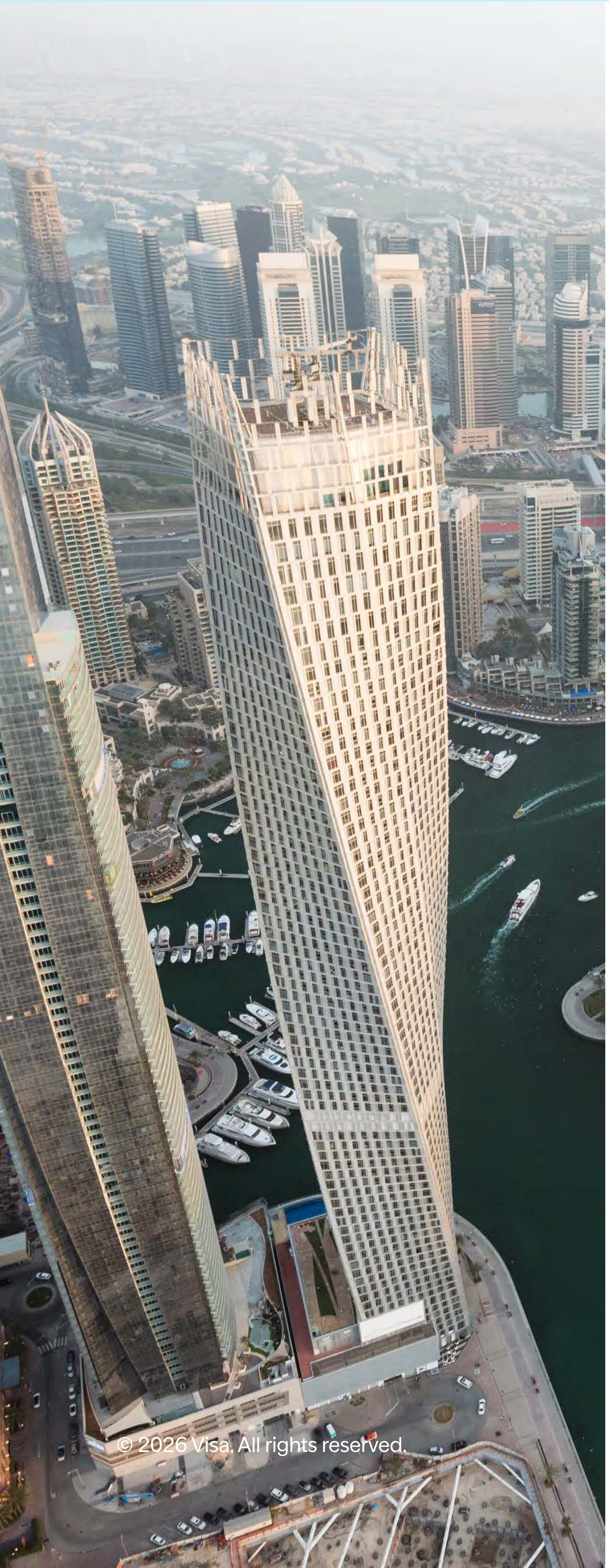
Trust in digital currency services remains concentrated among established institutions. Government and central bank-backed offerings command the highest levels of trust, reaching 84% in Saudi Arabia. Global payment networks are trusted by 86% of consumers in the UAE and 78% in Saudi Arabia.

Despite strong awareness and adoption intent, confidence in consumer protections remains limited. Only 37% of consumers in the UAE and 33% in Saudi Arabia feel confident they could recover funds if something went wrong with a stablecoin transfer. Risk perceptions nevertheless remain relatively favorable. Approximately 38% of UAE consumers and 34% of Saudi consumers believe stablecoins are less risky than Bitcoin or other cryptocurrencies, while only 8-9% in each country consider them more risky. These findings indicate that while stablecoins are increasingly viewed as a legitimate payment tool, stronger assurances around security and recoverability remain necessary to unlock broader adoption.

Fees, Fraud and Protection Concerns Continue to Shape Behavior

Fees remain the most significant source of friction in international money movement across CEMEA. Among consumers who experience issues with digital transfers, high fees are the most commonly cited problem in both Saudi Arabia (33%) and the UAE (36%). Exchange-rate complexity ranks second, affecting 22% of Saudi consumers and 20% of UAE consumers. As remittance activity becomes increasingly frequent, consumers are becoming more sensitive to the total cost of transferring money internationally.

CEMEA

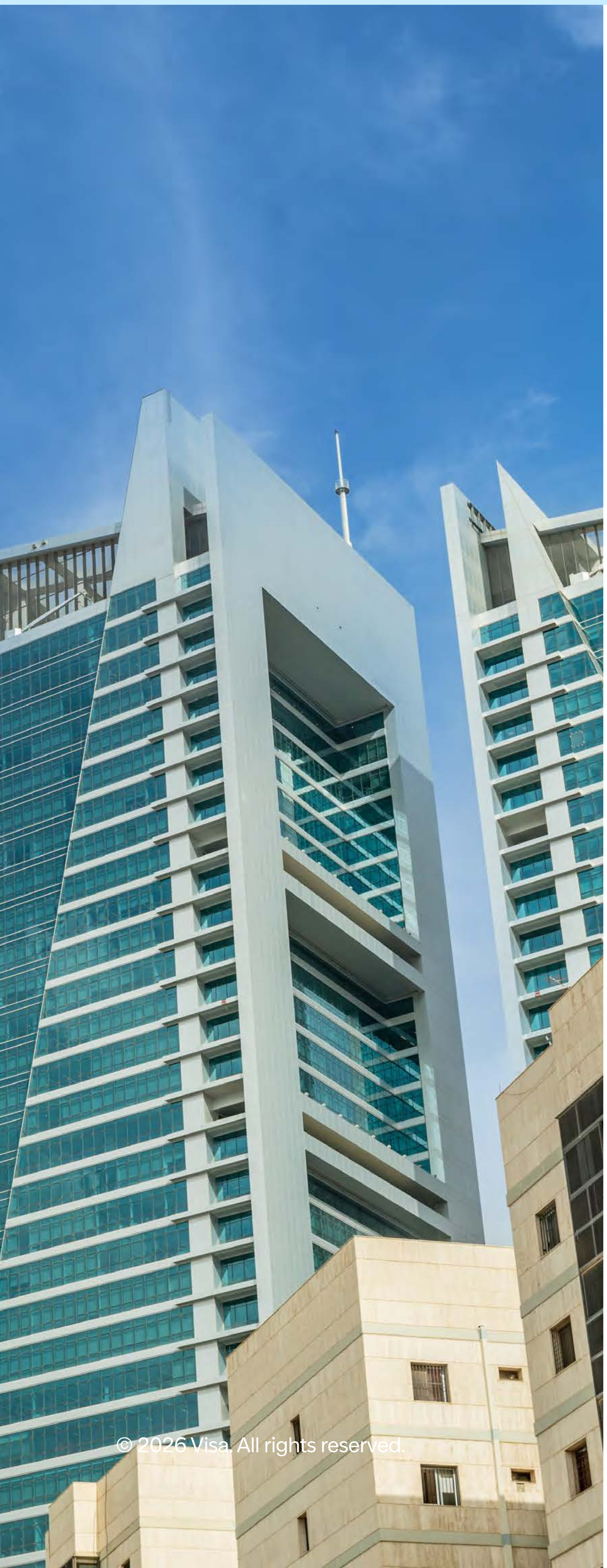


Trust-related concerns continue to influence channel choice, particularly among consumers who have not fully embraced digital transfers. More than half of non-digital users in the UAE (51%) say they prefer the social interaction and reassurance provided by a physical agent, while 33% of consumers in Saudi Arabia cite the same reason. Concerns about whether money will arrive safely remain substantial, affecting 25% of Saudi consumers and 23% of UAE consumers. These findings suggest that digital providers must compete not only on convenience but also on confidence and human reassurance.

