AfricaNenda
foundation

THE STATE OF INCLUSIVE INSTANT PAYMENT SYSTEMS IN AFRICA 2025

CONSUMER RESEARCH INSIGHTS

Cross Country

INTRODUCTION

The State of Inclusive Instant Payment Systems (SIIPS) in Africa report is an AfricaNenda Foundation research and advocacy initiative conducted in collaboration with the World Bank and the United Nations Economic Commission for Africa.

SIIPS 2025 marks the fourth edition of this flagship series. The report aims to inform public and private sector payment stakeholders within Africa and beyond about advancements in Africa's instant payment systems (IPS) landscape. The report includes insights on the inclusivity of the continent's live systems for all end users and licensed payment providers.

The consumer research conducted for the report and reflected in this presentation took place between February and March 2025. It involved in-country quantitative surveys and qualitative interviews featuring low-income adults and micro and small enterprise (MSME) owners in Angola, Côte d'Ivoire, Madagascar, and Tunisia.

The consumer research sample is not nationally representative. It aims to provide insights to better inform the design of IPS to meet end-user needs.

SIIPS 2025 COUNTRIES

ANGOLA, CÔTE D'IVOIRE, MADAGASCAR, AND TUNISIA

The 2025 consumer research was conducted in four sample countries: Angola, Côte d'Ivoire, Madagascar, and Tunisia. Cross-country averages are based on these four sample countries.

The research complements research done in 2024, 2023, and 2022 using a similar methodology. The five 2024 sample countries were Algeria, Ethiopia, Guinea, Mauritius, and Uganda. In 2023, the five sample countries were Cameroon, Malawi, Morocco, Rwanda, and Senegal. The seven 2022 sample countries were the Democratic Republic of Congo, Egypt, Ghana, Kenya, Nigeria, Tanzania, and Zambia.

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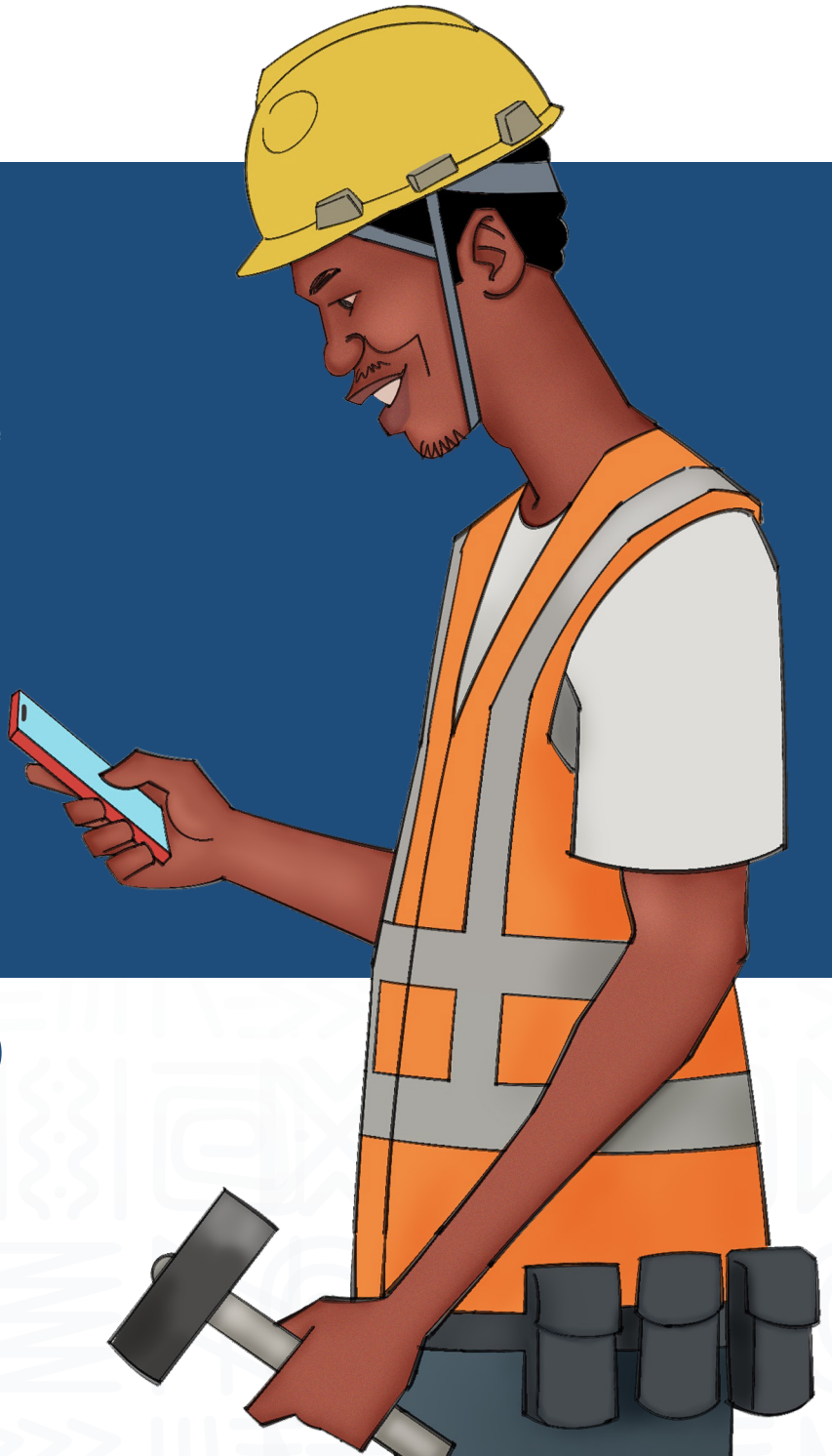
Section 1.1
Sampling Overview

