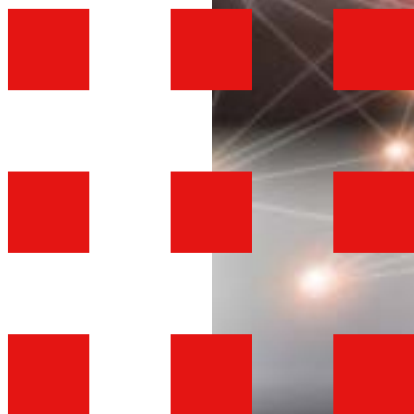


Payments trends

The Future of Payments, 2025 Vision



2025



Getnetⁱⁱⁱ



**The Future of Payments,
2025 Vision**

Introduction

The payments sector has moved beyond constant disruption. A decade ago, the industry faced wave after wave of revolutionary changes – with the introduction of new payment methods and fintech startups challenging traditional banking. But 2024 marked the start of true redefinition. Focus shifted from launching completely new solutions to improving emerging ones and embracing them in everyday commerce.

Last year's recalibration, amidst global economic shifts and digital acceleration, has brought the payments landscape to a significant inflection point. From social media checkouts to personalisation driven by Artificial Intelligence (AI), we witnessed the integration of innovation directly into the fabric of how we transact daily. As we head into the second quarter of 2025, it's already clear that this will be the year of optimisation and impact, where integrated technologies are truly leveraged for tangible value and results.

Our latest paper - *The Future of Payments, 2025 Vision* - cuts through the noise to pinpoint the eleven key trends that are, and will continue to, deliver concrete benefits to merchants in Latin America and Europe in 2025. It's time to transition from simply reacting to change, to proactively shaping the future of payments and commerce.

01

AI-powered personalisation will redefine customer journeys

AI has become a key tool for modernising and personalising payment experiences – a focus area that an overwhelming **91%** of banks globally now rate as “important” or “very important”. The reason payment modernisation is seen as so crucial to today’s firms is because new technological solutions can help significantly enhance customer satisfaction and loyalty. For example, AI-powered chatbots can help customers with general inquiries and automate tasks like order tracking and troubleshooting. As well as speeding up customer service times, this also frees up time for internal teams which enables them to focus on more complex, strategic tasks.

Specifically in Latin America, **56%** of firms report positive impacts from incorporating AI-powered chatbots, demonstrating the growing acceptance of AI in customer interactions. The region’s adoption of AI tools to personalise customer experiences is expected to increase further in the coming years, with **60%** of customer service exchanges in Latin America projected to be automated by 2027 to 2029.

Merchants will increasingly leverage AI throughout 2025 to tailor payment options, offer bespoke checkout experiences, and provide proactive customer support based on individual preferences and behaviours. Data-driven insights from AI will also enable businesses to understand customer payment patterns, optimise pricing strategies, and create more engaging and relevant interactions throughout the payment journey.

However, while AI offers powerful personalisation capabilities, implementation must be carefully balanced with consumer privacy concerns and preferences across different regions. Embracing AI-powered personalisation will be essential for merchants to differentiate themselves and meet the rising expectations of digitally savvy consumers in both Latin America and Europe - but those that rush integration will likely fail. Instead, firms should ensure adoption is done strategically and ethically to maximise results and avoid challenges.

#1



02

Instant Payment infrastructures will expand and interconnect

Instant payment infrastructures will continue to expand their reach and interconnectivity in 2025, driven by regulatory initiatives and the growing demand for real-time transactions. For example, The European Instant Payment Regulation (IPR) is solidifying instant payments as a new standard. From early January, EU banks have been required to be able to receive instant payments and, by October, banks must also be able to send instant payments. The integration of European instant payment platforms, like Bizum in Spain and MB Way in Portugal, will also enable instant transfers between European countries, removing a barrier to regional economic growth.

In Latin America, countries will continue to build upon the success of CoDi and Pix, which are rapidly growing in popularity. It's estimated that Pix's market share will be [51%](#) in 2027, surpassing that of credit cards (36%). To enable faster and more efficient domestic and cross-border transactions, increased interoperability between these instant payment systems across different regions will be key.



“ Merchants must prepare for the widespread adoption of instant payments by partnering with payment providers who are at the forefront of enabling real-time transaction capabilities. These partnerships will be crucial to ensuring businesses meet customer expectations for speed and efficiency ”

Juan Franco, CEO at Getnet

#2



03

Biometric authentication and tokenization will transform digital identity

With generative AI and deepfakes enabling fraud and cybercrime to the tune of a projected [\\$10 trillion](#) in 2025, strengthened identity checks are essential. **The integration of biometric authentication and tokenization is reshaping how consumers verify their identity and complete transactions**, and 2025 will mark yet another significant shift from traditional methods.

