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**Crypto.com Visa Card  
Consumer Spending  
Insights 2021**

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# Research and Insights



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## Executive Summary

- The Crypto.com Visa Card saw **double-digit growth** for per-user spending in 2021 compared to the previous year.
  - Fashion (clothing and footwear) spending grew the strongest by 50%.
  - Transportation and Recreation spendings came in second and both spiked by 46%. This reflected increased consumer confidence post-COVID19 as these industries started to come out of lockdown.
  - Benefitting from the remission of the pandemic in 2021 and the opening-up policies in many countries, consumers' spending on hotels and dining also surged by 40%.
- Grocery was still the main spending category, even though its share dropped from 62% in 2020 to 51% in 2021.
- However, online spending declined by 9% while in-store purchases climbed by 11%; relative to the overall spending growth.
  - In 2021, in out-of-home consumption, ticketing (Concerts, arts, exhibitions, and sports events) surged the most with around 133% growth, followed by travel (32%) and dining (17%) while grocery declined.
- Crypto.com Visa Cards have registered transactions in over 100 countries and regions around the world.
  - 66% of travel spending was done in the EU.
  - Booking.com outpaced Airbnb, becoming the most popular online travel booking platform for Crypto.com Visa Card users.
- Although online shopping had a slight decrease in 2021, eCommerce still dominated the market with an average share of 53% spending.
  - Amazon, eBay, and AliExpress were the most frequented eCommerce platforms with 37%, 19%, and 16% market shares, respectively.

# 1. Headline Findings and Key Trends

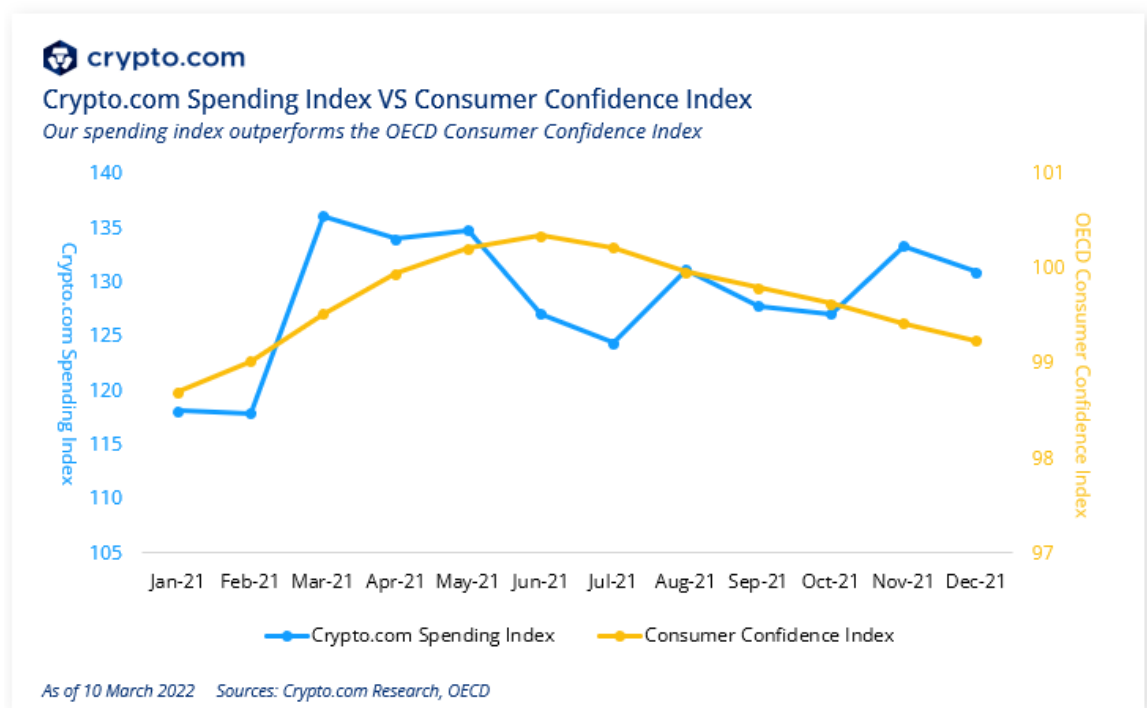
## 1.1 Headline Findings

In 2021, Crypto.com Visa Card saw double-digit growth for spending per user in 2021 compared to the previous year. Particularly, we noticed considerable growth in the following categories:

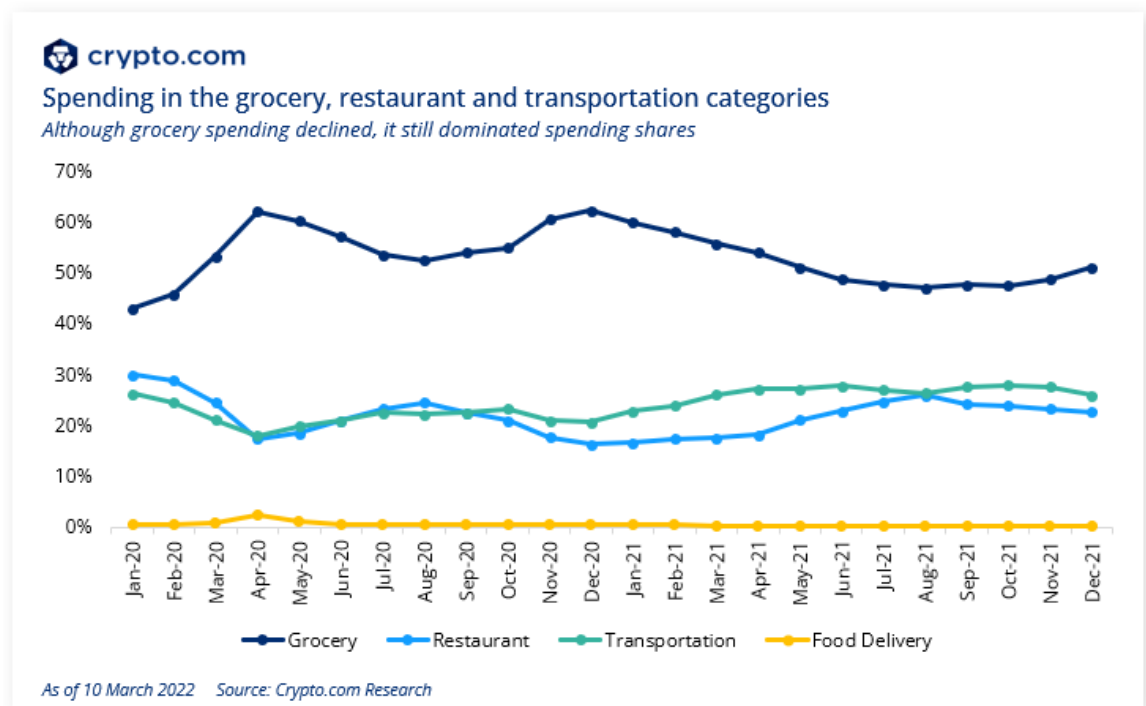
In-store	Online	Fashion	Transportation & Recreation	Hotels & Dining
+11%	-9%	+50%	+46%	+40%
Figures in this section show each category's growth relative to overall spending growth in 2021 versus 2020.				

## 1.2 Key Trends

The OECD Consumer Confidence Index (in yellow) saw steady growth in the first half of 2021 but fell in the second. The Crypto.com Visa Card spending index (in blue) was more volatile and recorded strong growth during Q1 to Q2, then fell in tandem with the Consumer Confidence Index. In Q4, it recovered to March levels.








**Grocery remains the main spending category, as the volume accounted for over 45% in 2021 even though its total volume dropped from 62% in 2020 to 51% in 2021.** The share of spending on restaurants and transportation grew above 20%.



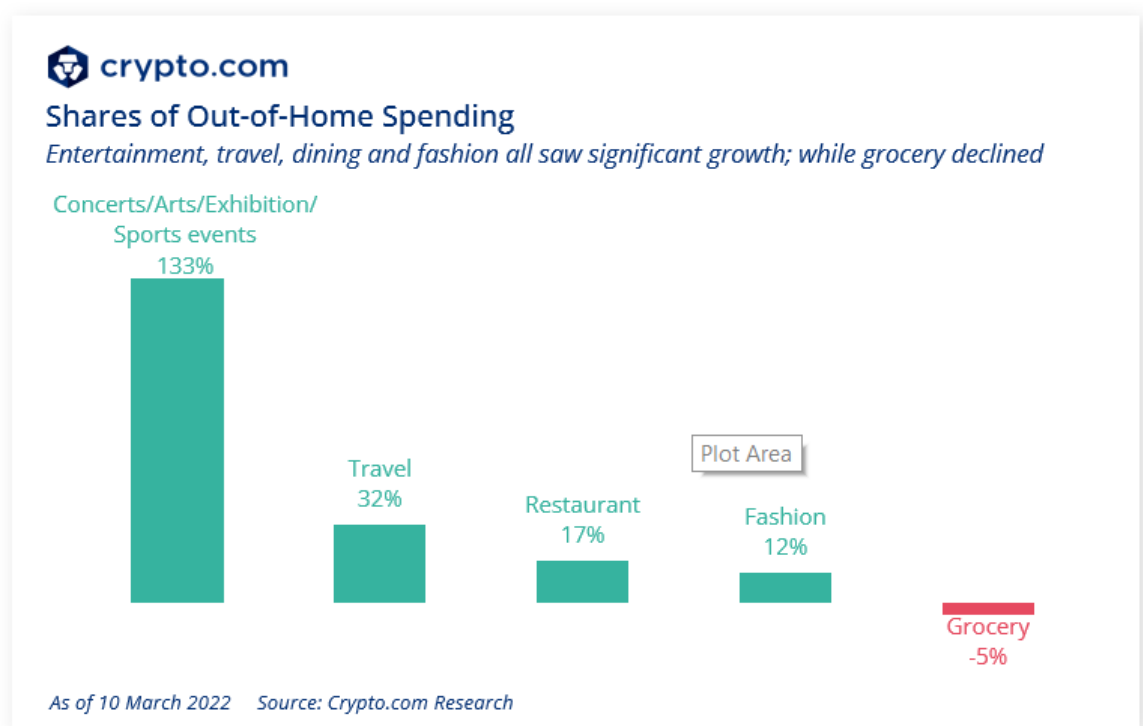
Top Supermarkets and Department Stores <sup>1</sup>			
UK & EU			
North America			
Asia Pacific			