To inform the inclusive design of instant payment systems, the study sample focuses on the **"emerging market"** expected to adopt digital payments, specifically individuals in **urban, peri-urban, and rural settings**, and includes individual users and MSMEs with different income levels.

The findings are **not nationally representative**, and any country-specific inferences are based solely on the sampled respondents.

Quotes used in this report reflect the views of the respondents and should not be interpreted as the opinion of the entire sample or of the AfricaNenda Foundation.



Section 1.2

Methodology and corresponding objectives

	Survey	In-depth interviews
Research objectives	• Understand consumers' depth of usage by identifying use cases, desired features, and system functionalities for IIPS. • Understand patterns in awareness, access, adoption, and usage of retail payments, while identifying enablers and barriers in usage. • Measure the frequency of digital payment usage and rank the most-used payment instruments	• Profiles included and excluded user segments and explored the unique needs, preferences, behaviors, characteristics, and barriers for each. • Determine end-user perceptions of digital payment offerings, using the access, adoption, and usage frameworks. • Map use case characteristics and payment behavior. • Enhance understanding of end-user experiences through mystery shopping.
Sample size per country	• No. of individuals = 229 • No. of MSMEs = 208	• No. of individuals = 84 • No. of MSMEs = 84
Fieldwork itinerary	• Fieldwork was carried out in **urban, peri-urban, and rural** locations. • Quantitative data collection: February 2025 to March 2025. • Qualitative interviews (IDIs) data collection: February 2025 to April 2025.	

Section 1.3

Sampling Approach

	Individual Users		Merchants	
	 **Infrequent Income Earners**	 **Frequent Income Earners**	 **Microenterprises***	 **Small Enterprises***
Definition	Include urban poor who live "hand to mouth" and lack regular employment and stable earning opportunities, intermittent piecework/gig workers, and people who are dependent on others in the family/community and/or on social grants.	Are the slightly more affluent part of the lower-income mass market, earning a steady income (wages) or a salary in the formal or informal sector. Mostly support the infrequent income earners and therefore, may be high remitters.	Traders/merchants like hawkers, grocers, and craft traders who have small, temporary premises or (mostly informal) shops. In this study, the selection criteria used for microbusinesses were business owners with 0–1 employees.	Traders/service providers who have small to medium, fixed formal premises, such as small shops, restaurants, and chemists, sometimes with branches across different locations. In this study, the selection criteria used for medium businesses were business owners with between 2-10 employees per premises.
SAMPLE PROPORTION (SURVEY) N=437	35%	65%	38%	62%
SAMPLE (QUALITATIVE INTERVIEWS) N= 160	Equal representation by gender, youth, and geography was ascertained. The young/youth category is defined as age 18-29 years old. Older means 30 years or more.			
PURPOSIVE REPRESENTATION	The total sample achieved was 601 respondents (437 surveys and 164 qualitative interviews). Individual users and merchant groups were intercepted in the survey; 62% were digital users, while 38% were cash users. The sampled respondents were drawn from five sectors: small retail, groceries, food services, personal care services, and transport.			

SECTION 2

DIGITAL PAYMENTS USAGE PATTERNS

Section 2.1
Cross-country context overview

Cross-country context overview

Digital inclusion varies across sampled countries. Madagascar has the most limited access.

