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**Crypto.com Visa Card
Consumer Spending Insights
2022**

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Research and Insights

Crypto.com Research and Insights Team

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Executive Summary

- The Crypto.com Visa Card saw more than 80% growth in total spending in 2022 compared to the previous year.
 - Recreation (including recreation, sports, and culture) grew the strongest, by 52%.
 - Transportation came in second, spiking by 29%. This reflects increased consumer confidence post-COVID-19 as countries reopened their borders.
 - Similarly, on the back of recovery from COVID-19, consumers' spending on hotels and dining also spiked, by 28%.
- Grocery was still the main spending category with a 36% share, followed by transportation (19%).
- Online spending dominated the post-pandemic overall expenditure.
 - In 2022, for out-of-home consumption, entertainment (concerts, arts, exhibitions, and sports events) surged the most, with around 30% growth, followed by travel (11%) and dining (10%); grocery sales, however, declined.
- Crypto.com Visa Cards have registered transactions in over 200 countries and regions around the world.
 - Over 70% of travel spending was done in the EU.
 - Booking.com was still the most popular online travel booking platform for Crypto.com Visa Card users.
- Although most markets reopened worldwide in 2022, the proportion of face-to-face transaction volume remained stable at around 47% on average, which is similar to the previous year. This suggests that our card is still popular in online shopping.
 - Amazon, eBay, and Alibaba were the most frequented eCommerce platforms with 48%, 10%, and 9% market share, respectively.

1. Headline Findings and Key Trends

1.1 Headline Findings

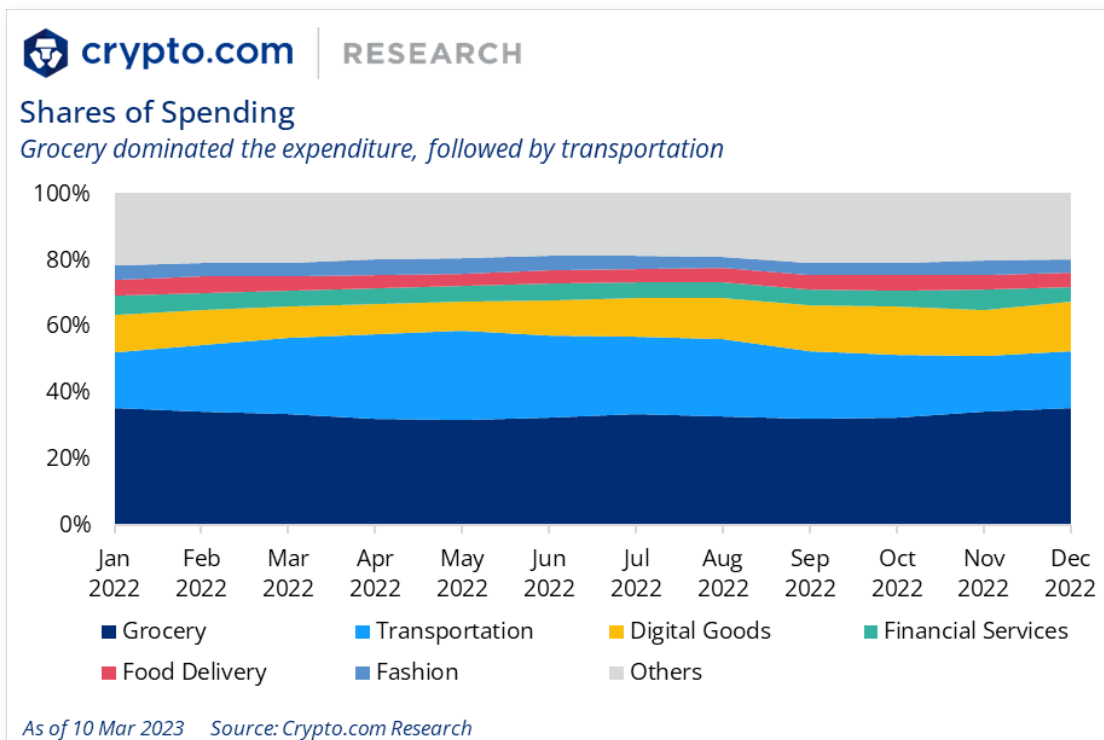
The Crypto.com Visa Card saw more than 80% growth in total spending in 2022 compared to the previous year. Particularly, we noticed considerable growth in the following categories:

Recreation	Transportation	Hotels & Dining	In-store	Online
52%	29%	28%	-12%	5%

Figures in this section show each category's growth relative to overall spending growth in 2022 versus 2021.

