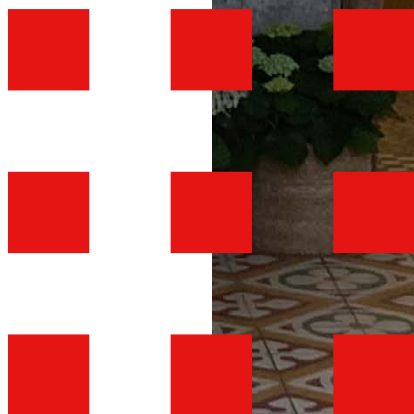


Unlocking SMEs potential: How verticalized payment solutions drive growth across Latin America and Iberia

2025



Getnet 



Meeting the payment needs of
SMEs in Latin America, Spain
and Portugal

Introduction

Small and medium-sized enterprises (SMEs) are crucial to the economic success of countries across the globe, providing opportunities for jobs, innovation, and growth. These organisations **represent 90% of businesses worldwide and contribute up to 40% of national income in emerging economies.** Despite this, SMEs face numerous challenges, from fluctuating inflation to evolving regulatory landscapes.

While these challenges are felt globally, they are often amplified for SMEs in regions like Latin America, Spain, and Portugal. These regions must also navigate highly fragmented payment ecosystems, inconsistent financial infrastructure, and a broad diversity of consumer payment preferences, all of which can complicate day-to-day operations and growth.

In this whitepaper, we will explore the vertical-specific payment needs and pain points of SMEs in these regions. We will also delve into the ways technological solutions from industry-leading payment partners like Getnet can help these businesses create lasting growth.

“ For us, innovation starts with listening. SMEs don't need more complexity; they need partners who understand their daily challenges. At Getnet, we build solutions that make payments invisible — so entrepreneurs can focus on what really drives their business: growth, people, and purpose.”

Daniel Flores,
Global Head of Product at Getnet





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Introduction

The dynamic SMEs landscape in Latin America, Spain and Portugal

SMEs in Latin America and Iberia all face unique regional challenges. **Latin America presents a dynamic but fragmented payment landscape**, with each country having distinct payment preferences and regulatory environments. Meanwhile, **Spain and Portugal**, though part of the unified European payment system, face their own difficulties in supporting SMEs with **digitalisation and cross-border commerce**.

In addition to regional barriers, SMEs in each of these areas are also dealing with broader pressures. These difficulties include rising transaction fees and tariffs, limited access to cross-border payment infrastructure, inflation and economic uncertainty, changing regulations, digital transformation demands and customer loyalty challenges.

SMEs in 2025 also need modern payment solutions to keep up with

changing customer expectations. As digital habits continue to evolve, **consumers increasingly expect fast, flexible, and convenient ways to pay - regardless of a business's size or location**. This shift has made digital transformation, and the ability **to offer multiple payment options**, essential for SMEs that want to stay competitive and meet the demands of today's market.



For small hospitality businesses such as restaurants, bars and coffee shops, payment needs are driven by the fast-paced, service-oriented nature of their operations. **These businesses require seamless, low-friction payment solutions that support transactions made in-person, online and through delivery platforms.** They also need to be able to digitally accept tips, split bills and manage payments per table.

Slow payment processing, especially during busy periods, can create bottlenecks for these businesses - reducing table turnover, customer satisfaction and ultimately, revenue. This is why solutions such as **POS systems** are critical for operational efficiency. These systems **centralise key functions like order management, payment processing, inventory tracking, and customer data collection.** By streamlining these processes, POS systems help reduce human error, speed up service and improve communication between front-of-house and kitchen staff.

As expectations around convenience and speed continue to rise, there is also growing pressure from customers for these businesses to support a **wider range of payment methods including mobile wallets, contactless payments and QR codes.** The adoption of mobile payments is strongest from younger consumers, with 17% of millennials in Latin America considering mobile their preferred payment channel. However, demands are becoming more widespread and meeting them can create implementation challenges for smaller venues due to limited resources, technical complexities and cost sensitivity.



Partnering with a payment provider can minimise implementation complications for restaurants, bars & coffee shops. For example, the right partner can support with any difficulties that arise when **connecting payment systems with existing booking platforms, kitchen management software and accounting systems**. They can also help to implement systems that securely take card details as booking guarantees, without creating compliance risks. Additionally, many payment providers offer **training support** and resources to help staff learn how to use new technology quickly and effectively.

