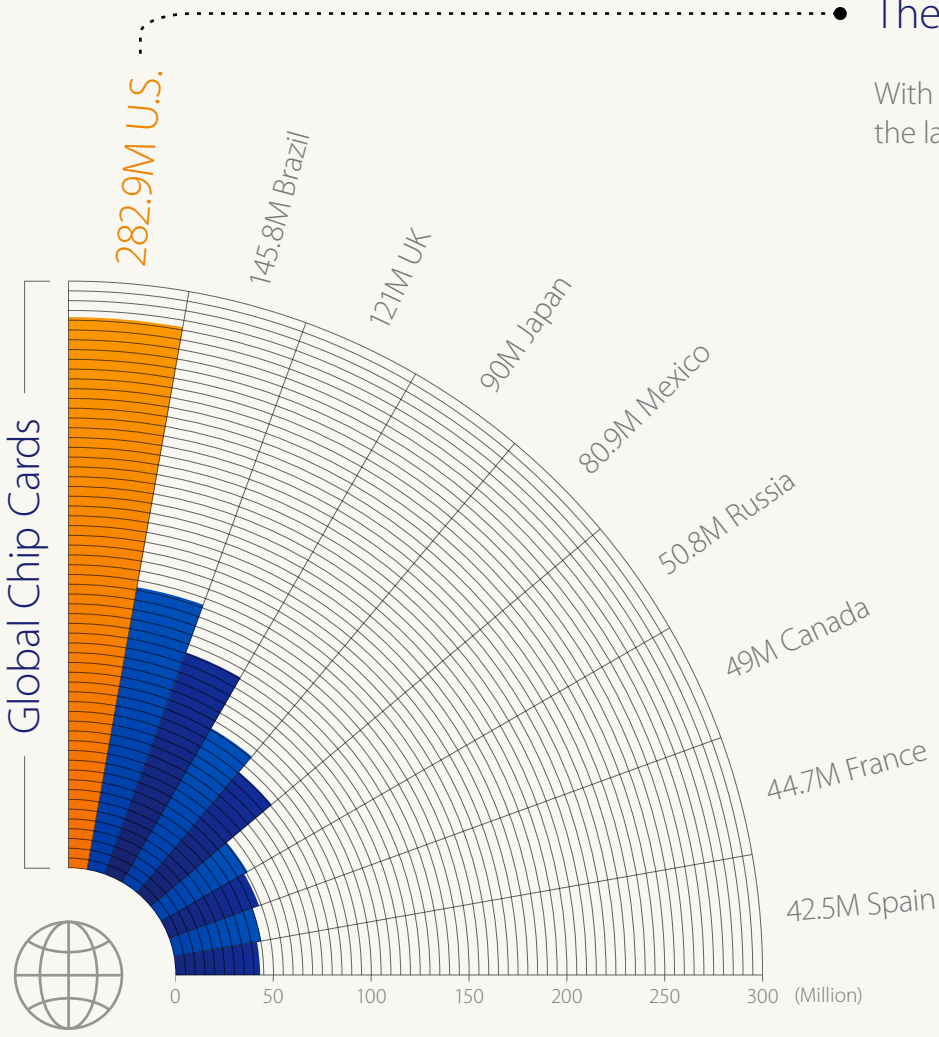# April Update: Chip Technology Gains Ground in the U.S.

The U.S. migration to chip technology continued onwards and upwards in April 2016.

The World's Largest Chip Market

With more than 282 million Visa chip cards in circulation, the U.S. is the largest chip market in the world, and by a large margin.[1]

Global Chip Cards

- 282.9M U.S.
- 145.8M Brazil
- 12M UK
- 90M Japan
- 80.9M Mexico
- 50.8M Russia
- 49M Canada
- 44.7M France
- 42.5M Spain

0 50 100 150 200 250 300 (Million)

Visa Chip Cards in the Hands of Millions

The number of Visa chip cards in circulation has grown by over 260 percent in the last year.

Debit chip cards account for more than half of all Visa chip cards in the U.S.