Fraud concerns are increasingly shaping consumer attitudes toward cross-border payments and emerging financial technologies. More than one-quarter of remitters report having experienced some form of scam, including 27% in the UAE and 25% in Saudi Arabia. Fraud is also the leading concern associated with stablecoin transfers, cited by 42% of Saudi consumers. At the same time, concern about AI-generated fraud and deepfakes is rising, with one-third of Saudi consumers (33%) reporting high levels of concern about AI-enabled scams.

Consumers increasingly evaluate new payment technologies through a security lens. While speed remains important, concerns about fraud, privacy and recoverability frequently outweigh interest in technological innovation. Nearly one-quarter of Saudi consumers cite lack of consumer protections as a concern when considering stablecoin transfers, while 25% identify privacy and data security risks. These findings demonstrate that trust, rather than functionality, remains the primary barrier to wider adoption of emerging payment technologies. Recoverability concerns further contribute to the trust gap. Only 37% of consumers in the UAE and 33% in Saudi Arabia feel confident they could recover funds if something went wrong with a stablecoin transfer, reinforcing the importance of stronger consumer protections and dispute-resolution mechanisms.

CEMEA



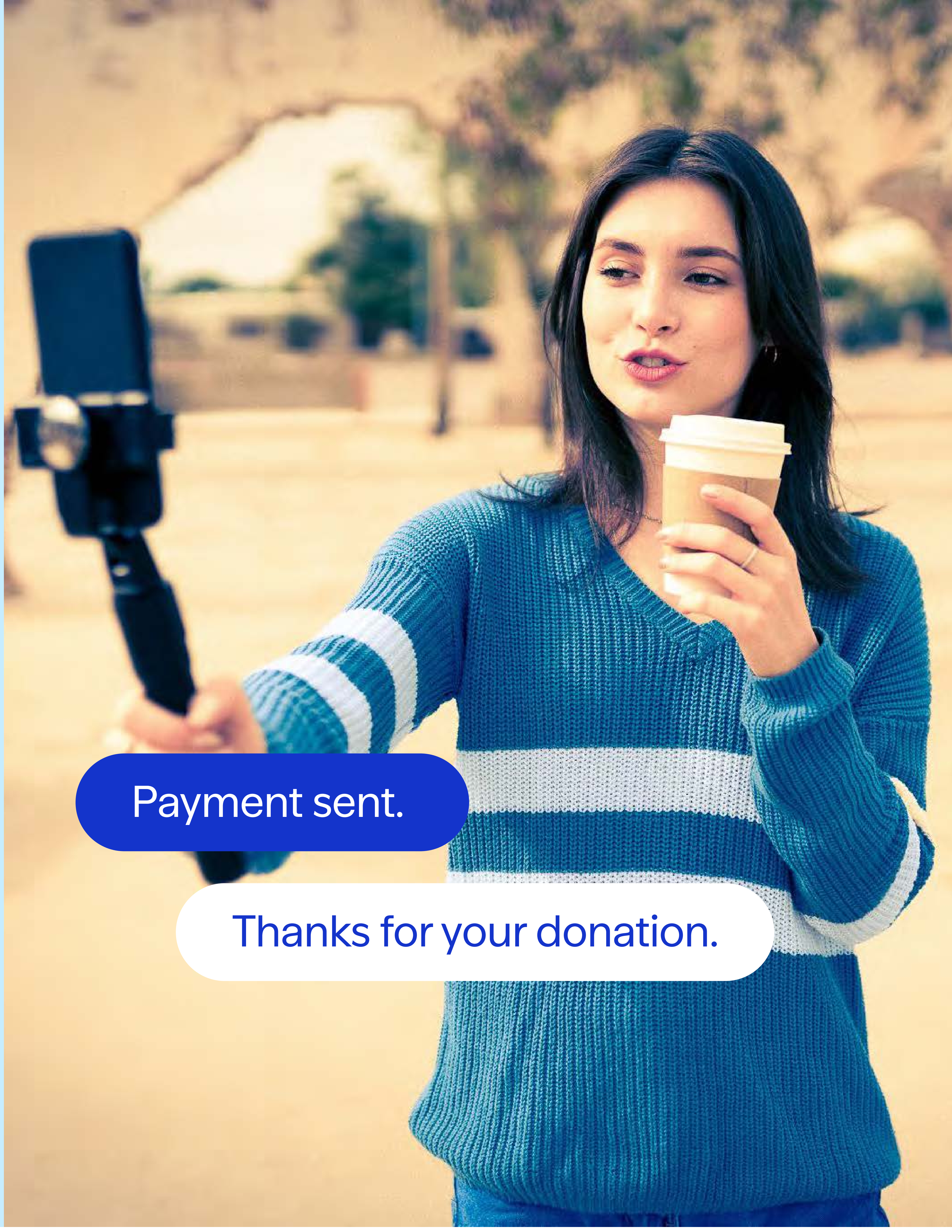
Security, Protection and Trusted Brands Drive Adoption

Consumer protections have the strongest impact on stablecoin adoption across CEMEA. When asked to imagine a hypothetical scenario in which stablecoins offered the same fraud protection and deposit insurance as traditional bank accounts, willingness to use them rose dramatically to 82% in Saudi Arabia and 79% in the UAE. This represents one of the largest shifts in adoption intent observed across any region and highlights the central role of security assurances in driving mainstream acceptance.

Consumers consistently prioritize security above all other features when evaluating stablecoin-based payments. Strong security and fraud protection rank as the leading trust driver among Saudi consumers, cited by 40%, ahead of faster access to funds (30%) and lower fees (26%). The findings suggest that reducing perceived risk is likely to be more influential than emphasizing speed or technological innovation alone.

Trusted institutions are best positioned to accelerate adoption. Global payment networks are trusted by 86% of consumers in the UAE and 78% in Saudi Arabia to handle digital currency services, while government institutions achieve trust levels of 84% in Saudi Arabia. 79% of Saudi respondents agreed with the statement that trust in a new way of moving money depends more on who offers it than on the technology itself. These results reinforce the importance of established brands in helping consumers navigate emerging payment innovations.

CEMEA's remittance market is one of the most active, digital and sender-driven globally. Stablecoin awareness is already high, adoption intent is substantial, and consumers are open to innovation. However, future growth will depend less on introducing new technology and more on strengthening fraud protection, improving recoverability and leveraging trusted financial institutions to close the remaining confidence gap.



Europe

Denmark, France, Germany, Norway, Poland, Sweden, and the UK

Key Findings

48%

of European consumers use online banking for international money movement, rising to 53–55% in the UK, Poland and Sweden.

19% → 44%

Willingness to use stablecoins for international transfers more than doubles in a hypothetical scenario where fraud protections are introduced.

20%

of remitters globally report having encountered a scam related to international money movement, while

37%

of consumers express concern about AI-enabled impersonation fraud.

Europe

Europe:
A Mainstream, Recurring and Connected Market

International money movement is increasingly embedded in everyday financial life across Europe, reflecting high levels of mobility, migration and international connectivity. The UK leads the region across key remittance metrics, with 40% of consumers having sent money internationally and 33% having received it — roughly double the participation seen in Italy and Poland (21%). The UK is Europe's most active remittance market by sender frequency, with 34% of senders transferring money at least monthly, compared with around 16-19% in France and Italy.

Remittance flows continue to reflect longstanding migration and labor-market connections. The UK maintains strong links with the US (30%), Canada (13%) and Australia (12%), Poland's transfers are concentrated in Germany (32%), the UK (23%) and the Netherlands (13%), while migration from Ukraine remains an important influence. Across France, Germany, Italy, Spain and Sweden, transfers are largely intra-European, although France remains closely connected to Algeria and Morocco, Germany to Turkey and Eastern Europe, and Spain to North Africa and Latin America, particularly Colombia (13%).