The spending share in food delivery was still tiny and fell to less than 0.5% when compared to the grocery, restaurant, and transportation categories. However, some food delivery platforms are popular across the regions:

<sup>1</sup> Data from Australia and Brazil are excluded from this report as the cards were released at the end of 2021 and therefore are not yet representative.

Top Food Delivery Platforms			
UK & EU			
North America			
Asia Pacific			

In 2021, among out-of-home consumption, entertainment surged the most with around 133% growth, followed by travel (32%) and dining (17%); while the grocery category declined.











## 2. Travel and Cross-Border Spending

Crypto.com Visa Cards have transacted in over 100 countries and regions around the world. In travel spending, 21% of transactions were on shopping. Food & beverage took second place with 10% of the total transaction volume.

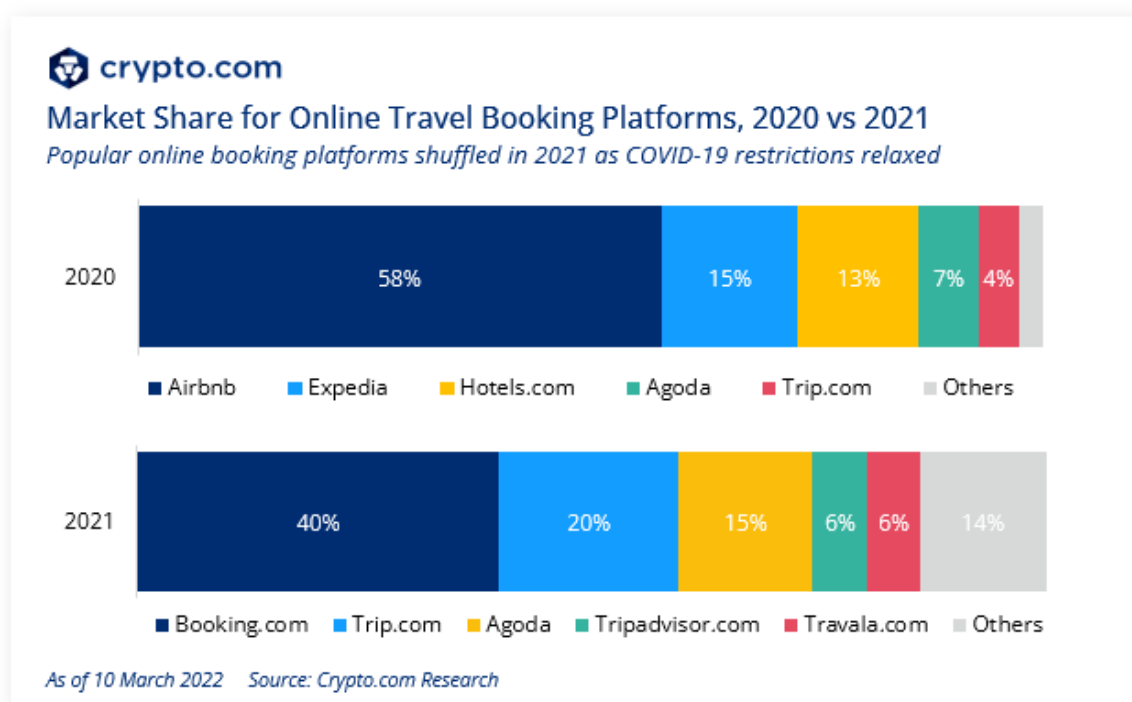


Transportation and accommodation combined as travel accounted for just 11% of transaction volume, with 66% of travel spending done in the EU.