	Jun	Aug	Oct	Dec	Feb	Apr
Total	117.1M	141.9M	180.6M	212.7M	240.3M	282.9K

debit — 145.7M
credit — 137.2M

2015 — 2016

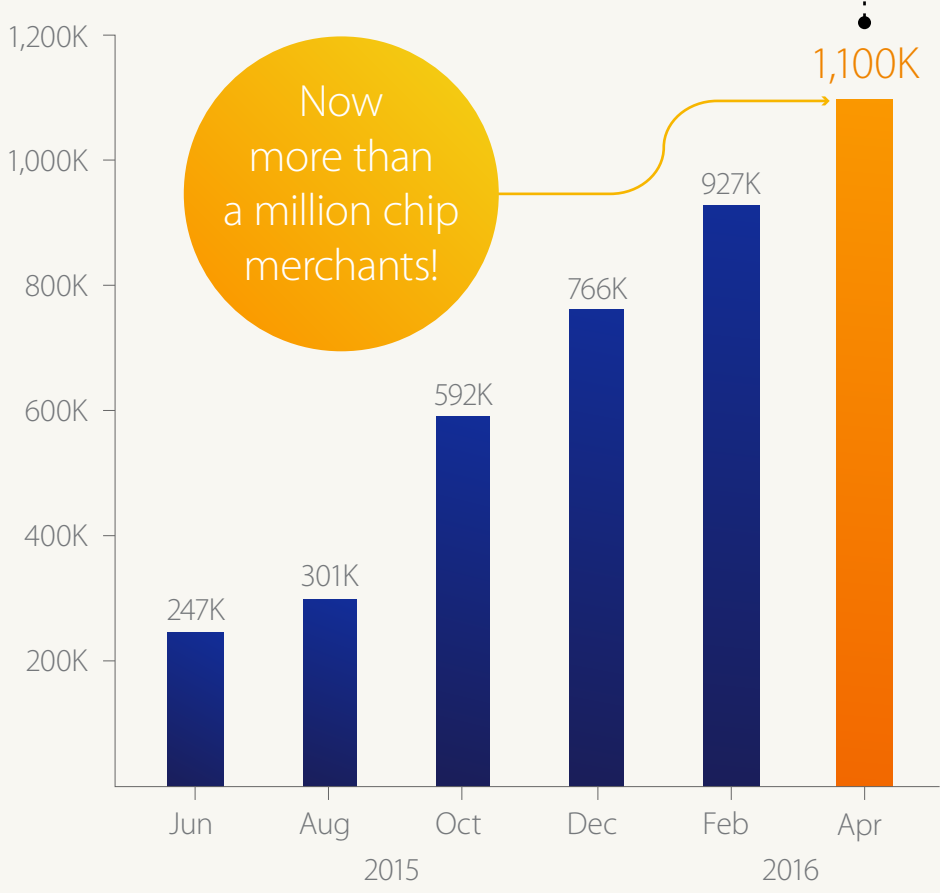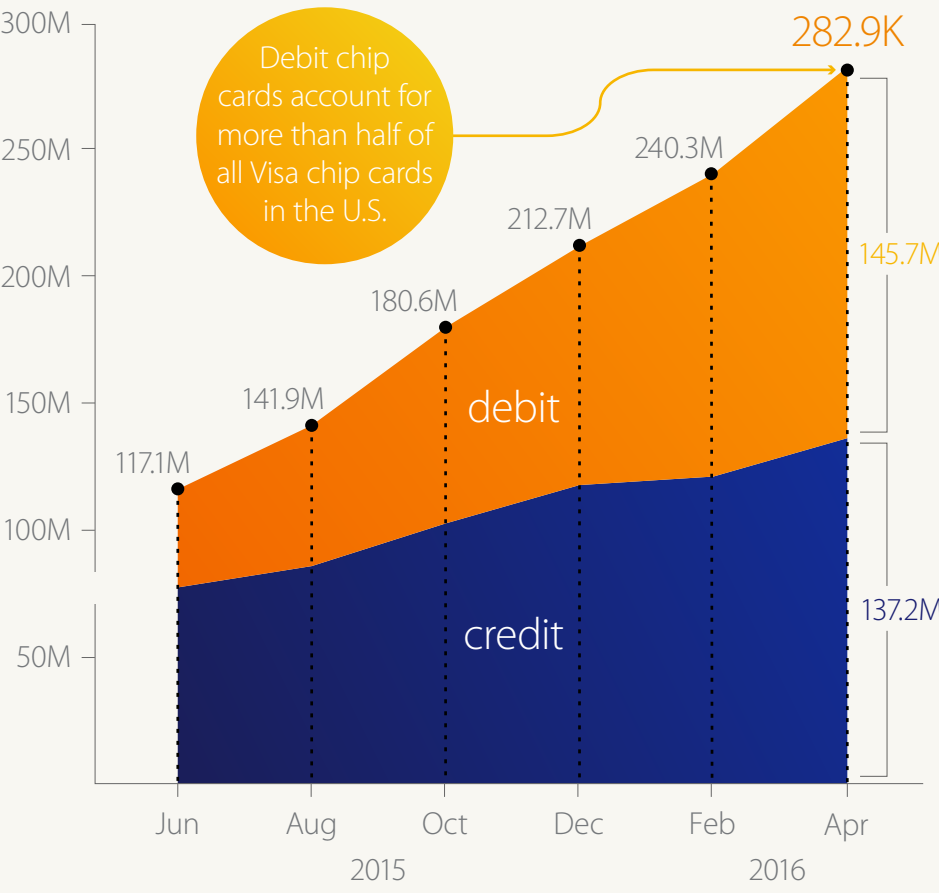## More Merchants Join the Chip Revolution

The U.S. is home to more than a million chip-enabled merchant locations, and more than three-quarters of those locations are small and medium-sized businesses.[2]

Since October 2015, an average of 23,000 new merchants have been turning on chip terminals each week.

