



touchbistro™

EMV FAST FACTS

The October 1st deadline

is just around the corner and 'EMV' is on the tip of every restaurant owner's tongue. Check out these stats for more insight into EMV for restaurants!

47%



The United States is home to almost half of the world's credit card fraud - even though only a quarter of all credit card transactions happen in the U.S. (Source: The Nilson)



8.6 Billion

The estimated cost of card fraud in the U.S. each year. (Source: The Nilson)

62%

of transactions across international borders use chip-and-pin technology.

(Source: Visa Bulletin)

67%

of small merchants said preventing and protecting against credit card fraud was very important to running their business.

(Source: American Express Survey)

70%

of U.S. credit cards will be issued as EMV cards by the end of 2015.

(Source: Visa Bulletin)



52%

of small merchants feel they are more vulnerable to fraud than larger companies.

(Source: American Express Survey)



600 Million

The number of EMV chip cards that Americans are projected to receive by the end of 2015. (Source: Smart Card Alliance)