Top Fashion Brands				
Luxury				
Non-luxury				

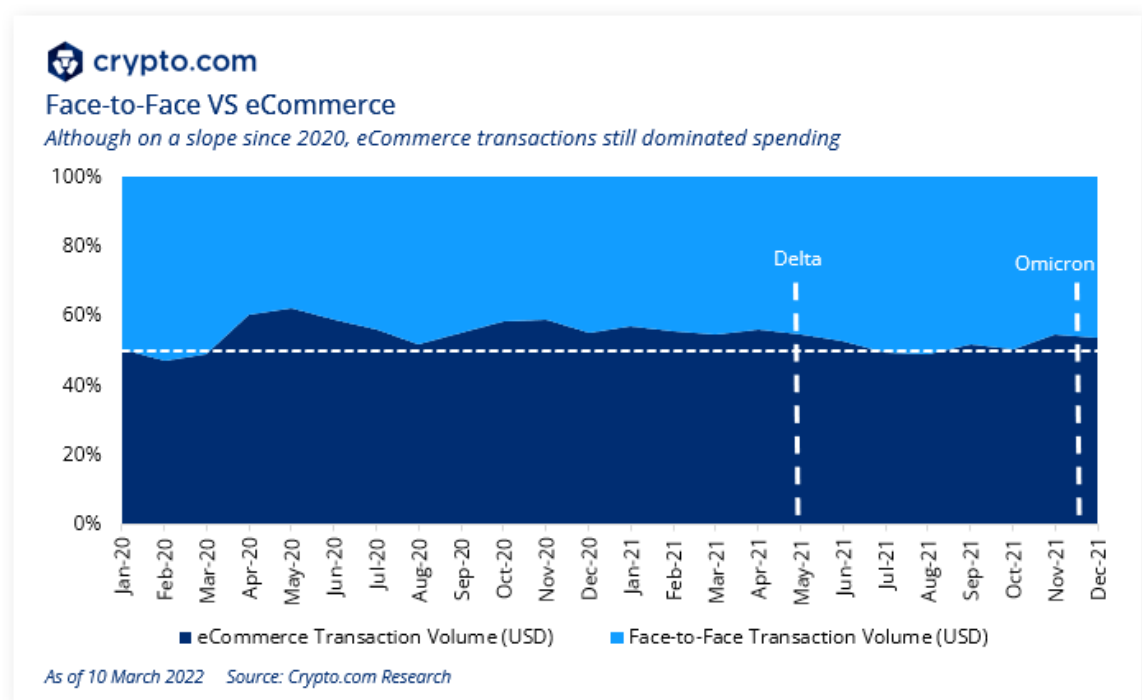
For the online travel booking platforms, top players shuffled. In 2020, despite COVID-19 affecting travel spending, Airbnb saw extraordinary growth in market share. The most likely explanation is that Crypto.com Visa Cards were shipped to 31 countries in Europe in 2020, where Airbnb has a substantial presence. An increase in popularity for staycations likely contributed to the growth too.

**However, Booking.com outpaced Airbnb, becoming the most popular online travel booking platform in 2021.** The potential reason is the reopening of markets in Europe after the pandemic.



### 3. eCommerce

With the spread of COVID-19 in 2020, eCommerce dominated the market with 55% spending share. In 2021, with the relaxation of lockdowns, face-to-face spending increased by 2% year-over-year. **Although online shopping showed a decrease in 2021, it still dominated the market with an average share of 53% spending.**

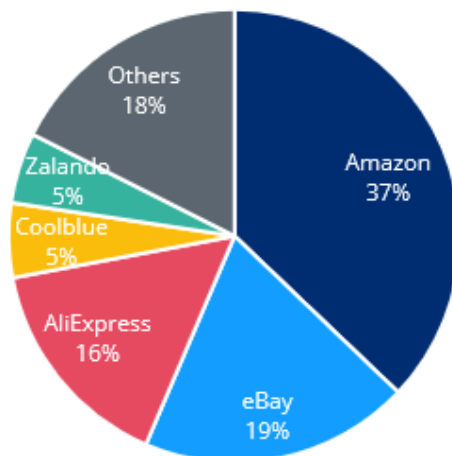


Among the popular eCommerce platforms, Amazon dominated eCommerce spending with 37% of the market. eBay was the second most popular platform with 19%, followed by AliExpress with 16% of market shares.



## Market Shares of Major eCommerce Platforms

*Amazon dominates eCommerce spending*



As of 10 March 2022 Source: Crypto.com Research

### Top Merchants Overall

UK & EU			
North America			
Asia Pacific			

### Top Online Shopping Platforms

UK & EU			
North America			
Asia Pacific			

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