Country		Angola	Côte d'Ivoire	Madagascar	Tunisia
Cluster		Emerging	Emerging	Nascent	Nascent
Financial inclusion indicator					
Digital payment usage	Proportion of the population using digital payments over the past year [Global Findex: 2025]	36%* (Finscope Angola, 2022)	56%	22%	24%
Financial account penetration	Proportion of the adult population that owns a formal account [Global Findex: 2025]	39.7%** (Finscope Angola, 2022)	58%	24%	37%
Gender gap	Gender gap in account ownership [FinScope, 2022]	1.90	1,318	199	5.6 (2023)
Number of mobile money agents	Number of registered mobile money agent outlets per 1,000 km^2 [IMF, 2022]	7.16 (2023)	4.20	1.63	22 (2023)
Digital inclusion					
Mobile network coverage	Proportion of the population within range of at least 4G/ LTE mobile-cellular signal [ITU, 2023]	77%	92%	34%	96%
Internet penetration	Proportion of the population using the internet from any location over the past three months [ITU, 2023]	45%	41%	20%	72%
Mobile phone penetration	Proportion of the population that owns a basic mobile phone or smartphone with at least one active SIM card for personal use [ITU, 2023]	56%	67%	42%	91%
Smartphone penetration	Proportion of individuals who own a smartphone with at least one active SIM card for personal use [GSMA, 2025]	47%	111%	36%	107%