Digital banking now underpins international money movement across the region. Online banking is used by 48% of consumers, rising to 53–55% in the UK, Poland and Sweden. Usage ranges from 40% in France to 55% in Poland and 55% in the UK. Mobile wallets are most common in Germany (24%), the UK (19%) and Sweden (16%), while dedicated remittance apps peak in Germany (26%) and Sweden (26%). As digital adoption grows, consumers increasingly expect international payments to match domestic experiences in speed, transparency and convenience. However, preference for in-person interactions remains a barrier in France, Spain and Italy, where social interaction with a physical agent is the leading reason for avoiding digital channels.

Europe

Key Findings

Stablecoin awareness is particularly limited in France, the UK, and Italy, where most consumers say they have never heard of stablecoins.

68%
France

65%
UK

63%
Italy

While gifting is the leading reason for international transfers, ranging from 23% in Spain to 39% in the UK, family support remains a major driver. Family or cultural obligations rank second in the UK (28%), Germany (27%) and France (24%), while support for essentials remains significant in the UK (22%), France (22%) and Spain (21%). Poland and Sweden exhibit a more transactional profile, with transfers to personal accounts ranking second in both markets and wages or salaries cited by 20% of Polish consumers. Together, these findings highlight the dual role of remittances across Europe: supporting both family commitments and broader financial obligations, including household expenses, education costs and cross-border financial management.

Stablecoin Awareness Remains Modest, but Trust Drives Adoption

Stablecoin awareness in Europe is moderate, with 40% of consumers reporting some familiarity, broadly in line with North America (41%) but well below the levels seen in CEMEA and leading APAC countries.

Awareness is particularly limited in France, the UK and Italy, where 68%, 65% and 63% of consumers respectively say they have never heard of stablecoins. Spain is the regional outlier, recording the highest awareness (57%) and the largest share of consumers who say they know “some” or “a lot” about stablecoins (17%).

Current adoption intent remains modest, ranging from 14% in Poland and Sweden to 25% in the UK and 26% in Spain. Together, these findings point to a significant education gap, with many consumers yet to develop a clear understanding of stablecoins or their potential role in cross-border payments.

Europe

Trust in digital currency services is concentrated among established financial institutions. Across Europe, global payment networks consistently rank among the most trusted providers, reaching approximately 70% in Spain, 71% in Sweden, 68% in Italy and 70% in Poland, 65% in France and 62% in Germany. In the UK, traditional banks and global payment networks are trusted by around 68% of consumers, reinforcing the importance of familiar, regulated providers in driving future stablecoin adoption.

Confidence in stablecoin protections remains low across Europe. Only 7% of Swedes, 14% of Britons and 19% of Spaniards feel confident they could recover lost funds if something went wrong. At the same time, perceptions of risk remain mixed: 37% of Spaniards and 24% of Britons view stablecoins as less risky than Bitcoin or other cryptocurrencies, while 35% of Spaniards and 42% of Swedes see little difference between the two. Together, these findings highlight a persistent confidence gap, with many consumers still uncertain about recoverability, fraud protection and how stablecoins differ from more volatile crypto assets.

Fees, Fraud and Consumer Confidence

Fraud concerns are becoming a defining feature of the European remittance experience. Across key countries, fraud or scams rank as the leading concern associated with stablecoin transfers, cited by 40% of Germans, 40% of Italians, 39% of Spaniards and 34% of Poles. Consumers are also increasingly alert to AI-enabled fraud. Roughly one-third of consumers in Germany (33%) and Italy (33%) report high levels of concern about deepfakes and AI-driven scams, rising to 38% in Poland and 42% in Spain. These concerns are shaping consumer behavior, with nearly half of Italians saying they would hypothetically accept a 24-hour transfer delay in exchange for enhanced fraud protection, and a majority of Germans indicating that confidence in the safe arrival of funds matters more than the speed of the transfer itself.

Europe

Fees remain the single biggest source of friction in international money movement across Europe. Fees rank as the top digital-transfer pain point in every country, cited by 21–25% of consumers in Sweden and the UK and 19% in France. Speed is a secondary concern, particularly in higher-frequency remittance countries, with 16% of UK consumers and 11% of consumers in Germany saying transfers take too long. Trust-related concerns also remain important, with 9-12% of consumers in UK, Spain and France citing discomfort with sharing financial information as their primary issue, compared with 4–6% in Italy, Sweden, Poland. Together, fees, speed and trust account for the majority of friction experienced by European remitters.

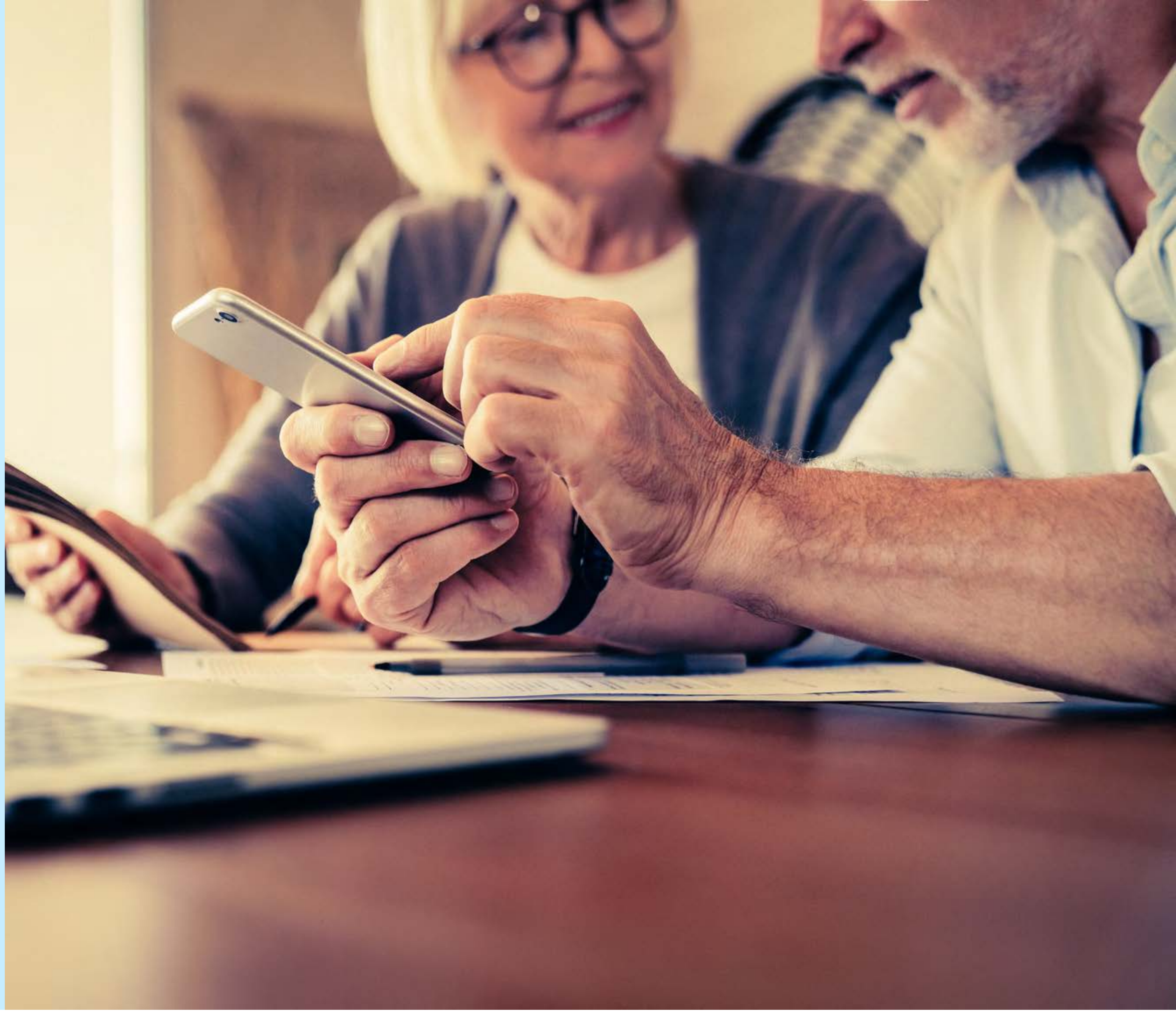
Despite Europe's advanced digital banking infrastructure, trust-related concerns continue to influence international money movement. Consumers remain highly sensitive to transfer fees, exchange-rate transparency and the overall cost of sending money internationally. Expectations are particularly high in countries such as the UK and Germany, where consumers increasingly compare international transfers with seamless domestic digital payment experiences.

