Visa Chip Card Update: October 2016

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



More than 1.7M merchants are now accepting chip cards, a 191% increase in the last year.

According to Aite, 84% of non-chip merchants report that they are planning to upgrade to chip or are already in the implementation process.





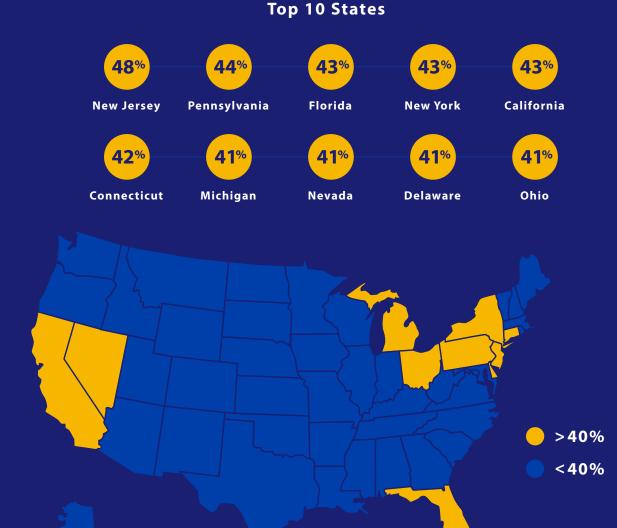
now accept chip cards



More than 80% of those locations are small and medium-sized businesses

State of the States for Merchant Chip Adoption

In the top states, more than 40% of storefronts now accept chip cards.



completed the chip upgrade, counterfeit fraud dollars dropped 43% compared to a year earlier.

For merchants who have

43%

Chip transactions continue to increase in the U.S.