1.2 Key Trends

Grocery remains the main spending category, accounting for 36% of volume in 2022.



Top Supermarkets and Department Stores			
UK & EU		Sainsbury's	
North America			
Asia Pacific			
Latin America			

The spending share in food delivery fell by 1% and was lower compared to spending in fashion. However, some food delivery platforms are popular across the regions:

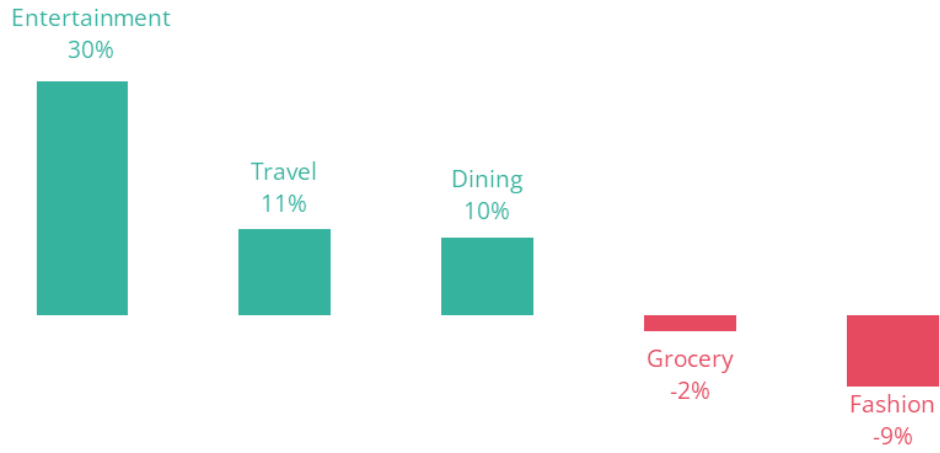
Top Food Delivery Platforms			
UK & EU			
North America			
Asia Pacific			
Latin America			

In 2022, amongst out-of-home consumption, entertainment surged the most, with around 30% growth, followed by travel (11%) and dining (10%); grocery and fashion categories declined, however.

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Shares of Out-of-Home Spending









Entertainment, travel, and dining saw significant growth; grocery and fashion declined



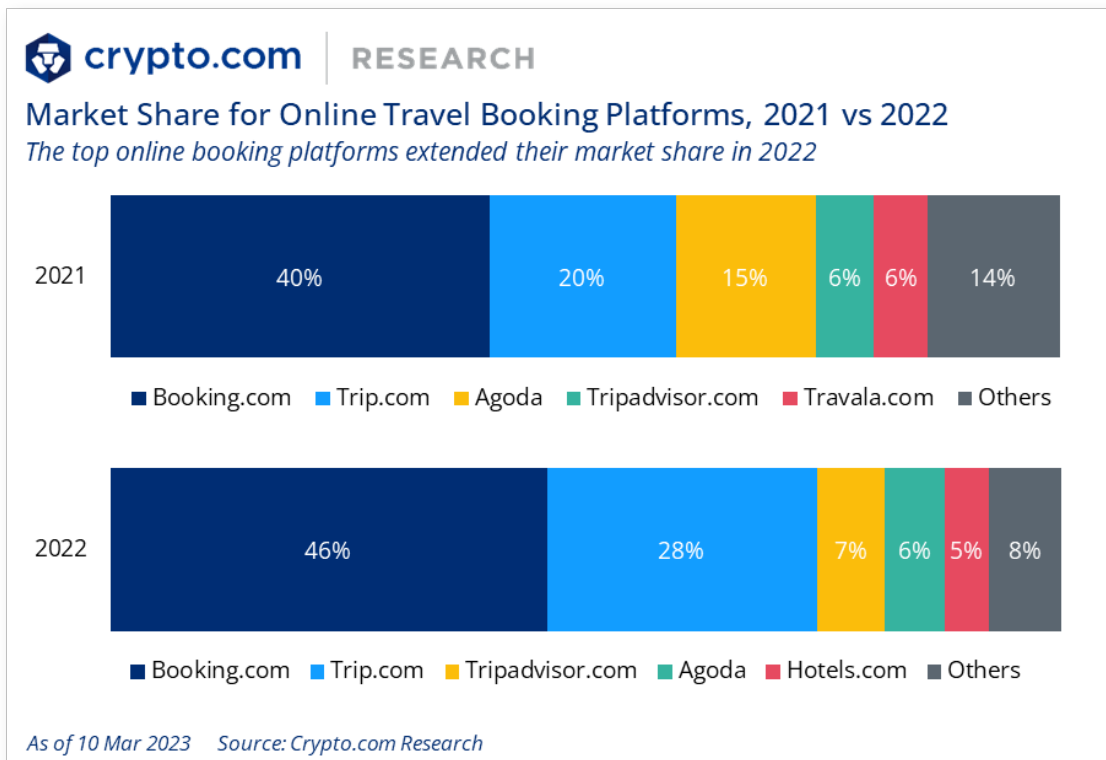
Note: Entertainment refers to concerts, arts, exhibition events, and sports
 As of 10 Mar 2023 Source: Crypto.com Research

