

THE FAVORITE PAYMENT METHODS OF LATIN AMERICAN GAMERS



Latin America's **8.4-billion-dollar** online gaming market engages over **316 million players**, of which 200 million are active, constant purchasers. To reach this digitized, demanding audience, creating a payment experience worthy of their expectations and demands is a must.

Seeking to better understand how Latam gamers want and prefer to pay online, we ran a survey with over 2,200 of them, which was the basis for our white paper **The Payment Habits of Latin American Gamers**. Here, we present you an infographic highlighting their favorite payment methods for online gaming purchases, as shown in full in the white paper. Enjoy!



% OF GAMERS IN LATIN AMERICA'S TOP 6 MARKETS THAT SELECTED EACH PAYMENT METHOD AS THEIR PREFERRED PAYMENT METHOD, BY GAMING PLATFORM



MOBILE



CONSOLE



PC

CREDIT CARDS

The most widely accepted payment method, especially considering foreign merchants selling to Latin America, the credit card leads payment preference for console and PC gamers.



31%



37%



36%

DEBIT CARDS

Debit cards are also very popular with Latam gamers, being the preferred payment method for the majority of mobile gamers, appearing higher on their preference list than credit cards.



32%



32%



34%

E-WALLETS

With agility as a priority for payments, e-wallets also appear among gamers' favorite methods - especially with mobile gamers and their lower ticket, more frequent purchases.



20%



14%



15%

BANK TRANSFERS

Traditional bank transfers are not as quick and instant payments are not as widespread in the gaming segment. Thus, only a few gamers have bank transfers as their preferred way of paying online.



10%



9%



9%