Digital identity verification will extend beyond basic payment authentication to enable seamless access across healthcare, education and government services. This will, in turn, allow consumers to selectively share verified credentials while maintaining privacy. Many payment providers are also in the process of developing biometric authentication solutions that validate consumer eligibility for age-restricted goods and services. An example of how this may work is by requiring customers to use fingerprint scanning or facial recognition to verify their identity at checkout. These biometrics could then be cross-checked with government databases for validation - eliminating the need for document uploads.

Passkeys will also gain significant momentum as the preferred form of passwordless authentication, with many major financial institutions expected to deploy these biometric-powered solutions for account access and transaction approval. Finally, Tokenization will work alongside biometric authentication to create a more secure payment ecosystem, replacing sensitive data with unique identification symbols that maintain security, even if intercepted.

As [90%](#) of consumers globally believe biometrics are more secure and convenient than passwords, merchants who embrace these technologies will be most likely to gain customer trust and loyalty. These businesses will also be well-positioned to offer their customers faster, more secure transactions while reducing fraud risks and improving the overall payment experience.

#3





Ongoing
Payment
Trends

04

Alternative payment methods will solidify mainstream dominance



#4

The adoption of **alternative payment methods (APMs)** like mobile wallets, instant payments, and Buy Now, Pay Later (BNPL) will accelerate further in 2025, with digital payments becoming the preferred choice for a growing segment of consumers.

Latin America will continue to be a hotbed for APM innovation, with further adoption of Pix in Brazil expected. Mexico's instant payment solution, CoDi, also reached [60 million](#) users in 2024 and will serve as another model for other regions seeking to modernise their payment infrastructures. Latin America's remittance market is also experiencing sustained growth driven by fintechs, superapps, and new alternatives like

stablecoins. These APMs are all rising in adoption due to them offering faster, more accessible, and cost-effective solutions.

In Europe, markets will witness further integration of cross-border APMs in 2025, driven by regulatory initiatives and consumer demand for seamless and convenient payment options across different countries. As such, merchants in both regions must diversify their payment acceptance strategies to include a wide range of APMs. This is how they will cater to evolving consumer preferences, capture a wider customer base and remain competitive.



Ongoing Payment Trends

05

**Cross-border
payments will
evolve towards
seamless global
commerce**

The drive for frictionless **cross-border payments** will intensify in 2025, as businesses seek to expand their reach and tap into global markets more effectively. This is particularly crucial in Latin America, where e-commerce sales have almost doubled to reach **\$160 billion**. Fortunately, advancements in technology and regulatory harmonisation in the region will further reduce the complexities and costs associated with international transactions, fostering greater trade and economic collaboration.

For instance, solutions like Getnet SEP, a regional API for eCommerce in Latin America, and initiatives like the European Payment Council's One-leg Out (OLO) Instant Credit Transfers (OCT Inst) scheme, will play a crucial role in enabling faster, more transparent, and secure cross-border payments. The Open Finance Framework has also

evolved from an EU concept to become a reality in Latin America, with Brazil, Chile, and Mexico leading implementation, while other countries across the region are in the process of adopting or considering the framework.

In Europe, the Immediate Cross-Border Payments (IXB) initiative - by EBA Clearing and The Clearing House (TCH) - is connecting payment systems between Europe and the US, making it possible to send money almost instantly between euros and US dollars. This will enhance cross-border trade across the regions, making it easier for businesses to pay suppliers, process invoices, and receive payments without delays.



“ Merchants who embrace streamlined cross-border payment solutions in both Latin America and Europe will gain a significant competitive advantage, unlocking new opportunities for growth in today's increasingly interconnected global marketplace ”

Juan Antón Arespachaga,
Head of Sales Global Account at Getnet



Ongoing Payment Trends

06

**Enhanced
security
measures will
combat evolving
fraud threats**

The payments industry embraced AI for fraud prevention in 2024 and the technology has proved crucial for detecting and preventing fraudulent transactions so far this year. However, as digital payments continue to grow, fraud tactics are also becoming more sophisticated. Because of this, the rest of 2025 will demand even more robust security measures from merchants, banks and financial institutions.

Latin America has one of the highest fraud rates worldwide, with research demonstrating that merchants are losing over [4.6%](#) of their ecommerce revenue to payment fraud. In Europe, the issue is also prevalent. For example, the most recent available data shows that in the first Q of 2024, online fraud incidents in Spain increased by [14.3%](#) compared to the same period in 2023.

