



Inside Europe's commercial card acceptance landscape

Driving competitive advantage by accepting cards for B2B payments

In today's rapidly evolving B2B payments landscape, businesses face increasing complexity and challenges. Suppliers that embrace cards are poised to gain a competitive edge, effectively managing these challenges and positioning themselves for long-term success.



The following data and insights are derived from a global research study conducted by The Harris Poll and commissioned by Mastercard.

B2B payments are growing in volume and complexity

Payments are vital to business operations, but growing complexity poses challenges as suppliers manage high volumes, diverse methods and frequent delays.



5-6 B2B payment methods are accepted by their organisations on average, according to respondents in Europe

31% or roughly 3 in 10 payments are received late, according to B2B suppliers in Europe

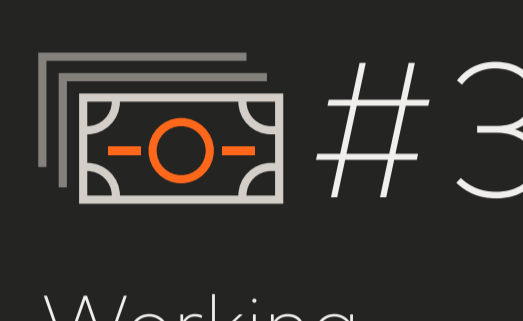
Top 3 challenges with B2B transactions in Europe



#1 Processing costs/cost of payment (73%)



#2 Payment reconciliation challenges (73%)



#3 Working capital/cash flow challenges (72%)

Cards meet rising buyer demands and needs

Cards can help B2B suppliers more closely align their payment experience with buyers' needs and expectations.

90% of suppliers in Europe find it difficult to balance their businesses' needs with those of their B2B customers when considering payment acceptance methods



Accepting buyers' preferred payment methods can help strengthen existing relationships and attract new buyers.

34% of suppliers in Europe report that card acceptance is valuable for meeting new buyer demand

47% of suppliers in Europe say that over the next five years, they expect buyers to ask to pay by card more often than they do today

Accepting cards can help optimise payment systems

Cards offer a tangible way to streamline payments, saving time and money by optimising individual transactions and the entire payment ecosystem.

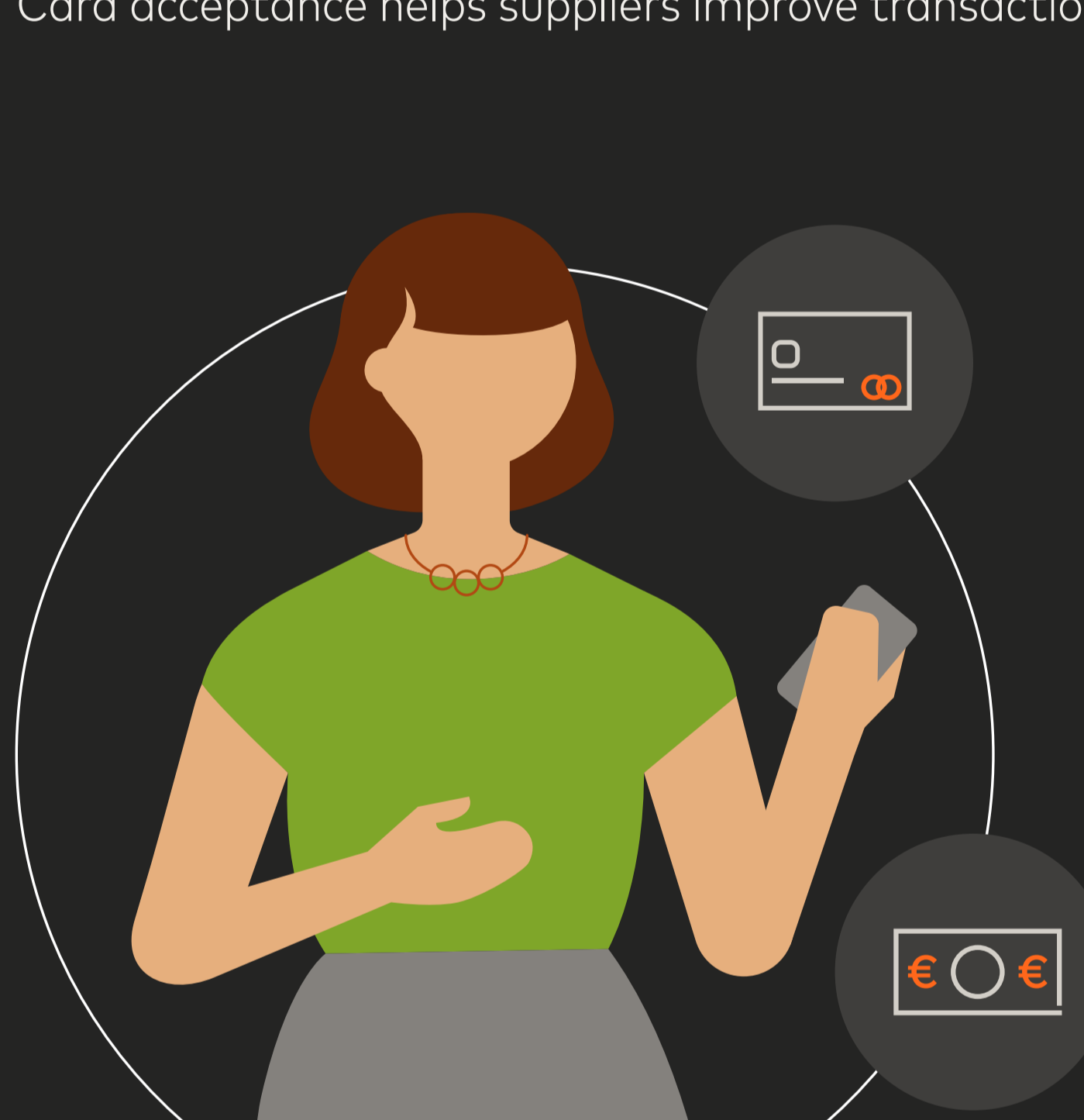
Benefits of card acceptance experienced by suppliers in Europe

#1 Increased speed of processing payments (31%)

#2 Greater payment visibility (29%)

#3 Lower payment processing costs (22%)

Card acceptance helps suppliers improve transaction efficiency, with faster payments enhancing cash flow.



