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.

September 2017

Visa Chip Card Update

Over 2.5m merchant locations are now accepting chip cards

That’s a 542% increase since the beginning of EMV migration in the U.S.

With 55% of U.S. storefronts now accepting chip cards

Number of Visa chip cards in the U.S.

That’s a 190% increase since September 2015

With 84% of Visa credit and debit cards having chips

Chip transactions continue to increase in the U.S.

That’s a 190% increase since September 2015

With 64% of Visa credit and debit cards having chips

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Sources:
U.S. card figures per VisaNet data and operating certificates provided to Visa by client financial institutions as of end September 2017; US chip merchant location data based on VisaNet data as of end September 2017. 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 month of June 2017 compared to June 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 September 2017. * Card-not-present includes e-commerce, mail order, and telephone order transactions. Volume fluctuation due to seasonality, with average holiday season volumes typically higher than other quarters.