For merchants who have completed the chip upgrade, counterfeit fraud dollars EMV® chip cards and chip-activated merchants combat counterfeit fraud in the U.S. in March 2019 compared to September 2015 dropped 87%.

Over 3.7M merchant locations are now accepting chip cards.

That's a 82% decrease since the beginning of EMV migration in the U.S.

Number of active Visa chip cards in the U.S.

That's a 227% increase since September 2015.

Chip transactions continue to increase in the U.S.

Credit

Debit

Chip Payment Volume (B)

Increase due to seasonality, with average holiday season volumes typically higher than other quarters.

Chip Transactions (M)

99% of overall U.S. payment volume in June was on EMV cards.

925% increase since the beginning of EMV migration in the U.S.

With 80% of U.S. storefronts now accepting chips.

Visa Chip Card Update

Credit

Debit

June 2019

EMV® chip cards and chip-activated merchants combat counterfeit fraud in the U.S.

Sources:

U.S. card figures are estimates based on the number of active cards per VisaNet data and operating certificates provided to Visa by client financial institutions as of the end of June 2019; US chip merchant location data based on VisaNet data as of end June 2019. Merchants that have completed an EMV transaction in the last 30 days considered chip-activated; Counterfeit fraud reduction at fully chip-enabled U.S. merchants for the quarter ended March 2019 compared to the quarter ended September 2015. Decline in counterfeit fraud dollars for all U.S. merchants in the quarter ended March 2019 compared to the quarter ended September 2015 includes chip-enabled and non-chip-enabled merchants. Overall card present fraud includes multiple fraud types including, but not limited to, lost, stolen, counterfeit, and card not received as issued, in the quarter ended March 2019 compared to the quarter ended September 2015. Fully chip-enabled merchants defined as locations where 75% of card present payment volume is chip-on-chip. Data includes both U.S.-issued credit and debit cards; Transaction number and volume based on VisaNet data for U.S. locations with chip transactions as of end June 2019. Overall U.S. payment volume on EMV cards includes transactions made on all terminals (chip-enabled and non-chip). EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC. Card-not-present includes e-commerce, mail order, and telephone order transactions.

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