Marqeta's 2025 State of Payments Report Reveals Consumers and SMBs Seek Intelligent, Integrated Financial Solutions

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New research shows opportunity for modern platforms to turn payments into insights that drive engagement and growth for consumers and SMBs

OAKLAND, Calif.--(BUSINESS WIRE)--Sep. 16, 2025-- Marqeta, Inc. (NASDAQ: MQ), the global modern card issuing platform, today released its sixth annual State of Payments Report. Based on an expanded survey of 3,000 consumers and 1,000 small and medium-sized businesses (SMBs) in the US and UK, the report demonstrates consumers and businesses are seeking more intelligent and integrated payment solutions, creating an opportunity for brands to deliver key insights that help drive engagement and growth.

Evolution of the Financially Savvy Consumer

The report finds consumers are seeking more flexible ways to manage their money, with 23% of US consumers surveyed adjusting their payment behaviors in response to economic pressures. Of these consumers, 23% are making more purchases with Buy Now Pay Later (BNPL) to expand their buying power, and 35% are turning to credit cards for greater flexibility. Marqeta platform data supports this trend, revealing the average order value for BNPL transactions from January-May 2025 decreased by 9% year-over-year, indicating a shift toward more non-discretionary, smaller-ticket purchases.

Consumers are also increasingly more strategic when it comes to payment methods, switching back and forth frequently to maximize their spending power. They're also interested in the potential for personalized, intelligent financial experiences to simplify decision-making:

- Within a 30-day period, 81% of US consumers surveyed used cash, 77% used credit cards, 69% used debit cards, and 69% used P2P apps, demonstrating the complexity of modern payment behaviors.
- 29% of US consumers surveyed are interested in AI-powered wallets that can automatically optimize payment choices based on their spending habits and preferences.

"The payments landscape is evolving as consumers expect more tailored and integrated financial experiences, especially from brands they know and love," said Todd Pollak, Chief Revenue Officer, Marqeta. "By enabling brands to build their own financial ecosystems, Marqeta transforms every transaction into a strategic touchpoint—deepening relationships, driving loyalty, and positioning platforms to capture daily spend in a rapidly evolving market."

SMBs Shift from Expense Tracking to Strategic Financial Intelligence

Small and medium-sized businesses are managing their finances with fragmented payment tools, inconsistent cash flow, and disconnected systems, creating demand for smarter financial solutions to add real value. Amidst this environment, Marqeta's report finds that SMBs are redefining their approach to financial services, viewing payment systems as strategic assets rather than just a necessity. Over half (53%) of US SMBs surveyed now view their payment systems as a strategic asset, and 86% of US SMBs surveyed are willing to invest in new solutions for long-term efficiency and growth.

"SMBs are realizing the potential for payments to do more – unlock capital, improve cash flow, and automate operations. With Marqeta, platforms can capitalize on this demand by embedding intelligent financial tools that turn everyday business spending into a competitive advantage," continues Pollak. "In today's economy, SMB payments are evolving fast—and those who prioritize speed, flexibility, and convenience are better positioned to weather uncertainty and realize long-term success."

Marqeta's 2025 State of Payments Report also includes insights on the rise of social commerce, new approaches to rewards and loyalty programs, and how digital assets are impacting the financial ecosystem. Download the full report here.

About the research

The survey was performed on behalf of Marqeta by a payments research company in April 2025. Marqeta surveyed 3,004 consumers (1,503 in the United States, 1,501 in the UK) ages 18 and above and 1,003 small and medium-sized businesses (503 in the United States, 500 in the UK).

About Marqeta (NASDAQ: MQ)

Marqeta makes it possible for companies to build and embed financial services into their branded experience—and unlock new ways to grow their business and delight users. The Marqeta platform puts businesses in control of building financial solutions, enabling them to turn real-time data into personalized, optimized solutions for everything from consumer loyalty to capital efficiency. With compliance and security built-in, Marqeta's platform has been proven at scale, processing nearly $300 billion in annual payments volume in 2024. Marqeta is certified to operate in more than 40 countries worldwide. Visit www.marqeta.com to learn more.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements expressed or implied in this press release include, but are not limited to, quotations and statements relating to changing consumer preferences; increasing consumer adoption of certain digital payment methods, products, and solutions; which payment, banking, and financial services products and solutions may succeed; technological and market trends; Marqeta's business; Marqeta's products and services; and statements made by Marqeta's senior leadership. In some cases, these forward-looking statements can be identified by the use of words such as "outlook," "believes," "expects," "potential," "continues," "may," "will," "should," "could," "seeks," "projects," "predicts," "intends," "plans," "estimates," "anticipates" or the negative version of these words or other comparable words. Actual results may differ materially from the expectations contained in these statements due to risks and uncertainties, including, but not limited to, the following: any factors creating issues with changes in domestic and international business, market, financial, political and legal conditions; and those risks and uncertainties included in the "Risk Factors" disclosed in Marqeta's Annual Report on Form 10-K, as may be updated from time to time in Marqeta's periodic filings with the SEC, available at *www.sec.gov* and Marqeta's website at *http://investors.marqeta.com*. The forward-looking statements in this press release are based on information available to Marqeta as of the date hereof. Marqeta disclaims any obligation to update any forward-looking statements, except as required by law.

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