Summary of the digital payments landscape and uptake from survey findings



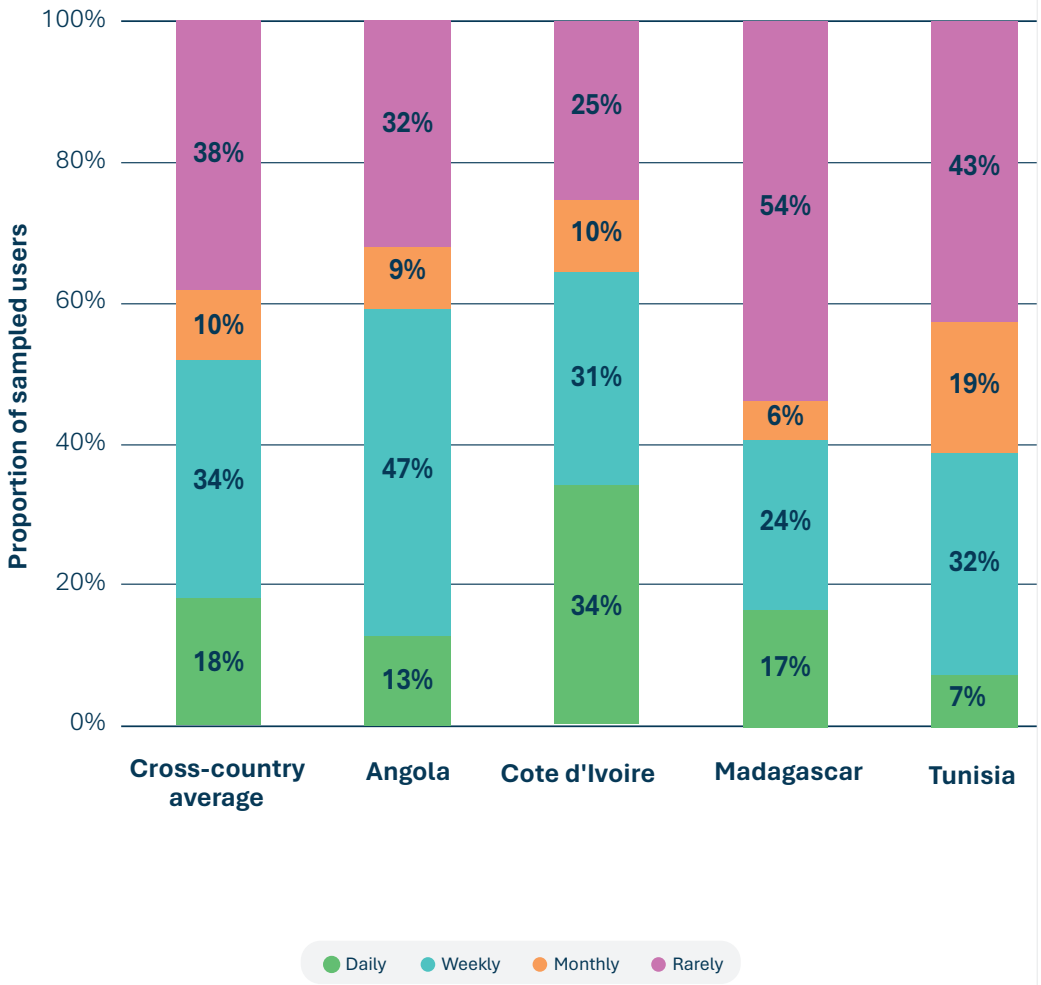

Country	Angola	Côte d'Ivoire	Madagascar	Tunisia
Cluster	Emerging	Emerging	Nascent	Nascent
Digital payments inclusion (Global Findex 2025)*	36%	56%	22%	24%
Popular digital payments providers	Banks/FinTech	FinTech/mobile money operators/banks	Mobile money operators/banks	Banks
Most used digital payment channels	POS/Cards	Mobile App	Mobile - USSD	Agents
Most popular digital payments use cases—individual users	Pay a bill, e.g., electricity (P2B/P2G)	Pay a bill, e.g., electricity (P2B/P2G)	Pay a merchant (P2B)	Receive salary (B2P)
Most popular digital payments use cases—merchants	Receive individual user payments (P2B)	Receive individual user payments (P2B)	Bill payments (B2B/B2G)	Personal use transfers (B2P)
Proportion of weekly users of digital payments—individual users	88%	86.4%	88%	67.7%
Proportion of weekly users of digital payments—merchants	100%	92.9%	95.8%	44.5%

Data sources: SIIPS 2025 survey in the sampled countries.

*FinScope Angola 2022 was used for Angola due to a lack of current Global Findex data for the country.

Section 2.2
User group usage patterns

Weekly use reflects regular adoption



Weekly use is more common than monthly use in all sampled countries.

Daily use is highest in Côte d'Ivoire (34%), where a larger proportion of users transact digitally every day.

Monthly use: Tunisia has the largest proportion of monthly users, followed by Côte d'Ivoire. This usage pattern signals that people use digital methods for routine monthly payments such as utility bills.

Rare or less frequent use: Madagascar and Tunisia show a significant proportion of respondents using digital payments less frequently, reflecting high reliance on cash.

User group usage patterns per country

Surveyed individual users tend to use digital payments more frequently than merchants, except in Angola. Variations by age and gender are also evident.

	Individual users			Individual respondents	Merchant respondents
	Merchants vs. individual users	Age	Gender	Frequency of income	Size of business
Angola	Deposit money in a bank/wallet/ card/savings	Older adults use more (24%)	Men use more (11%)	Frequent earners use more (34%)	No significant variance
Côte d'Ivoire	Pay a bill, e.g., internet, water, electricity (P2B)	Older adults use more (11%)	Men use more (7%)	No significant variance	Smaller use more (16%)
Madagascar	Pay a merchant (P2B)	Older adults use more (7%)	Women use more (7%)	No significant variance	Larger use more (39%)
Tunisia	Individuals use more (9%)	Older adults use more (25%)	Men use more (10%)	Frequent earners use more* (31%)	Larger use more (19%)

Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of users who use digital payments at least once a week.

- Difference in pp is 5-9 pp
- 10-22 pp
- Larger than 20 pp

Younger means respondents are 18-29 years old. Older is above 30.
N~ total number of digital payment users sampled: 223

Merchants with more employees tend to use digital payments more frequently, though in Côte d'Ivoire, solo business owners are the more frequent users.

Among sampled respondents, usage is influenced by age, gender, and income frequency. Older respondents report more frequent use, though the age gap is less pronounced in mobile money-led markets like Côte d'Ivoire and Madagascar.

Recurring digital income—such as salaries, individual user payments, and remittances from family—drives frequent usage among digital payment users. Infrequent cash-based incomes correspond with reduced digital payment adoption, particularly in cash-reliant informal markets.

Men use digital payments more often than women in most countries, except Madagascar. Women report lower confidence, driven by fear of fraud, technical errors, and difficulty in resolving disputes.

Gender deep dive

Angola

Women lack information and have lower digital confidence than men.

Côte d'Ivoire

Shared bank accounts may limit digital payment use.

Madagascar

Social norms: Women negotiate decision-making roles.

Tunisia

Speed and convenience are valued; safety is a concern.

In Angola, women expressed a desire to use digital payments but lack information and training on how to use them.

> **"Nobody ever came to speak to me about this payment method, the benefits. So, there's nothing pulling me to go use it."**
>
> *—Woman, individual user, Angola*

In Côte d'Ivoire, some women find opening bank accounts tedious and express comfort in shared bank accounts.