A prime example of this is the partnership between Getnet and SoftRestaurant, **which is transforming Latin America's hospitality payment experiences**. Identifying that restaurants across Mexico and Latin America often struggle with fragmented restaurant management and payment systems, Soft Restaurant, the region's leading restaurant provider with 25 years of experience, saw an opportunity to develop an integrated payment solution. They partnered with Getnet – an established global payment solutions company that serves 1.3 million merchants and processed €222 billion across 35 countries in 2024. This collaboration resulted in the deployment of something truly unique in the market: **Soft Restaurant Payments, a fully integrated solution that unifies restaurant management and payments into a single, seamless system** to give thousands of restaurants the operational flexibility they need.

Meeting payment needs of Restaurants, Bars & Coffee Shops



Support for local payment methods and food vouchers

- Allows customers to pay with familiar local options and government-backed vouchers
- Increases accessibility for consumers and helps merchants widen their customer-base and capture sales they might otherwise lose



Pre-authorisation for bookings

- Temporarily holds funds at the time of reservation to protect merchants against no-shows and last-minute cancellations
- Increases booking reliability, secures future revenue and improves cash flow predictability



Pay-at-table technology

- Enables customers to pay at the table via mobile or card, reducing waiting times and improving satisfaction for customers
- Speeds up service, reduces staff workload and increases table turnover, directly boosting merchant sales



Integration with restaurant software platforms

- Connects payments directly with POS and restaurant systems ensuring smooth order and payment workflows
- Reduces human error, speeds up reporting and offers valuable customer insights for better loyalty strategies



Small retail shops in Spain, Portugal and Latin America also face their own challenges. eCommerce adoption across these regions is rapidly increasing, with an expected [21%](#) year-over-year (YoY) growth anticipated in Latin America in 2025 and the number of eCommerce users in Spain expected to amount to [26.8m by 2029](#). To keep up with this growth and meet consumer demand, **it's crucial that small retailers create seamless payment experiences across online and mobile channels, while ensuring the in-store experience remains just as smooth and consistent.**

A large part of delivering a seamless omnichannel shopping experience is accepting a **range of different payment methods**. Not only does this include modern solutions like mobile wallets and contactless payments, but also innovative financing options, such as Buy Now, Pay Later (BNPL). This is because modern financing options are becoming increasingly popular in Latin American and Iberian countries. In Spain, the BNPL market is expected to grow by [11.6%](#) in 2025 to reach \$8.91 billion while, in Argentina, an annual BNPL growth of [32.9%](#) is predicted.

Getnet has expanded its payment ecosystem to include modern alternative payment methods including BNPL. This enables our merchants to offer their customers the option to purchase immediately and pay in installments. This makes purchases more accessible, boosting merchants' conversion rates and increasing average order values, driving revenue growth. Merchants offering BNPL can also extend their customer base, as BNPL has been known to attract younger shopper demographics who may not qualify for traditional credit cards.

If small retailers don't make these payment methods readily available to customers, they face the risk of shoppers abandoning purchases. In fact, **74%** of people in Mexico, Colombia, Chile and Spain would quit using a brand because of a bad experience like payment frustration.

Despite the negative impact cart abandonment can have on conversion rates, small shops are often hesitant and slow to implement new, digital payment methods. This is because of limited IT resources and integration issues, which can end up resulting in reconciliation problems and time-consuming manual processes for staff.

A payment provider can help small retailers accept a wider range of payment methods, minimising implementation challenges while also enabling them to compete with larger brands that offer more sophisticated financing options. This type of payment optimisation boosts professionalism, expands customer reach, and supports retail business growth in today's increasingly digital economy.

Meeting payment needs of Retail Shops



Consumer finance options (BNPL, instalments)

- Enables merchants to offer installments or Buy Now Pay Later (BNPL) options to consumers
- Increases affordability and makes high-ticket purchases more accessible, directly boosting average order values and conversions without adding credit risk to the merchant



Loyalty programme enablement

- Integrating loyalty and rewards encourages repeat spend from existing customers
- Building brand stickiness and increasing purchase frequency enables merchants to maximise lifetime value per customer



Integration with shop plugins for online stores

- Plug-and-play integrations with platforms like Shopify or WooCommerce help merchants get online quickly
- Lowers technical barriers, increases speed to market and allows businesses to capture e-commerce revenue immediately



The needs and difficulties faced by small convenience shops and supermarkets also vary from other verticals. This is because **these businesses often operate on thin margins, rely heavily on high-volume, low-value transactions and require fast, reliable payments to keep customers moving quickly.**

Slim margins mean that these stores only earn a small profit on each sale. Any additional costs, such as transaction fees, can reduce this even further - with even small percentage differences impacting profitability. **Accepting modern payment methods can help significantly reduce these additional costs.**

For instance, in Latin America, transactions made through the popular instant payment system, Pix, incur little to no cost. This is because instant payment solutions remove expensive intermediaries like card networks and acquirers. As implied in the name, this type of payment also settles instantly which dramatically improves cash flow – a lifeline for small stores that need to frequently replenish inventory.