Electronics retailers are leading the country in chip transactions. In April, more than 80 percent of spend at electronics stores was made with a Visa chip card in a chip terminal.[3]

Now more than a million chip merchants!

Jun	Aug	Oct	Dec	Feb	Apr
247K	301K	592K	766K	927K	1,100K

2015 — 2016

Chip Merchants See Decline in Counterfeit Fraud

U.S. Chip-Enabled Merchants

COUNTERFEIT FRAUD

26%

When business owners activate chip terminals, they send a clear message to fraudsters: we're doing our part to put a stop to counterfeit fraud. And that message is already having an impact on counterfeit fraud rates.

At chip-enabled merchants, counterfeit fraud dropped 26% in January compared to a year earlier.[4]
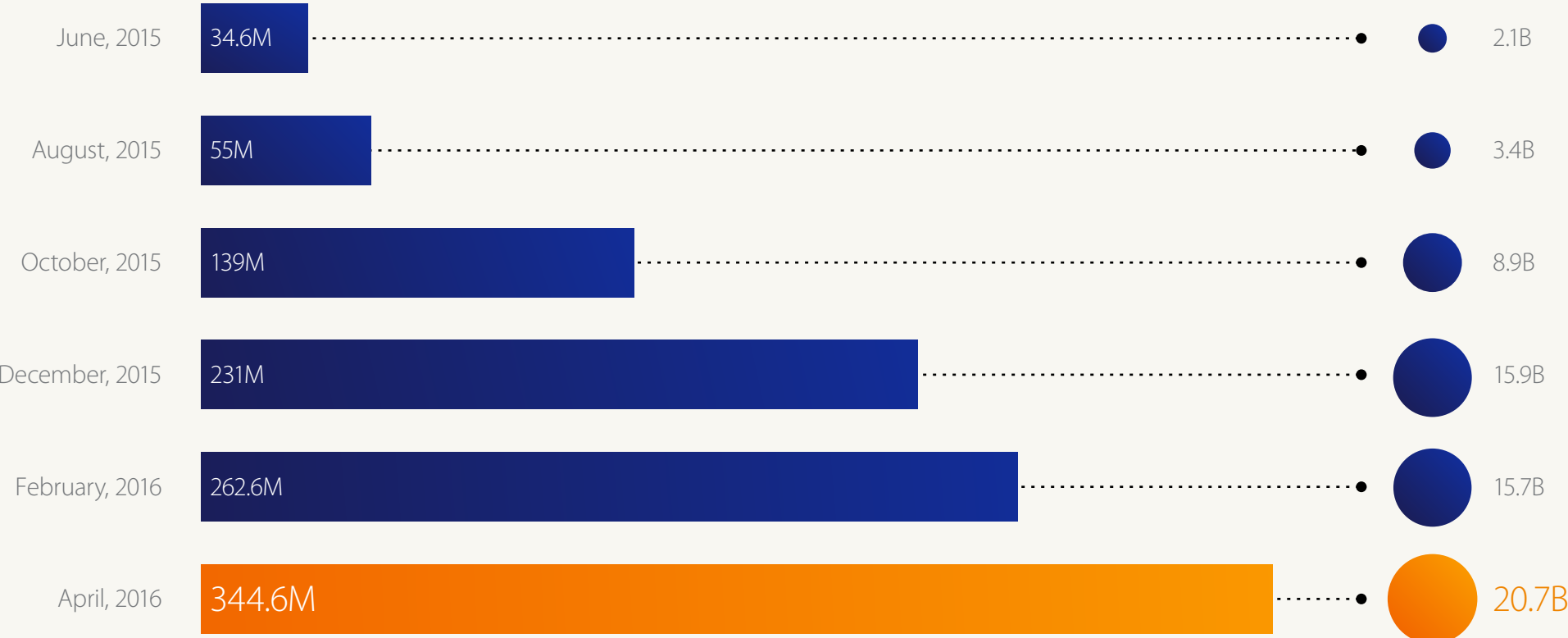
Steady rise in secure chip-on-chip transactions

In the last six months, the number of chip transactions increased by 148 percent, while chip payment volume rose by 133 percent.[5]

Number of Visa Chip Payment Transactions / Visa Chip Payment Volume

Date	Number of Transactions	Payment Volume
June, 2015	34.6M	2.1B
August, 2015	55M	3.4B
October, 2015	139M	8.9B
December, 2015	231M	15.9B
February, 2016	262.6M	15.7B
April, 2016	344.6M	20.7B

International Travel Has Never Been Easier with Chip Cards

More and more U.S. consumers are using their Visa chip cards to transact conveniently and securely around the world. Thanks to enhancements to Visa's acceptance rules, the approval rate for Visa chip transactions overseas is over 96.6 percent. Tourists visiting the US are also enjoying a better chip payment experience, as U.S. acceptance for foreign-issued chip cards continues to grow.

96.6%

VISA everywhere you want to be