> **"I am comfortable with bank transfers being done by my husband in his account when paying the import suppliers. I do not feel the need to open my bank account."**
>
> *—Woman, merchant, Côte d'Ivoire*

In Madagascar, women have firsthand experience with digital payment and appreciate the benefits of speed, ease of use, and security.

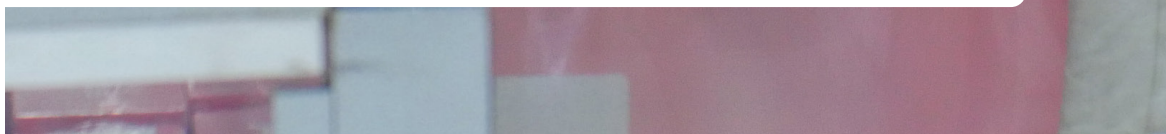
> **"Yes, but there's always consultation with my husband, and the decision is taken together. For my latest dress purchase, I chose to pay using a mobile money service that allows me to settle my transactions quickly and securely."**
>
> *—Woman, individual user, Madagascar*

In Tunisia, women merchants see the benefit of digital payments, but safety concerns limit usage.

> **"...With digital payments, a transaction can be completed quickly: just swipe a card or make a transfer. However, the only thing we are concerned about is security—whether these systems and applications are safe or not. This is the main concern for all merchants."**
>
> *—Woman, merchant, Tunisia*

Lack of ID is a common issue limiting access to financial accounts among young women.

> **"Obtaining an identity card is a problem in the country. There are people I know who want to use the service but can't register."**
>
> *—Woman, individual user, urban, Côte d'Ivoire*



Section 2.3
Payment channel usage patterns

User group usage patterns per country

Diverse channel options are driving adoption, with mobile apps, USSD, QR codes, POS, and agents playing key roles across countries.

The most used digital channels—Cross-country analysis

Country	Merchants vs. individual users	Age	Gender
Angola	POS	Mobile app	Agent
Côte d'Ivoire	Mobile app	USSD	QR Code
Madagascar	USSD	Mobile App	Branch
Tunisia	Agent	Branch	ATM

* Responses are not mutually exclusive, showing users use multiple channels.
N= 437 individual user and merchant respondents

Legend color gradient:

- Primary digital payment channel for less than 25 percent of respondents.
- Primary digital payment channel for 25-50 percent of respondents.
- Primary digital payment channel for 50-80 percent of respondents.
- Primary digital payment channel for more than 80 percent of respondents.

Adoption has expanded beyond P2P transfers, with bill payments now common among individual users—especially in Angola and Côte d'Ivoire, where integrated checkouts between payment providers and service providers drive convenience.

Merchant payments are rising, particularly in countries with improving infrastructure. In Madagascar, it is the leading use case, driven by mobile money. In Côte d'Ivoire, QR code-based payments in private taxis are accelerating adoption. Cash continues to dominate for rent and public transport payments.

In Tunisia, salary payments lead, as property owners require bank-based disbursement. Meanwhile, youth and urban users increasingly use digital payments for tickets, streaming, delivery apps, and e-commerce.

Summary of usage drivers across countries




Country	Angola	Côte d'Ivoire	Madagascar	Tunisia
Cluster	Emerging	Emerging	Nascent	Nascent
Main adoption/early use driver	Convenience for routine bill payments or where mandated **"On a weekly basis, I pay household purchases and water and electricity bills using [Provider C] or POS due to their convenience and security."** *—Woman, peri-urban** **"Digital is compulsory in some government offices."** *—Man, urban*	Receiving incomes digitally **"I receive my salary by bank, I transfer it to a mobile money wallet, and from there I top up my [Provider V] wallet. I transfer savings to [Provider A]'s lock-savings account."** *—Man, peri-urban* **"Digital payment is better because at least I see proof of transaction; that is why I use [Provider T] often."** *—Man, rural*	Recurring digital incomes, such as remittances **"My relatives send me money via [Provider B], because it's simple, fast, secure, and convenient, without the need to travel, no matter where I am."**	Convenience for utility payments **"I prefer digital payments when it comes to bills like water, electricity, and internet. I prefer paying them online to avoid wasting time and unnecessary waiting."** *—Woman, urban*
Main habitual usage driver	Regular income received digitally **"At the end of the month, I receive a salary in cash and digital, so I use both for household expenses and also for food items."** *–Man, urban*	Tangible benefits over cash—speed, safety, and ease of use **"Digital payment is better because at least I see proof of transaction; that is why I use [Provider T] often."** *—Man, rural* **"For private transport such as taxis, it's easy to scan a QR code and pay. However, for public transport, payment still has to be made in cash."** *—Man, urban*	Speed and convenience **"My decision about the payment method depends on several factors... allows me to make secure and fast transactions."** *—Woman, urban* **"When my family or relatives ask me for money, I prefer using mobile money because it allows me to transfer funds quickly without needing to travel."** *—Man, rural*	Affordability **"They charge me 2 or 3 TND for each transfer, and I think that's reasonable."** *—Man, rural*

*Quotes are taken from individual user respondents in the SIIPS 2025 study across the respective countries.