Many small convenience stores and supermarkets in Latin America and Iberia still operate primarily in cash. But not only does this create security risks and administrative burdens, it also slows down service due to the need to count bills or make change. This can be damaging because payment processing speed directly impacts customer satisfaction.

Accepting fast, seamless solutions like Pix eliminates the issue of speed while also meeting high customer demand – which is demonstrated by the solution's rapidly growing usage across Latin America. In Brazil alone, Pix is projected to hit a market share of [51%](#) by 2027, surpassing that of credit cards (36%).

A payment provider can help small shops and convenience stores to implement local payment solutions, like Pix. But a good payment provider doesn't just offer the tech, they offer enablement. **By making instant payments easy, affordable, and reliable, small stores can be empowered to lower costs, increase efficiency, and build customer trust.**



Beyond helping convenience stores and supermarkets improve daily cash flow through faster settlements and offering local payment methods, leading payment providers can also help convenience stores and supermarkets **access working capital when they need to invest in inventory or technology**. One merchant financing option Getnet offers is a sales advance (for example Adelanto de Ventas in Mexico) which allows eligible merchants to select advances up to \$50,000 from a range of options determined by their average sales volume and the provider's risk assessment. The advance is then repaid over four months, divided into 120 daily payments which are automatically deducted from daily sales processed via the Getnet terminal. This helps companies to optimise cash flow and reduce the time that funds are tied up in operations.

Meeting payment needs of Convenience shops and supermarkets



Merchant finance options

- Gives merchants easy access to working capital to invest in growth opportunities, from new stock to equipment or marketing campaigns
- Financial flexibility enables merchants to scale faster without operational bottlenecks



Simple pricing models

- Transparent, flat or simplified pricing removes confusion around fees
- Helps merchants forecast costs more easily, makes adoption less risky and accelerates the decision to sign up



Self-onboarding capabilities

- Automated digital onboarding reduces paperwork and speeds up the time for a merchant to start taking payments
- Removes friction and lets businesses monetise almost immediately



Integration with inventory systems for larger operations

- Directly links payment solutions with stock management to ensure accurate tracking and avoid overselling
- Enables merchants to optimise stock levels, reduce waste and meet customer demand





Similarly to other verticals, small healthcare providers in Latin America, Spain, and Portugal are also facing the demand for digitisation. However, many lack the resources needed to adopt electronic medical records, telehealth platforms, or secure digital payment systems. This lack of modern payment solutions can create inefficiencies and risks relating to security and compliance.

Due to the sensitive nature of medical information, and the significant costs often associated with treatments, outstanding security in the healthcare sector is vital. Failure to meet security and compliance standards can result in detrimental results for small businesses, such as fines or even closure. The key is **to adopt technologies and workflows that separate clinical data from payment information, enforce encryption and authentication, and maintain compliance with regulations.**

For example, small clinics should seriously consider implementing **solutions such as Tokenisation and Point-to-Point Encryption (P2PE), which can be used to protect sensitive card details for both card-present and card-not-present transactions.** A payment provider can equip small medical businesses with this type of industry-grade security, in addition to real-time fraud detection, AI-driven monitoring and managed risk services.



The importance of robust fraud prevention in the healthcare sector cannot be overstated. **Getnet recently partnered with Koin, a regional leader in fraud prevention, to offer Latin American organisations access to advanced anti-fraud tools through a single integration.** This collaboration brings cutting-edge technologies such as artificial intelligence, biometrics, 3D Secure authentication, and real-time transaction monitoring to small clinics and healthcare practices across the region. By reducing fraud rates while improving transaction approval rates, these integrated solutions help healthcare providers maximise revenue while maintaining the stringent security standards their patients expect.

Another challenge small healthcare providers face is revenue loss from patients missing appointments. Subscription payments can help these businesses mitigate this problem by creating a more predictable, prepaid revenue model that aligns patient commitment with ongoing care. However, managing subscription payments for ongoing care plans can create administrative challenges for smaller practices.

By working with a payment provider, small clinics can get subscription management support, such as access to automated scheduling tools, personalised appointment reminders and payment processing. Not only does this help reduce revenue loss and decrease admin, but it can also strengthen patient relationships and improve retention.