+14pp Card acceptors are 14 percentage points more likely than non-acceptors to say their businesses are efficient at maximising working capital

Card acceptors benefit in areas where non-acceptors face concerns

Non-acceptors cite concerns about security and efficiency – the same areas where acceptors report strong benefits, suggesting education could help overcome perceived barriers.

Card non-acceptors' concerns

35% of global suppliers that do not accept cards say they do not do so because it is too complex to keep the buyer's card info secure

31% of global suppliers that do not accept cards say they do not do so because integration with existing operational systems would be too complex

Card acceptors' benefits

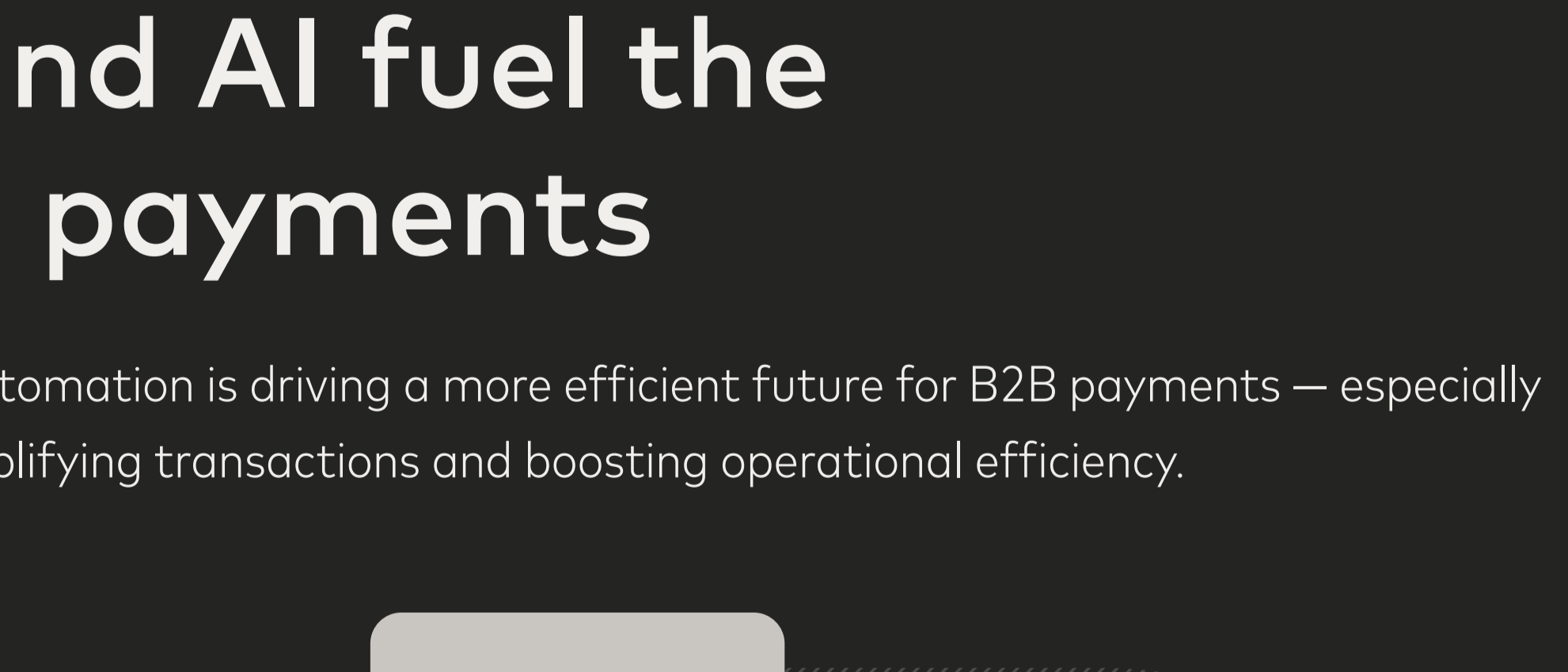
31% of global suppliers that accept cards say increased transaction security is a benefit of card acceptance

34% of global suppliers that accept cards say their business has benefited from faster payment receipt as a result of accepting cards

Automation and AI fuel the future of card payments

Growing demand for digitisation and automation is driving a more efficient future for B2B payments – especially for suppliers that accept cards – by simplifying transactions and boosting operational efficiency.

56% of suppliers in Europe that accept cards use services to automate transaction processing



Making payments smarter, businesses stronger

Unlock the future of B2B payments – harness the power of commercial card acceptance today to stay ahead, overcome complexity, and drive lasting success in a fast-changing world.

[Download the full report here](#)

To learn more, get in touch with b2bacceptanceeurope@mastercard.com

Research methodology

This research was conducted by The Harris Poll and Mastercard from October 9-30, 2024, among 1,042 senior financial decision makers at large B2B companies across Brazil, Canada, France, Germany, Japan, Malaysia, Saudi Arabia, Spain, U.K. and U.S. The infographic highlights insights from the European markets: France, Germany, Spain, and the U.K.