Security and Transparency Drive Future Adoption

Consumer safeguards have the greatest impact on adoption intent across Europe. The increase in willingness to use stablecoins from 19% to 44% in a hypothetical scenario where fraud protections are introduced highlights the importance of visible security measures.

Consumers consistently rank security, transparency, simplicity and recoverability ahead of speed or novelty. Many indicate they would accept slower transaction processing if doing so reduced their exposure to fraud and scams.

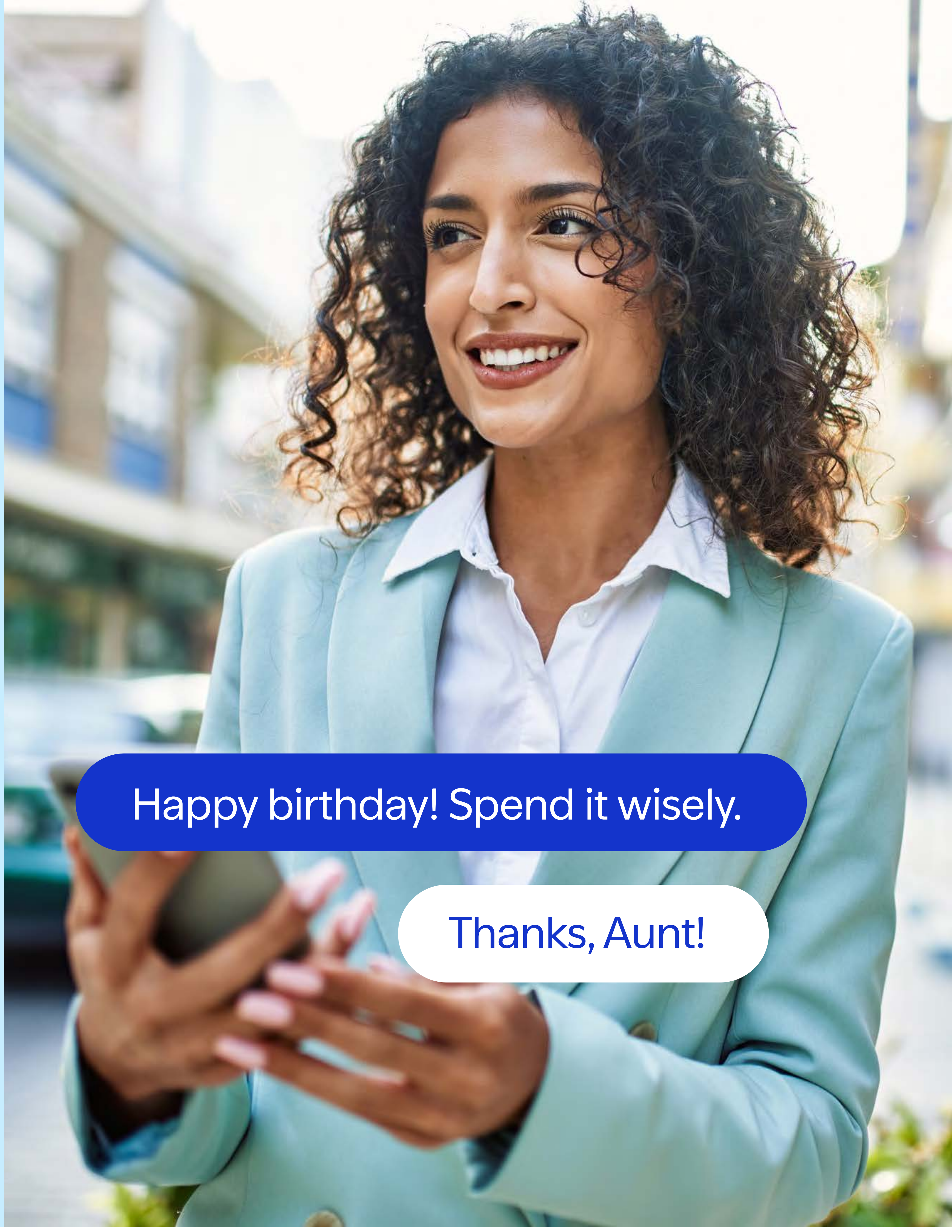
Europe



Traditional banks, governments and established payment networks continue to command the highest levels of consumer trust. The findings suggest that future growth in both international money movement and stablecoin adoption will be driven by providers' ability to deliver secure, transparent and trusted payment experiences rather than technological innovation alone.

Europe's remittance market is mainstream, digital and highly connected, but future stablecoin adoption will depend less on technology and more on closing a significant trust gap through stronger fraud protection, recoverability safeguards and trusted financial institutions.

Latin America



Brazil, Mexico and Peru

Key Findings

Recipients Outnumber Senders 2:1

Latin America is the only region where receiving money internationally (29–32%) exceeds sending (14–23%), particularly in Mexico and Brazil.

Consumers in Mexico (66%), Brazil (68%) and Peru (71%) send or receive money internationally multiple times each year.

34% → 74%

Regional willingness to use stablecoins for international transfers more than doubles in a hypothetical scenario where fraud protections are introduced.