Meeting payment needs of Healthcare providers



P2PE for card present and not present acceptance

- Strong encryption protects sensitive payment data, reducing risk of fraud and data breaches
- Builds customer trust while ensuring compliance with PCI standards, avoiding costly penalties



Pre-authorisation for bookings

- Temporarily holds funds at the time of booking to protect providers against no-shows and last-minute cancellations
- Increases booking reliability, secures future revenue and improves cash flow predictability



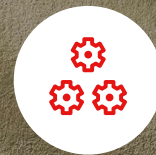
Subscription management

- Automating recurring billing reduces manual administration and improves customer retention
- Merchants benefit from predictable, recurring cash flow and minimised churn due to failed or missed payments



Multiple seller function with split payments

- Lets marketplaces distribute funds instantly and fairly between multiple vendors
- Simplifies operations, attracts more sellers to the platform and strengthens merchant ecosystems



Specialised sector support

- Vertical-specific functionality means payment solutions are tailored to industry needs
- This increases adoption rates, reduces operational friction and ensures merchants can maximise their revenue opportunities



How **Getnet** enhances SMEs capabilities

To combat all of these challenges, SMEs in Latin America, Spain and Portugal require **innovative solutions from vendors, exceptional service support and, most importantly, the right payments partner.**

At Getnet, we offer a **complete suite of payment solutions tailored to SMEs needs, including in-store, online, and mobile payment acceptance across multiple channels and markets.** We're here to support SMEs on their digital transformation journey. From basic payment terminals to advanced smart point-of-sale (POS) systems, we provide scalable technology that grows with businesses, ensuring SMEs only invest in what they currently need.

Beyond basic payment processing, we also enhance SMEs operations through **value-added services.** This includes **data analytics and business intelligence tools, loyalty programme enablement, merchant financing solutions, fraud prevention systems and reconciliation software.**

Additionally, our unified Regional API for eCommerce, Getnet SEP, provides access to payment and acquiring services across **Brazil, Argentina, Chile, Mexico and Uruguay.** This solution works through **a single integration, reducing complexity while expanding market reach for SMEs.**

With a deep understanding of regional payment preferences, Getnet helps SMEs offer the right mix of payment methods to maximise both conversion and customer satisfaction. But our expertise goes beyond general regional trends; we also understand the unique, sector-specific payment needs of SMEs across Latin America, Spain, and Portugal.

How **Getnet** enhances SMEs capabilities



Local payment acceptance through regional API (Getnet SEP)

- A regional API simplifies compliance and ensures merchants can accept a variety of payment methods easily
- Getnet SEP is a single-entry point for payments across Brazil, Argentina, Chile, Mexico and Uruguay, simplifying the integration of payment services
- Supports smoother entry into new markets while maintaining a seamless customer checkout experience



Local and global payment method support

- Accepting a broad range of domestic and international methods means customers never abandon a merchant due to lack of preferred payment solution
- Maximises conversion rates and strengthens global sales strategies



Range of POS options (basic to smart POS)

- Offering a POS solution for all business types gives flexibility to smaller retailers as well as growing enterprises
- Merchants can scale operations without having to change providers



Omnichannel acceptance (card present, payment links, MOTO)

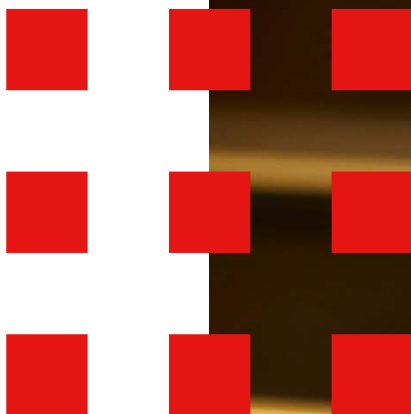
- A unified system across in-store, remote and online sales channels give customers consistency and choice
- For merchants, it enables centralised reporting and captures sales wherever customer engage

Conclusion

Looking ahead to 2026 and beyond, SMEs across Spain, Portugal and Latin America will continue to face an evolving landscape shaped by digital transformation, rising consumer expectations, and increased competition from both local and global players. To stay competitive, these businesses will need to adopt smarter, more agile operations - especially when it comes to how they manage and accept payments.

Despite the challenges faced, SMEs can flourish with the right payment partner to support them. **At Getnet, we understand the specific needs of each business vertical, tailoring payment solutions to help vital small businesses grow into market leaders.** By partnering with Getnet, SMEs in these regions can transform payment processing from a necessary operational function into a strategic business asset that drives growth and enhances customer satisfaction.





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