To combat the challenge and protect businesses and consumers alike, multi-layered security

approaches, incorporating AI-powered fraud detection, behavioural biometrics, and real-time monitoring, will become essential in 2025. Collaboration between payment providers, merchants, and regulatory bodies will also be crucial in sharing threat intelligence and developing robust security frameworks to combat evolving fraud landscapes.

For merchants, investing in cutting-edge fraud protection technologies and partnering with experienced payment providers will be paramount for maintaining customer trust and safeguarding revenue in the face of growing cyber threats.



Ongoing Payment Trends

07

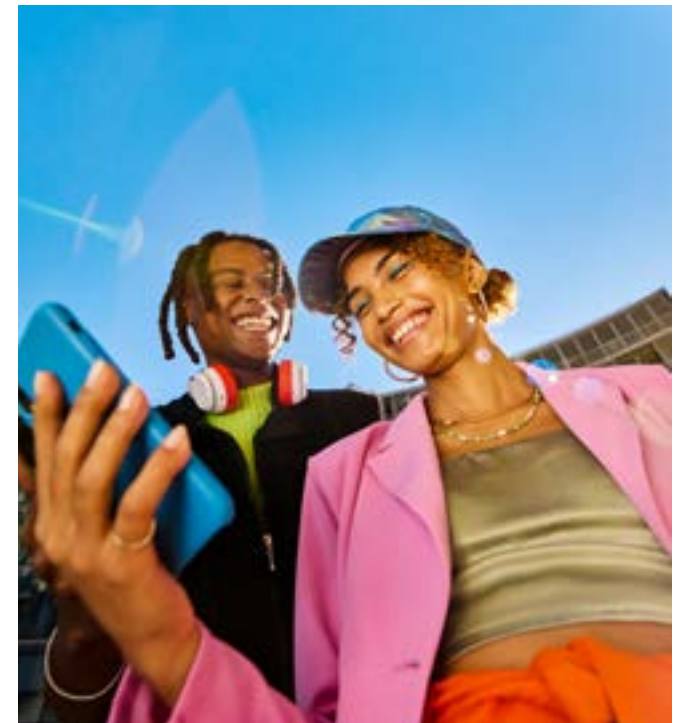
**Social commerce
payments will
streamline the
purchase journey**

Social commerce will continue its exponential growth throughout 2025, with seamless in-app payment experiences becoming a critical factor in driving conversions and customer engagement. By 2029, the social commerce gross merchandise value (GMV) in Latin America is expected to reach **US\$31.24 billion**, growing at a CAGR of 24% from 2024 to 2029.

When it comes to specific app innovations, [TikTok](#) has launched an in-app ticket booking feature in Mexico through a collaboration with Ticketmaster - indicating a trend towards integrated commerce experiences on social platforms. [WhatsApp Business](#) is also gaining popularity in Brazil, integrating payment functions and product discovery to create seamless purchasing experiences within the app.

Gen Z and other younger generations are increasingly expecting to complete purchases directly within social media platforms, demanding frictionless checkout processes and embedded payment options. As such, it's crucial that businesses embrace social commerce payments and partner with relevant creators. These partnerships will help merchants to optimise their social commerce strategies by integrating solutions such as buy buttons, in-feed

shoppable video, and instant payment methods. Not only will this help businesses cater to the impulse-driven nature of social media shopping, but it will also enable them to tap into new customer segments and unlock the huge sales potential presented by the rapidly expanding social media marketplace.





Ongoing
Payment
Trends

08

Variable Recurring Payments (VRPs) will unlock new B2B efficiency and subscription growth



#8

Variable Recurring Payments (VRPs) are another trend that will continue to gain traction in 2025. VRPs are growing in popularity due to the greater flexibility and control over payment flows that they offer. The solution will empower businesses to automate recurring payments, optimise cash flow forecasting and provide customers with transparent and adaptable payment schedules.

The development of this solution will be particularly valuable for subscription-based services, which are rapidly increasing. In fact, the global subscription economy is projected to surge

to a staggering [\\$996 billion](#) by 2028, a 68% increase from \$593 billion in 2024. This rising demand for subscription models across various industries, from software to media and retail, will further drive the adoption of VRPs as a preferred payment solution.

Merchants who leverage VRPs sooner rather than later will get ahead of the curve by enhancing operational efficiency, improving customer retention, and unlocking new revenue streams through flexible and convenient recurring payment options.



Ongoing Payment Trends

09

Value-added services will deepen merchant-provider relationships

Value-added services will also become increasingly crucial for payment providers seeking to build stronger, more strategic partnerships with merchants. Merchants will seek payment partners who can offer comprehensive solutions that not only facilitate payments but also provide valuable insights, optimise operations, and enhance the overall customer experience.