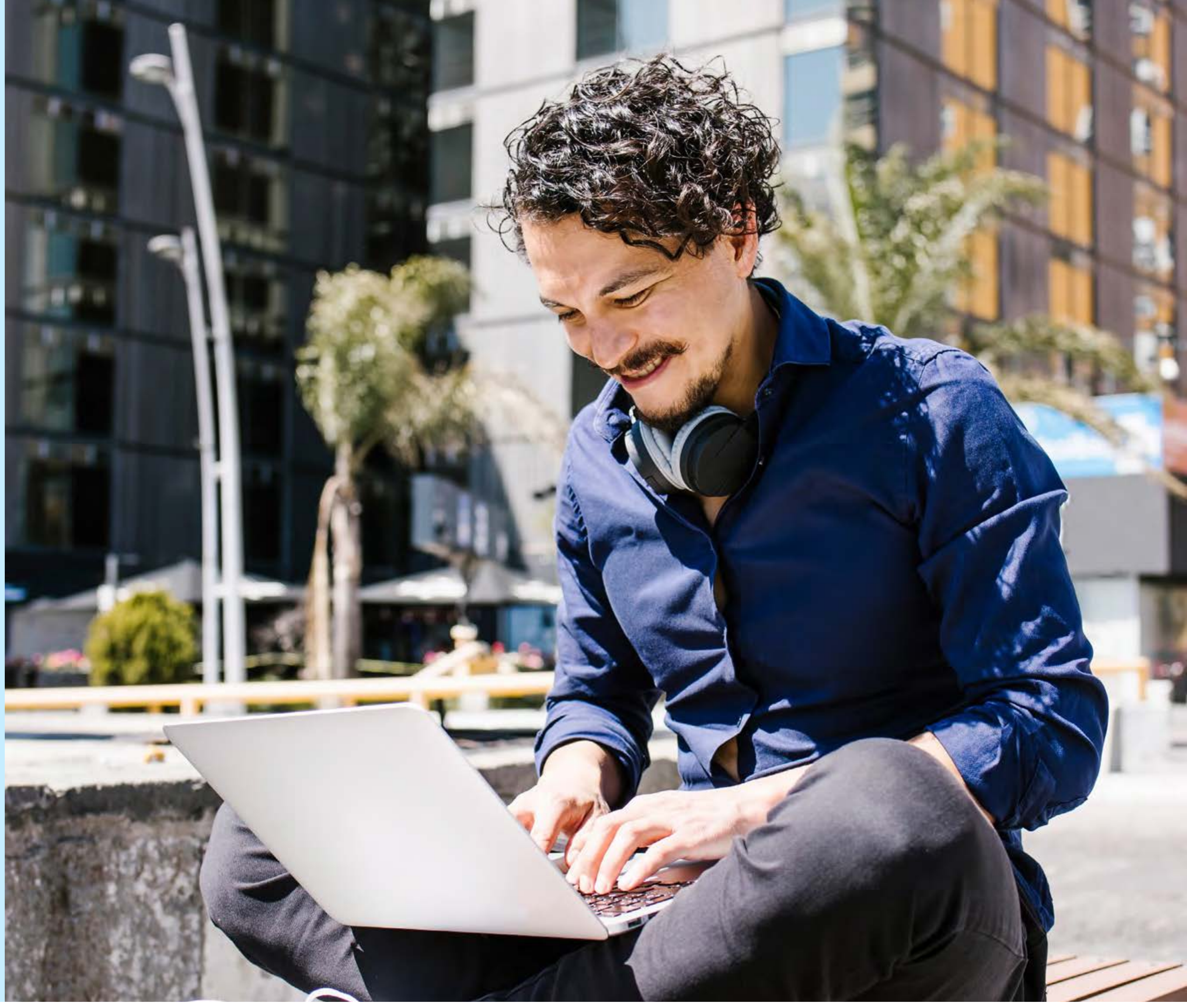
51% / 49% / 41%

of consumers in Peru, Brazil and Mexico would accept slower transactions or additional verification if it reduced the risk of fraud.

76% / 77% / 80%

of consumers in Mexico, Brazil and Peru trust digital currency services offered by established financial institutions and recognized payment providers.

Latin America



Latin America:
Inbound remittances raise the bar for trust, transparency and access

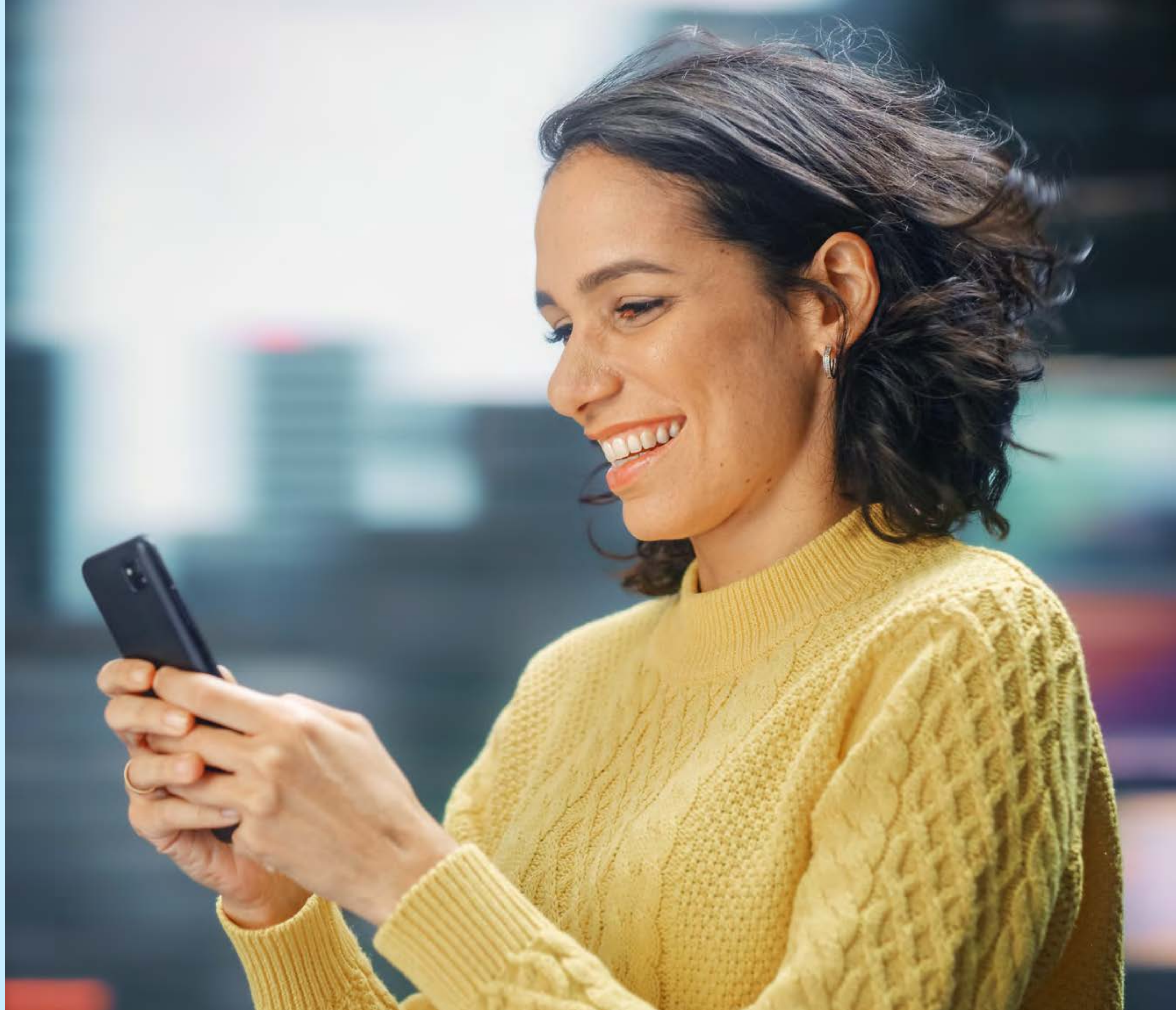
Latin America's remittance ecosystem is defined by inbound transfers. Unlike every other region in the study, receiving money internationally (29–32%) significantly exceeds sending (14–23%). In Mexico and Brazil, recipients outnumber senders roughly 2:1. Remittances here aren't occasional windfalls — they're a core source of household income. That makes trust essential. Future growth in both remittances and stablecoin-based payments will depend on providers' ability to deliver transparent, well-protected experiences.

Remittance activity remains closely tied to migration patterns and family networks, particularly those connected to the United States. In Mexico, gifting is the leading reason for sending (26%), closely followed by support for essentials (25%) and emergencies (22%). Brazil shows a different profile: personal account transfers (30%) and wage-related payments (23%) account for the largest share.

Cross-border money movement has become a routine financial behavior across the region, with 66% of Mexican consumers, 68% of Brazilians and 71% of Peruvians sending or receiving money internationally multiple times each year.

Digital channels continue to transform the remittance experience. Online banking and bank mobile apps are the most common transfer methods in Mexico (42%), Brazil (46%) and Peru (28%). Expectations increasingly center on speed and convenience, with 43% of Mexican consumers reporting instant access to funds through digital transfer channels, reinforcing demand for international payments that perform like domestic digital transactions.

Latin America



Key Findings

Awareness in Stablecoin across Latin America:

45%
Mexico

51%
Brazil

50%
Peru

Consumer Protection Can Unlock Stablecoin Adoption

Stablecoin awareness is mixed across Latin America, with 45% of Mexicans, 51% of Brazilians and 50% of Peruvians reporting at least some awareness of stablecoins. However, adoption intent increases dramatically when protections are introduced, with willingness to use stablecoins for international transfers rising from 34% to 74% regionally in a hypothetical scenario where safeguards against fraud and financial loss are available —one of the largest increases observed globally.

This finding indicates that adoption barriers are driven less by awareness and more by confidence in the surrounding ecosystem. Consumers show greater interest when emerging payment technologies are accompanied by clear protections, transparency and reliable dispute-resolution mechanisms.

Provider trust is also a key driver of adoption. Consumers consistently express greater confidence in digital currency services offered by established financial institutions, including 76% of consumers in Mexico, 77% in Brazil and 80% in Peru.