Section 2.4
Use case usage patterns

User group usage patterns per country – individual users

Digital payments are evolving beyond P2P to include bills, merchants, salaries, and lifestyle spending—though rent and public transport remain largely cash-reliant.

The most popular digital use cases for individual users

	#	Angola	Côte d'Ivoire	Madagascar	Tunisia
Most digital use cases ranked	1	Pay a bill, e.g., electricity (P2B/P2G)	Pay a bill, e.g., electricity (P2B/P2G)	Pay a merchant (P2B)	Receive salary (B2P)
	2	Pay a merchant (P2B)	Send money to family (P2P)	Pay a bill, e.g., electricity (P2B/P2G)	Pay bills, e.g., electricity (P2B/P2G)
	3	Send money to family (P2P)	Pay a merchant (P2B)	Send Money (P2P)	Send money (P2P)

Ranking refers to use cases experienced by respondents, with limited coverage (e.g., G2P/P2G taxes), and is not an exhaustive mapping of digital use cases.
N= Individual user respondents 229

Legend color gradient:

- Use cases for which less than 40% of respondents conducted a digital transaction over the past 2 weeks.
- Use cases for which between 40% and 70% of respondents conducted a digital transaction over the past 2 weeks.
- Use cases for which more than 70% of respondents conducted a digital transaction over the past 2 weeks.

Mobile apps are increasingly available across all surveyed countries, with the highest usage rates observed in Côte d'Ivoire.

In Madagascar, USSD remains the primary channel due to limited internet access.

QR codes are popular in Côte d'Ivoire for the way they simplify merchant payment transactions. They are emerging in Angola and Tunisia.

In Angola, POS devices continue to dominate, as widespread ATM shortages and outages have led merchants and POS agents to issue cash withdrawals as a form of merchant payment. However, limited access to POS devices remains a constraint.

In Tunisia, digital payments rely on traditional banking infrastructure, with agents and physical branches playing a key role—for example, La Poste Tunisienne promotes digital use through its extensive network of over 1,000 branches.

Rural areas face network issues and limited agent presence, restricting access to digital payment channels.

User group usage patterns per country – merchants

Digital payments from customers are driving downstream payments to suppliers and utility companies, enabled by benefits like record-keeping and visibility. Cash remains dominant for salary payments, savings, and small vendor transactions.

The top payment use cases and their level of digitalization among merchant respondents

	#	Angola	Côte d'Ivoire	Madagascar	Tunisia
Most digital use cases ranked	1	Receive customer payments (P2B)	Receive customer payments (P2B)	Bill payments (B2B/ B2G)	Transfers to individuals (B2P)
	2	Bill payments (B2B/ B2G)	Bill payments (B2B/ B2G)	Receive individual user payments (P2B)	Receive customer payments (P2B)
	3	Transfers to personal accounts (B2P)	Transfers to personal accounts (B2P)	Transfers to personal accounts (B2P)	Pay bills (P2B)

Ranking refers to use cases experienced by respondents, with limited coverage (e.g., G2P/P2G taxes), and is not an exhaustive mapping of digital use cases.
N= Individual user respondents 208

Legend color gradient:

- Use cases for which less than 40% of respondents conducted a digital transaction over the past 2 weeks.
- Use cases for which between 40% and 70% of respondents conducted a digital transaction over the past 2 weeks.
- Use cases for which more than 70% of respondents conducted a digital transaction over the past 2 weeks.

Receiving customer payments digitally is a key entry point for broader digital payment use among businesses. It is the leading use case in Angola and Côte d'Ivoire, driven by customer demand, and ranks second in Madagascar.

For business owners, digital payments address practical challenges—reducing cash-handling risks and offering tangible benefits like improved employee accountability, better record-keeping, and support for reconciliation and compliance.

Most merchants use digital payments to settle business bills, such as electricity or licenses. Few pay salaries digitally, often due to employee preferences for cash or lack of access to phones and financial accounts.

Transfers to individuals (B2P) remain common, often because merchants also use digital channels for personal remittances to family members.

