



Adyen Index Singapore

Digital Report

Unlocking potential: Driving business growth with payments optimization

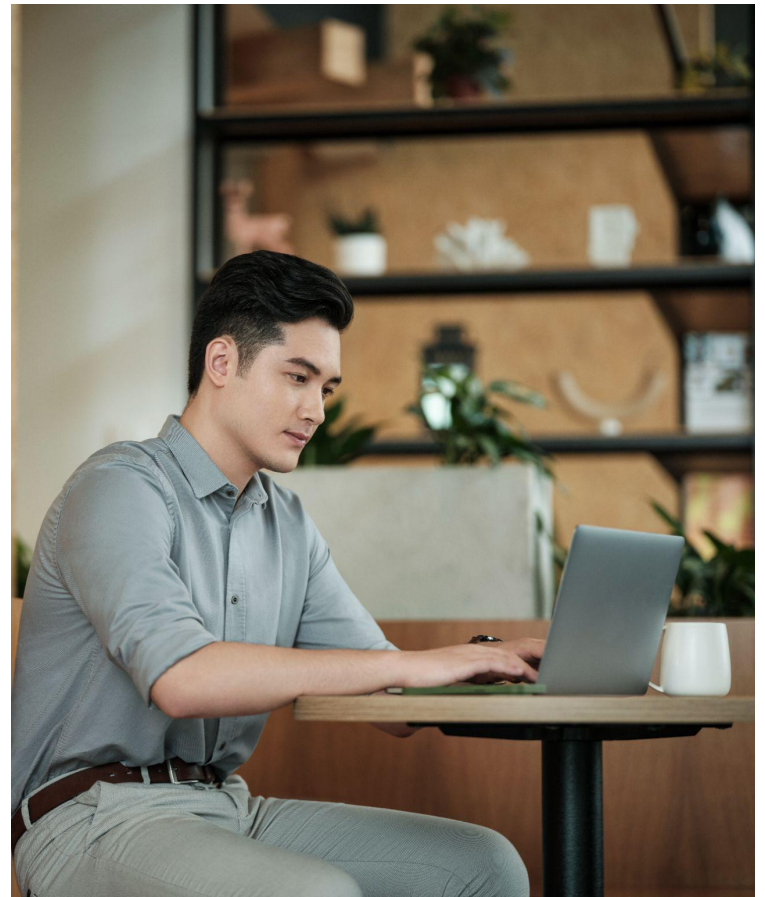


engineered for ambition

Overview

Driving payment optimization is very much top of mind for digital businesses as they navigate an uncertain macroeconomic climate and the complex path to sustainable growth. As macroeconomic pressures mount, 43% of online enterprises surveyed are focused on increasing revenue as compared to last year, while 52% are focused on reducing costs. 37% of digital enterprises say high inflation on their customers is one of their most significant challenges. Payments optimization sits at the heart of this challenge—when done right, it becomes a revenue driver, not a cost center.

[Go to full report →](#)



CHAPTER 01

Unlock profit potential through payments optimization and revenue recovery

CHAPTER 02

Simplify global complexities with a unified payments platform and local expertise

CHAPTER 03

Go beyond payments processing with data-driven loyalty, fraud prevention, and strategic growth

91%

of digital businesses are planning to invest in a subscription model in the year ahead

92%

of digital businesses are looking to expand to new markets

85%

of digital enterprises are looking at data-rich payments insights to uncover new growth areas for their business

89%

of consumers are deterred from making a purchase if their preferred payment method is not available online

Singaporean online enterprises adapt to emerging technologies and diverse customer expectations by culture, industry, age, and location.

Cultural payment preferences vary by market—credit cards dominate, but local methods grow rapidly.

Enterprises must optimize payments, balancing cost and conversion. This drives ambition: 91% plan subscription investments, 92% eye new markets despite cost pressures.

Unlock profit potential

89% of consumers surveyed will be deterred from making a purchase if their preferred payment method is not available online.

[Go to full report →](#)