Latin America

Fraud Concerns Continue to Influence Behavior

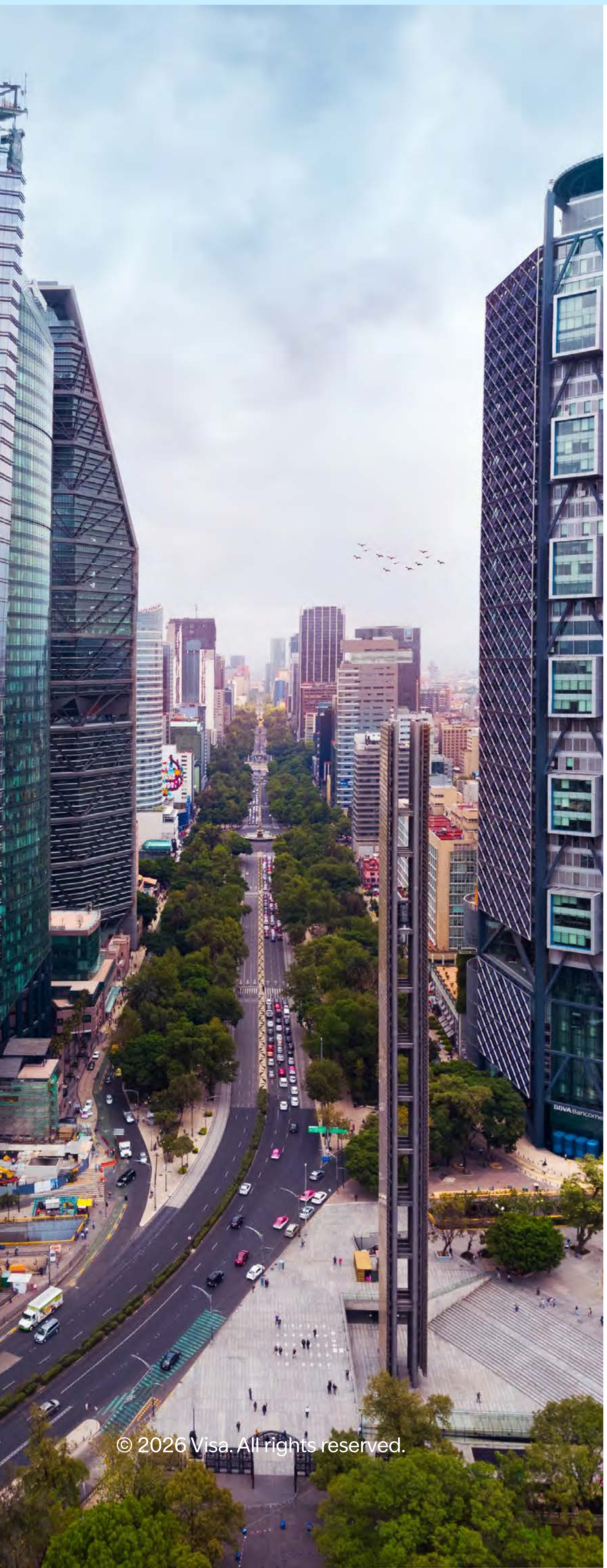
Despite increasing digital engagement, security concerns remain an important consideration for consumers across Latin America for digital remittances. Fraud, scams and account-security threats continue to influence perceptions of both existing remittance services and emerging payment technologies.

Consumer understanding of and risk tolerance towards stablecoins varies across the region. In Brazil, only 9% of consumers view stablecoins as more risky than unpegged cryptocurrencies like Bitcoin, suggesting most recognize stablecoins as a distinct category. In Mexico, by contrast, just 1 in 5 remittance users currently view stablecoins as less risky than Bitcoin. In Peru, only 1 in 5 feel confident they could recover lost funds when using stablecoins.

Together, these findings point to an opportunity for clearer consumer education. Messaging that explains how stablecoins differ from volatile crypto assets, alongside guidance on recoverability, dispute resolution and fraud prevention, is likely to play an important role in building confidence and supporting future adoption.

Globally, 25% of remitters report having encountered a scam related to international money movement, while 42% of consumers express concern regarding AI-enabled impersonation fraud. These broader concerns are increasingly shaping expectations around provider accountability and consumer protection.

Latin America



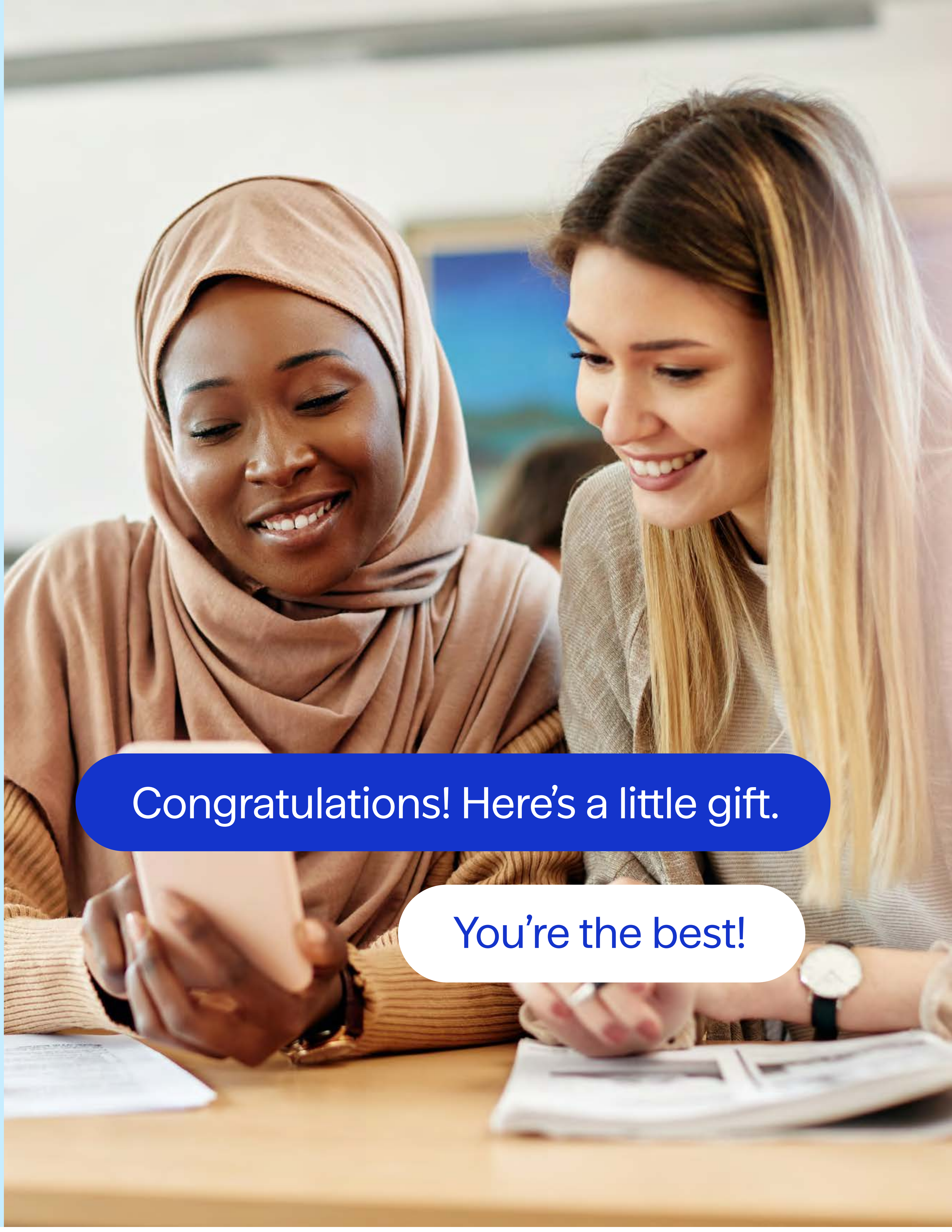
Security Creates Adoption Momentum

Consumer protection is the strongest driver of future adoption across Latin America. In Mexico, willingness to use stablecoins more than doubles from 33% to 71% in a hypothetical scenario where bank-equivalent fraud protection and deposit insurance are introduced. Similar levels of interest are seen in Brazil (74%) and Peru (77%), where consumers indicate they would be likely to use stablecoins if hypothetically offered the same protections as a bank account.