Mobile savings platforms with goal-based locking features are emerging, but uptake is limited. Informal savings groups still play a vital role, with some merchants preferring to keep cash for group contributions.

Supplier payments are increasingly digital, especially for high-value or remote transactions, whereas bank transfers are preferred for their reliability and suitability.

SECTION 3

USER BEHAVIOR PROFILES IN DIGITAL PAYMENTS

Section 3.1
Summary of user profiles

Five end-user profiles emerged from considering the quantitative survey findings and usage patterns in combination with the in-depth interviews. These profiles humanize the observed usage patterns by highlighting distinct motivations and behaviors that influence digital payment adoption.

Individual users			MSMEs	
				
Situational user	**Digital mover**	**Cash-first user**	**Juggling Merchant**	**Structured Boss**
Wants convenience but will **forego it for cash if the cost and context** are not right. Large value, online purchases, and the inconvenience of carrying change encourage the use of digital payments.	Wants a **fully digital life**, motivated by speed, the ability to track expenditures, and recurring digital incomes.	Both individuals and owners fall into this microenterprise category. The cash-first user wants **familiarity**, not surprises, but is curious about digital payments. Human support, **simplicity**, and remittances drive usage.	Wants to **see the money working** but finds digital stressful except when customers demand it or for reconciliations at the end of the day.	Wants systems and **professionalism** motivated by ease for customers, supervising employees (visibility), and avoiding cash risks.

Section 3.2
User behavior profiles—highly digital individual end user

Digital mover

Wants a fully digital life and a frictionless user experience.

Age:	Financially established adult (36-54 years old)
Occupation:	Office employee
Income level:	Salaried—frequent earner
Location:	Urban
Education level:	Post-secondary
Financial access:	Has two or more financial accounts: bank or mobile money
Digital awareness:	Smartphone owner with access to apps

Aspirations & priorities (what matters most)

- Aspires to have a fully digital life and options to pay digitally.
- Pursues financial goals and tracks spending.
- The need for control drives the use of digital payments.
- Views digital payments as improving their social status.

> **"I receive my salary via bank account, and I can push it to mobile money, where I make all my payments. I find it faster to pay with mobile money. It means I don't have to go anywhere."**
> *—Man, individual user, urban Côte d'Ivoire*

Payment behavior

- Sees clear benefits of digital payments, such as:
  - Ease of managing routine expenses (e.g., rent, utility bills).
  - Help avoid overspending.
  - Anytime, anywhere convenience.
- Large-value payments still require a bank branch visit.
- Needs help using some features.

> **"One day, a restaurant refused to accept a digital payment. I had to make a withdrawal. The owner said she is not very electronic."**
> *—Man, individual user, Côte d'Ivoire*

> **"There has been a lot of embarrassment with [Provider F]... The system always says it is being updated... I once thought about stopping using this application."**
> *—Woman, individual user, rural Angola*

Key pain points

- Merchants do not accept digital payments or do not know how to use them.
- The need for multiple accounts to increase choice.
- Cash-only merchants, especially public transport, waste time finding change. Network issues cause embarrassment.

> **"In my daily life, I notice that many merchants do not yet accept digital payments, which can sometimes be frustrating, as it forces me to use cash or look for other alternatives to pay for my purchases."**
> *—Man, individual user, Madagascar*

> **"For private transport such as taxis, it's easy to scan a QR code and pay. However, for public transport, payment still has to be made in cash."**
> *—Man, individual user, urban Côte d'Ivoire*

Section 3.2
User behavior profiles—highly digital MSME end user

Structured boss

Sees digital payments as essential business tools and uses them to schedule payments to ensure accountability and professional service to clients and employees.

Age:	Older (36-50 years old)
Business type:	Retail trade
Business classification:	Small business
Location:	Urban or main street of a peri-urban or rural setting
Turnover:	High volumes
Formalization:	Has two or more employees, has formally registered the business, and has a permanent location
Education level:	Post-secondary
Financial access:	Has two or more financial accounts: bank and/or mobile money
Digital access:	Has a business device, phone, or POS and cash register

Aspirations & priorities (what matters most)

- Hopes to expand the business by serving more individual users.
- Focuses on individual user service quality.
- Emphasizes compliance.
- Wants visibility over business operations

"Digital payments are safer, faster, and more professional. I get confirmation and have proof—it's easier to manage staff and payments."
—Merchant, Angola

Payment behavior

- Plans cash management in line with business operations. Makes some payments weekly, others monthly.
- Offers multiple digital payment channels for individual users.
- Visits the bank to make a deposit on a cash-heavy day.
- Finds digital payments secure and an essential operational tool.
- Perceived digital payments benefits include:
  - Collecting payments
  - Records
  - Paying employees, suppliers, and business bills, such as electricity
  - Compliance—tax and policy compliance
  - Handling large value payments

"[Provider G] is my life—I pay everything with it: bills, electricity, rent, supplier bills, internet... anything. It's easy and makes clients happy."
—Merchant, Tunisia

Key pain points

- Cash prevalence limits real-time visibility into business operations.
- Individual users require help to transact.
- Cash is risky, and finding change wastes time.
- Network issues affect operations.