2. Travel and Cross-Border Spending

Crypto.com Visa Cards have transacted in over 200 countries and regions around the world. In travel spending, 22% of transactions were on shopping, while food and beverage took second place with 13% of the total transaction volume. Transportation and accommodations accounted for 12% and 10%, respectively, of the transaction volume, with over 70% of travel spending done in the EU.

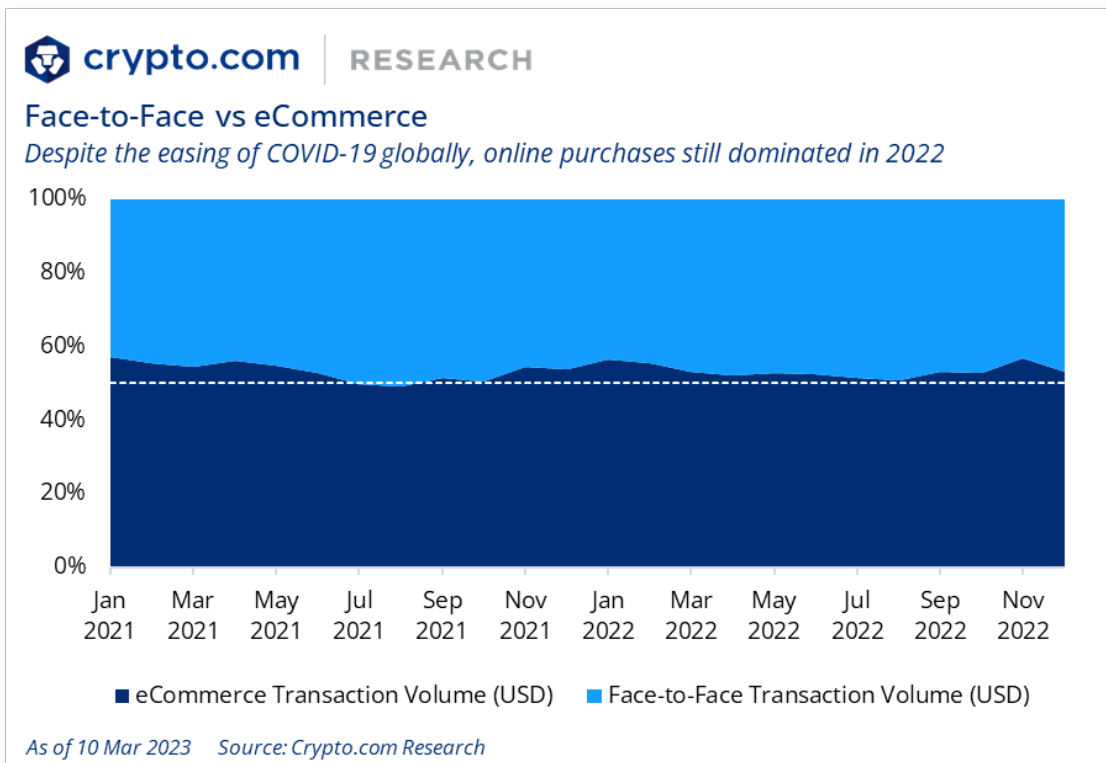
Top Fashion Brands				
Luxury				
Non-luxury				