Speed and convenience remain important, but the data suggests they sit on top of a foundation of trust rather than competing with it. More than half of Peruvians (51%), nearly half of Brazilians (49%) and 41% of Mexicans say they would accept additional verification steps or slower processing if it reduced the likelihood of scams and unauthorized transactions, indicating that confidence in safe delivery is a precondition for engagement rather than a feature consumers weigh against speed.

VISA

North America



Canada,
United States

Key Findings

36% → 45%

U.S. willingness to use stablecoins increases when offered through an existing financial provider, highlighting the importance of trusted distribution.

36% / 21%

of remitters in the U.S. and Canada respectively report having encountered a scam related to international money movement.

56% / 42%

of U.S. and Canadian consumers say they would use stablecoins if hypothetically offered bank-level protections.

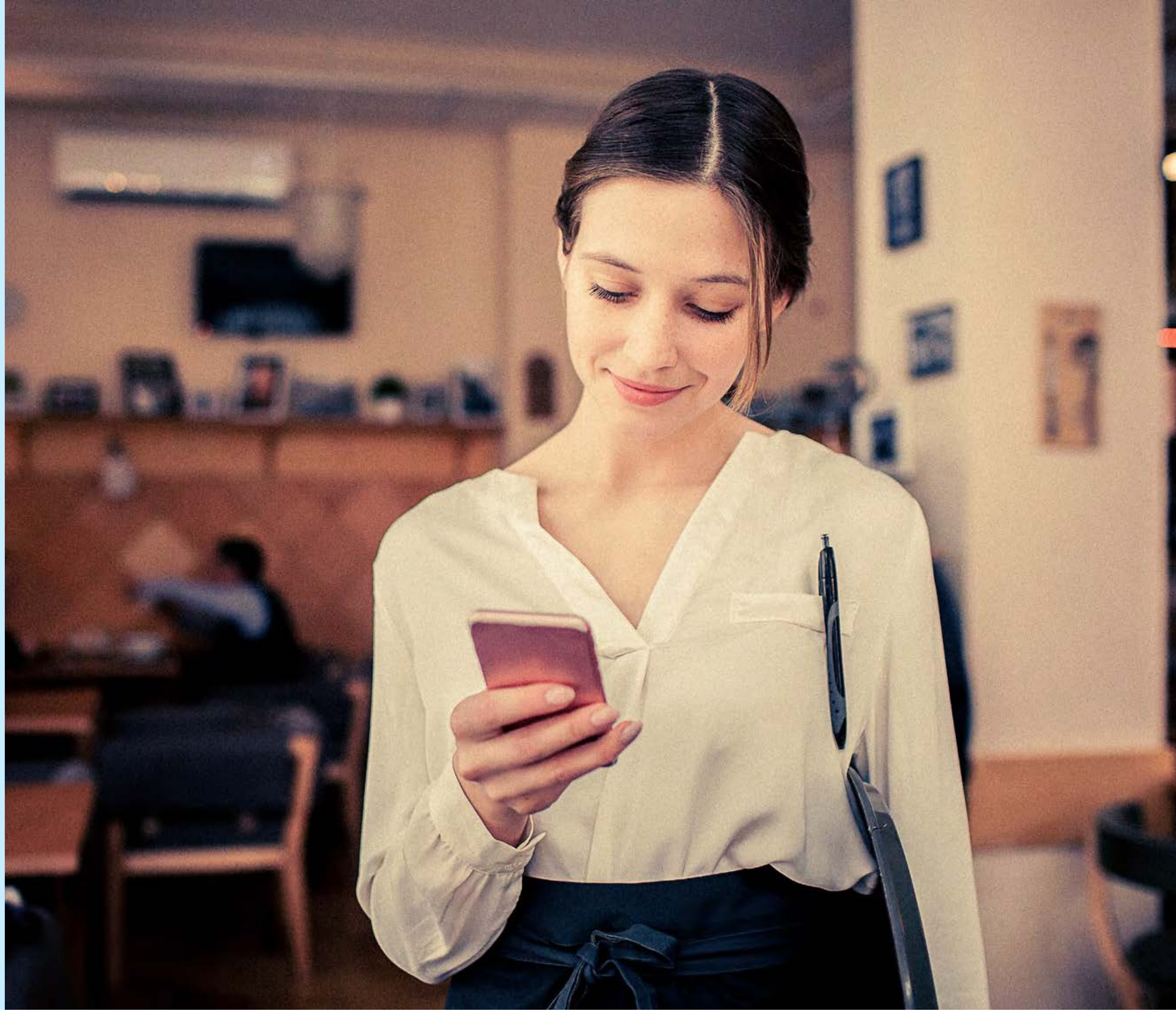
45% / 49%

of Americans and Canadians respectively would accept a 24-hour transfer delay in exchange for stronger fraud protection.

44% / 40%

of Americans and Canadians cite AI-enabled fraud as a significant concern when making digital payments.

North America



North America: A Mature Market Balancing Convenience and Security

International money movement has become a recurring financial behavior across North America, with 68% of U.S. remitters and 62% of Canadian remitters sending or receiving money internationally a few times a year or more.

The country also continues to expand, with 8–14% of consumers indicating future intent to send or receive money internationally. Remittance corridors reflect deep geographic and cultural ties: Canada, the UK and Mexico are the leading destinations and sources of U.S. transfers, while the United States dominates Canada's remittance flows by a wide margin.

While gifts for holidays and special occasions are the most common reasons for sending and receiving money internationally, family obligations and support for essential needs highlight the broader financial importance of remittances. Between 25% and 34% of North American recipients use these funds to help pay bills on time or build savings, underscoring their role as an important financial safety net. But sending comes at a personal cost too, as nearly 1 in 5 senders cut back on their own expenses to support family abroad.

The country is also characterized by growing familiarity with digital financial services, with online banking and mobile wallets being the preferred method for 53% of U.S. remitters for international transfers. In Canada, online banking (43%) and remittance apps (18%) are the most used methods, while the use of mobile wallets trails at 12%.

North America

Key Findings

Overall awareness in Stablecoin across North America:

41%

Stablecoin Awareness Exists, Understanding Drives Adoption

North America demonstrates moderate awareness of stablecoins, although familiarity remains far from universal. Overall awareness stands at 41%, while 56% of Americans and 62% of Canadians report they have never heard of stablecoins.

These findings highlight a significant education gap. While stablecoins receive considerable attention within the financial services industry, many consumers remain unfamiliar with their purpose, practical applications and potential role in cross-border payments.

Established financial institutions hold a clear trust advantage. In the United States, 60-61% of consumers would trust a traditional commercial bank or global payment network to provide digital currency services, with willingness to use stablecoins increasing from 36% to 45% when offered through an existing provider. In Canada, global payment networks are the most trusted providers, driving adoption intent from 18% to 25% when stablecoins are offered through a trusted institution.

Across North America, provider credibility remains a key determinant of adoption intent. For digital currency services, banks, established payment providers and regulated financial institutions command higher levels of consumer trust. Consumers are generally more willing to experiment with innovation when it is delivered through organizations they already know and trust.