FINDING 01

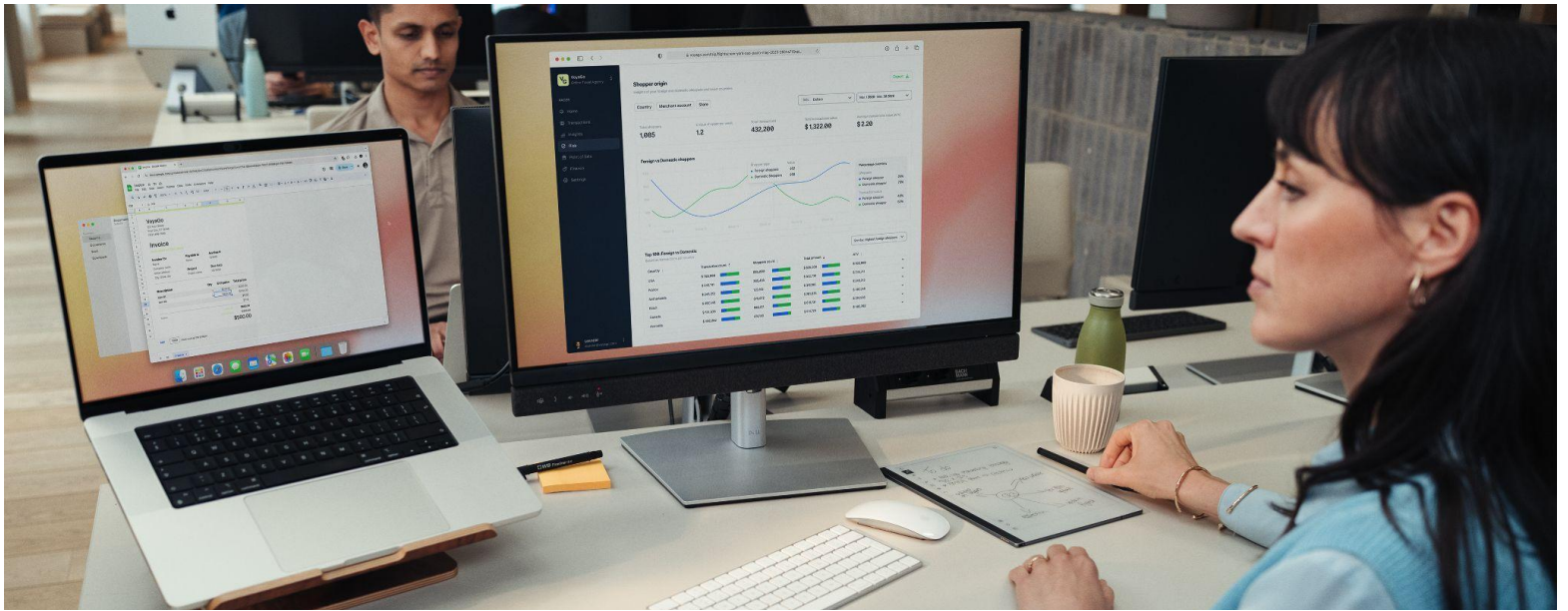
The value of payments

FINDING 02

Optimize payment method mix

FINDING 03

Scale with revenue optimization



91%

of businesses want to invest in a subscription model in the year ahead

47%

of consumers want digital businesses to offer their preferred payment methods

45%

of consumers seek effortless payment authentication without redirects

38%

of consumers will abandon their cart altogether if their preferred payment method is not available

Small shifts, big returns

Payments optimization goes beyond cost reduction—small changes boost customer experiences and efficiencies. Offering up-to-date local payment options is key to smooth experiences and higher conversions.

As subscription models grow, recurring payments must be frictionless. With 48% of Singaporean consumers preferring digital wallets, enterprises should optimize payment mixes, authentication, and express checkouts for superior journeys.

Simplify global complexities

The vast majority of Singaporean digital businesses plan to expand to new markets, with China, Australia, and Austria being the top three target markets.

[Go to full report →](#)

FINDING 01

Navigating fragmented payments

FINDING 02

Expand globally with local expertise

FINDING 03

Reduce compliance and certification costs



92%

of Singaporean digital businesses plan to expand to new markets

28%

of businesses looking to reduce the number of payment service providers they use

30%

of online businesses find the reconciliation process complex

29%

of digital businesses find navigating regulatory requirements one of their most significant hurdles

One platform, zero complexity

Navigating fragmented payments costs businesses time, effort, and money.

With 65% using 4–7 providers, managing contracts, reconciliation, and compliance is increasingly complex. Over a quarter seek fewer providers.

Most Singaporean digital businesses plan market expansion. Local acquiring cuts costs and boosts authorization—yet only 27% invest in it.

Go beyond payments processing

84% of enterprises agree that payments data supports how they streamline business processes and helps offer new services customers seek.

[Go to full report →](#)

FINDING 01

Build customer loyalty with payments data

FINDING 02

Combat fraud with intelligent risk management

FINDING 03

Zoom in on strategic growth



84%

of enterprises agree that payments data streamlines business processes and offers new services their customers seek

39%

of digital businesses are working with payments data to better understand their customers

85%

of online businesses say payments fraud and chargebacks pose a significant cost

44%

of consumers want more personalized discounts to encourage loyalty to businesses

Beyond payments, towards growth

The value of partnering with the right fintech platform goes beyond just payments.

Enterprises that harness payments data can streamline operations, unlock new services, and deliver more personalized, secure experiences—while loyalty strategies and seamless journeys build lasting relationships.

Online enterprises in Singapore lose approximately SG\$6.3 million to fraud every year, yet 56% report their fraud rate has decreased, showing that smart risk management works.

Strike while the iron's hot

Conclusion

Our research highlights the increasing need for digital enterprises to optimize their payments operations while striking the right balance between cost and conversions to stay ahead.

Payments, when optimized right, becomes a revenue driver instead of a cost center. Businesses must partner with the right fintech platform to keep up to date with the latest payments and financial innovations, and make payments a crucial element in their growth strategies, giving these online businesses an edge in a very competitive and saturated market.

The enterprises that embrace change and invest in innovative partnerships stand to gain the most, and put their best foot forward in an ever-evolving industry. The key is to shift perspective: leverage payments strategically as a competitive advantage to gain an edge.

[Go to full report →](#)

Let's talk payments

We'd love to explore how we can help you unlock value across your customer journey.

Talk to our team