Examples of value-added services that will differentiate leading payment providers in today's competitive market include **Dynamic Working Capital (DWC) solutions, advanced data analytics, loyalty programs and enhanced customer support**. Another offering that will set providers apart is **Dynamic Currency Conversion (DCC)** - a service that allows international customers to pay in their home currency when making purchases abroad. This service will be crucial in meeting demand and maintaining customer loyalty, as [22%](#) of shoppers globally won't place an order if they're not able to view prices or pay in their local currency.

Delving deeper into **DWC solutions**, 2025 will see more merchants leverage these technologies to optimise how and when they access and manage their cash flow. Labelled as dynamic due to the ability to adapt in real-time to changing transaction data and supply chain conditions, DWC solutions are gaining traction among businesses in Latin America.

In fact, [18%](#) of mid-sized companies in Latin America and the Caribbean (LAC) utilised virtual cards in 2024 – a 13% year-over-year increase. Virtual cards are a type of DWC solution that go beyond traditional credit cards by enabling real-time, flexible, and controlled payment terms. By using virtual cards, businesses can pay suppliers instantly while holding onto their own cash longer. They can also track spending easily, reduce fraud, and save time with automated processes. Each payment is issued through a secure, purpose-specific card, offering greater control, transparency, and efficiency.

By focusing on delivering these value-added services and building consultative relationships, payment providers like Getnet will become indispensable partners for merchants as they navigate the complexities of today's evolving payments landscape.





Ongoing Payment Trends

10

Omnichannel payments: providing a consistent experience across channels

The divide between digital and physical shopping is disappearing. Today's consumers enjoy shopping using multiple channels, whether that's online, in-store or on social media. In fact, [75%](#) want a seamless omnichannel purchasing experience. The problem is that only [25%](#) are actually satisfied with the experience they get from retailers.

In Latin America, the rapid growth of eCommerce has necessitated the adoption of **omnichannel payment strategies** – with the market expected to grow by [19%](#) between 2022 and 2027. To meet the needs of consumers in the region who now shop across different platforms, businesses must adopt payment systems that offer flexibility and versatility, no matter the channel. In Spain, the need is the same. Nearly [75%](#) of Spanish shoppers like to research products online before finalising a purchase in-store and 76% of consumers combine both online and in-store transactions. As such, merchants that place focus on improving their omnichannel payment experience throughout the rest of 2025 will be most likely to drive success.





Ongoing Payment Trends

11

Embedded payments



Embedded payments refer to transactions integrated directly into a business's website, app or other digital channel. This payment technology allows users to make online transactions easily, without being redirected elsewhere. As a result, users are given a more seamless, faster and, most notably, convenient purchasing experience – which is a top factor for [60%](#) of consumers when choosing where to shop. As such, getting on board with this payment trend should be a priority for businesses in 2025.

Key examples of embedded payments are social media profiles with in-app purchasing capabilities and eCommerce platforms with integrated checkouts. These types of payments are transforming the financial landscape in Latin America by catering to the shifting needs of both merchants and consumers in the region. Looking beyond 2025, embedded finance revenue across Latin America is predicted to rise to around [\\$34.5 billion](#) by 2029.

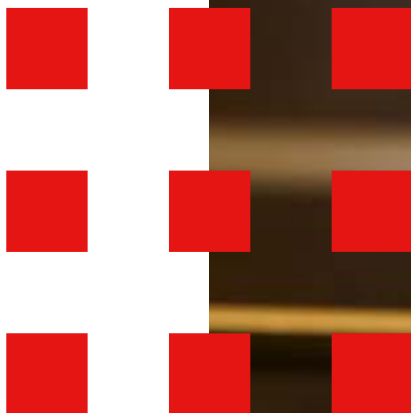
Conclusion

Adapting to the Future of Payments

2025 has already proven to be the start of a pivotal year for payments, marked by accelerated innovation and transformative shifts in consumer behaviour and technological capabilities. To ensure success in the rest of this year, merchants in Latin America and Europe must proactively embrace these trends, adapting their strategies and partnering with forward-thinking payment providers to remain competitive and thrive.

The Future of Payments, 2025 Vision serves as a guide for businesses to navigate this dynamic landscape, empowering them to unlock new opportunities and build a successful future in the era of digital commerce. Getnet is committed to supporting merchants on this journey, providing the innovative solutions and expert guidance needed to navigate the changing face of payments and achieve sustained growth throughout the rest of 2025 and beyond.





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