North America

Fraud Concerns Are Intensifying

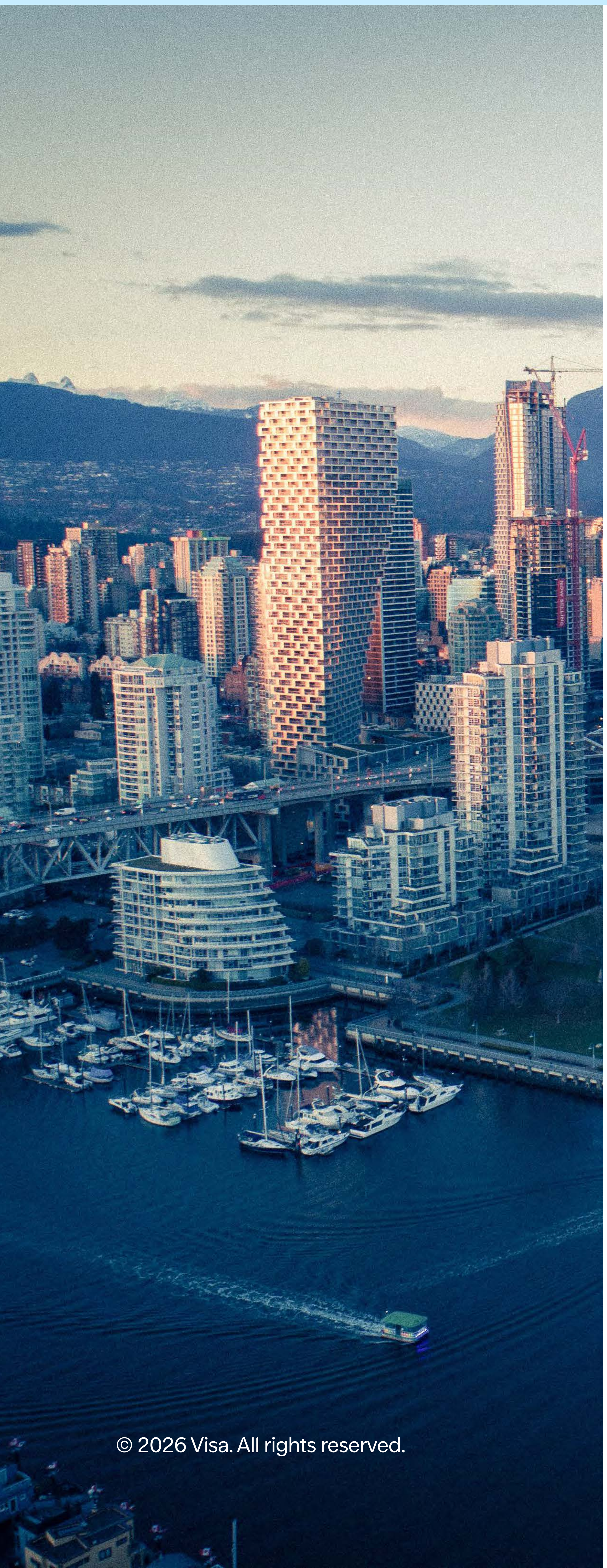
Despite the maturity of North America's digital payments ecosystem, fraud remains a growing concern. Consumers increasingly report exposure to scams, fraudulent payment requests and account-security threats, contributing to heightened caution around digital financial services.

Confidence in stablecoin protections remains low. Only 19% of U.S. consumers and 11% of Canadians feel confident they could recover lost funds when using stablecoins. However, stablecoins are increasingly viewed as less risky than traditional cryptocurrencies: 21% of Canadians consider them less risky than Bitcoin or other cryptocurrencies, compared with 10% who view them as riskier, while 22% of Americans see stablecoins as less risky than other crypto assets versus 13% who disagree.

Fraud exposure remains a significant concern across North America. In the United States, 36% of remitters report having encountered a scam related to international money movement, compared with 21% in Canada. Fake messages, account impersonation and payment redirection are among the most commonly reported fraud tactics.

For emerging payment technologies such as stablecoins, uncertainty around recoverability, fraud protection and dispute resolution continues to limit adoption. Many consumers remain unconvinced that newer payment models can provide protections comparable to those offered by traditional financial institutions.

North America



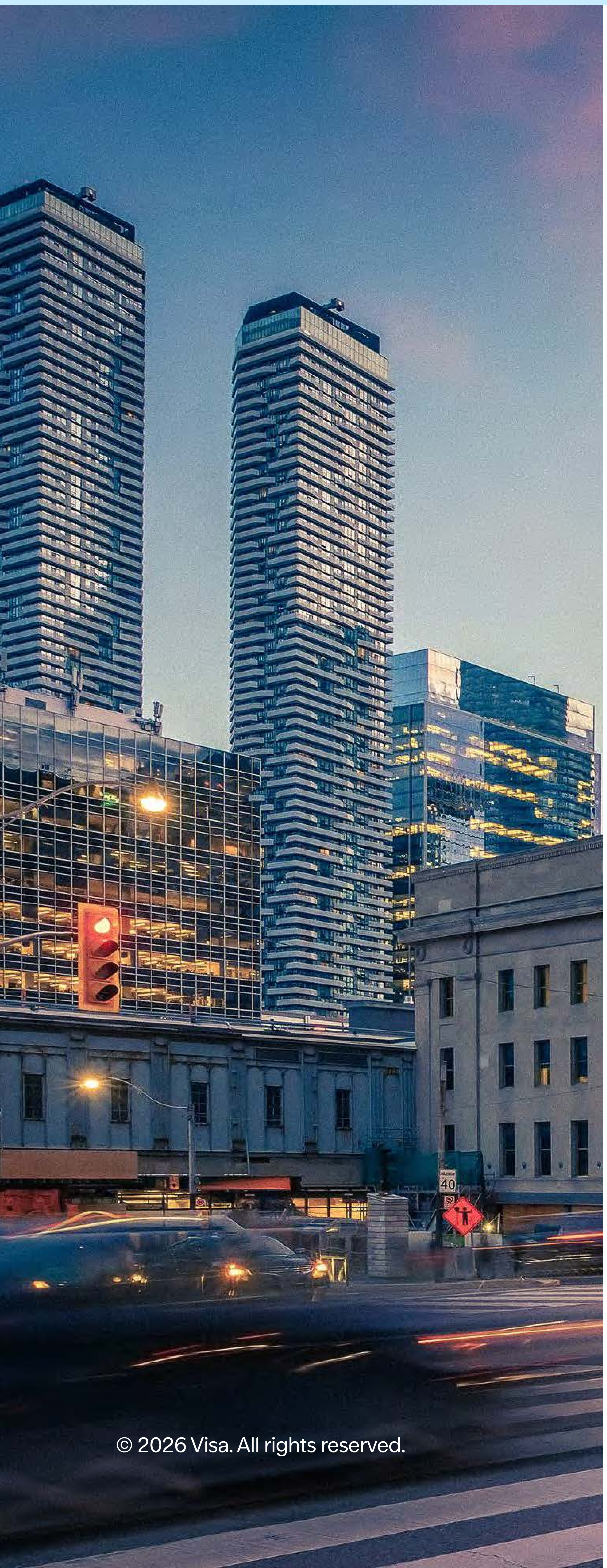
Provider Credibility Accelerates Adoption

Consumer protection is the strongest driver of future stablecoin adoption across North America. In the United States, willingness to use stablecoins for international transfers increases from 36% to 56% in a hypothetical scenario where bank-level fraud protection and deposit insurance are introduced, while 42% of Canadian consumers say they would be willing to use stablecoins under the same conditions. These findings highlight the critical role of security assurances in converting consumer interest into adoption.

Consumers consistently view security, transparency and recoverability as foundational rather than as features they weigh against speed. 45% of Americans and 49% of Canadians say they would accept a 24-hour transfer delay if it reduced fraud risk, indicating that confidence in the safe arrival of funds is a precondition for engagement rather than a feature traded against convenience.

Trusted institutions remain well positioned to accelerate adoption. In the United States, 61% of consumers trust traditional commercial banks and 60% trust global payment networks to provide digital currency services. These findings suggest that provider familiarity remains an important factor in driving adoption.

North America



Future growth in both international money movement and stablecoin-based payments will depend less on technological innovation and more on providers' ability to deliver secure, transparent and trusted financial experiences. With only 19% of Americans and 11% of Canadians confident they could recover lost stablecoin funds, closing the confidence gap through stronger fraud protections, recoverability safeguards and trusted institutional partnerships represents the clearest path to broader adoption.

North America's remittance market is mature, digital and increasingly attentive to security. While stablecoin awareness remains modest, adoption intent rises substantially when consumers are presented with familiar protections and trusted providers. Future growth will depend less on technological innovation and more on closing the confidence gap through visible safeguards, established institutional partnerships and clearer consumer education.

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