With the further release of restrictions on travel after COVID-19 and the reopening of markets in major economies in 2022, spending on online travel booking platforms significantly surged. Top players like Booking.com and Trip.com expanded their market share during the year.



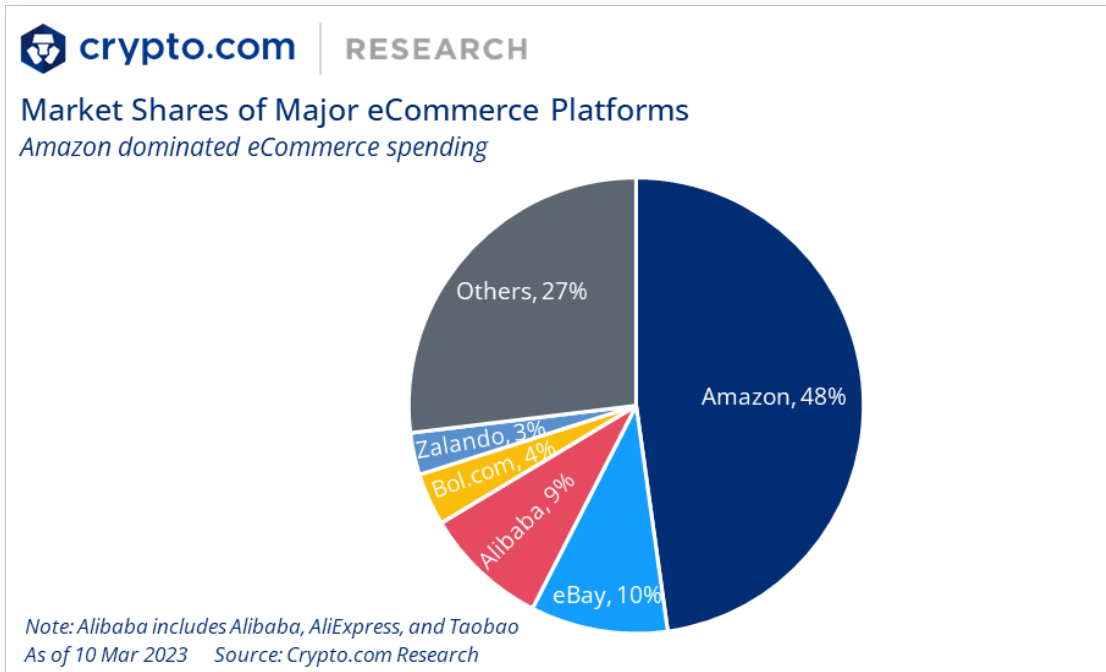
3. eCommerce

In 2022, although markets had reopened worldwide, the proportion of face-to-face spending remained stable, at around 47% on average, similar to the previous year. This suggests that our card is still popular for online shopping.



Top Merchants Overall			
UK & EU	Booking.com	amazon	NETFLIX
North America	Walmart	Publix	7 ELEVEN
Asia Pacific	Shopee	ezlink	Uber Eats
Latin America	mercado livre	ASSAÍ ATACADISTA	AliExpress™

Amongst the popular eCommerce platforms, Amazon dominated eCommerce spending, accounting for almost half (48%) of the market share. eBay was the second-most popular platform with 10%, followed by Alibaba with 9% of the market share.



Top Online Shopping Websites			
UK & EU	amazon	bol.com	ebay
North America	Walmart	COSTCO WHOLESALE	ebay
Asia Pacific	Shopee	amazon	Woolworths
Latin America	mercado livre	AliExpress	ebay

References

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e. contact@crypto.com

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