



The awakening of small and medium enterprises



Small and medium enterprises (SMEs) are the lifeblood of economies worldwide and are fundamental to economic expansion.

400m

SMEs around the world...¹

70%

make up 70% of global employment...²

\$50t

and spend \$50 trillion each year³

Many hurdles discourage SMEs from using business payment solutions. They still make most payments by cumbersome bank transfers (59%) and risky cash (51%)⁴

Top reasons SMEs use personal over business banking products⁴

58%

say the "Fees are too high"

48%

say it's "Easier to manage"

44%

say they're "Not big enough to qualify"

SMEs going digital and embracing ecommerce seek smart, tailored tools

Seamless

2/3

of SMEs say a seamless and frictionless digital experience is critical to their business⁴

Digital operations

75%

of SMEs state they are using digital services in their day-to-day operations⁵

Banking app

66%

of SMEs say seamless and easy customer service via a business banking app is critical⁴

Online experience lags

45%

of SMEs feel their business banking online experience is lagging behind personal banking⁴



Top reasons SMEs are motivated to switch financial providers



Lower/no fees



Faster credit approval



Lower interest rates

Top services their bank provides keeping SMEs from switching



A good network of branches/ATMs



Good online banking/mobile app experience



Good customer service experience

SMEs look to their financial providers for a wide range of features to better manage, grow and protect their businesses⁴



Loyalty/rewards programs



Real-time payments



Cashback/merchant offers



Auto/scheduled payments



Secure message alerts

Investing in small business delivers big rewards⁶

2X

Outspend consumers

SME monthly spend is more than double that of consumers

2.5X

Growing revenue

Banks see a 2.5 times increase in revenue when SME becomes more engaged

4.5X

Higher spend

Increase in spend when SMEs use their card for digital payments

Supporting SMEs is a win-win for everyone

For more insights into the needs of over 10 thousand SMEs, [view our full report](#)

1. World Bank OECD, 2021.
2. National Action Plans on Business and Human Rights, 2021.
3. Kaiser Associates, Commercial and Government Spend Analysis, small and middle market businesses, commissioned by Mastercard, March 2021.
4. Small Business needs drawn from survey of more than 10,000 SMEs in 24 countries, conducted by a third party May-June 2022.
5. Accenture®, Embedded finance for SMEs: Banks and digital platforms, 2021.
6. Mastercard Economics Institute. Recovery Insights: Small Business Reset. 2021.