"We implement what customers request, like POS devices and POS cards. The entire payment process takes only seconds, making it highly efficient—and for our VIP clientele, digital is preferred for its security and protection against pickpockets. If the network fails, we accept cash as a backup."
—Man, merchant, Madagascar

Section 3.3
User behavior profiles—moderately digital individual end user

Situational user: sometimes uses digital, other times cash

A typical situational user is an irregular earner who finds both cash and digital payments convenient depending on the situation. They use digital mainly for e-commerce and large-value payments.

Age:	Early career (18-35 years old)
Occupation:	Semi-formal employee
Income level:	Infrequent earner
Location:	Peri-urban or urban
Education level:	Post-primary
Financial access:	Has at least one financial account: bank or mobile money
Digital awareness:	Owns a smartphone or basic phone

Aspirations and priorities (what matters most)

- Seeks convenience, ease, and cost savings when making payments.
- Desires digital options that are simple, affordable, and fit specific needs (e.g., digital for large or remote transactions).
- Open to using new platforms if they come with incentives like cashbacks.
- The context of the transaction determines the payment method (e.g., urgency, amount, distance).
- Wants the ability to control how they receive and spend money.
- Familiarity with one approach may make them hesitant to learn a new digital process.

> **"Yes, I am interested if it will provide me with more quality in services, i.e., more rapid support and cash back as an incentive."**
> *—Woman, individual user, Tunisia*

Payment behavior

- Uses cash for small-value purchases.
- Uses digital payments for large-value payments or routine expenses like rent, TV subscriptions, and electricity. It helps to avoid queues.
- Prefers cash to avoid digital transaction fees and other costs.
- Receives wages in cash or through mobile money; if the former, they must deposit at an agent to conduct digital payments.
- Negative experiences or unresolved issues discourage use of digital payments in more contexts.

> **"It depends on what I want to pay. Like bills or rent, I pay online because I don't want to line up."**
> *—Woman, individual user, peri-urban, Côte d'Ivoire*

> **"I preferred to pay with [Provider H] because I didn't want to go to a branch to withdraw the money."**
> *—Woman, individual user, Côte d'Ivoire*

Key pain points

- Network issues.
- Unresolved grievances.
- High transaction fees.
- Poor user experience that leads to errors and mistakes.
- Mobile data costs discourage use of app and web channels.

> **"I pay rent via [Provider B] because the landlord lives far away. It's faster than traveling, but sometimes network issues delay transactions."**
> *—Woman, individual user, Madagascar*

Section 3.3
User behavior profiles—moderately digital MSME user

Juggling merchant

A typical juggling merchant operates a microbusiness, either self-run or with one employee, and skillfully balances cash and digital payments. While it can be stressful, using digital tools helps them serve individual users better and steadily grow.

Age:	Younger (18-35 years old)
Business type:	Retail services
Business classification:	Microenterprise
Location:	Urban or peri-urban
Turnover:	Moderate
Formalization:	One or no employees, semi-permanent outlet, no formal registration
Education level:	Post-primary
Financial access:	Has one financial account: either a bank or mobile money account
Digital access:	Has a personal phone and a cash register

Aspirations and priorities (what matters most)

- Speed of transactions
- Serving more individual users to increase sales
- Certainty that transactions go through without errors or delays
- Fast end-of-day reconciliations
- Benefits of digital payments, such as:
  - Access to individual user contacts
  - Record keeping
  - Access to loans
  - Easy reconciliation

> **"I rarely do digital transactions for my business because mostly I deal directly with people from rural areas who don't deal with or don't understand digital tools, so they prefer cash."**
> *—Woman, merchant, peri-urban, Angola*

Payment behavior

- Recognizes that they must support multiple digital payment methods to meet diverse individual user preferences.
- Trusts traditional channels (e.g., banks) more than e-money wallets.
- Appreciates that digital payments are faster than cash since there is no hassle finding change.
- Adopts a new method if individual users insist on it.
- Prefers digital for large-value payments.
- Prefers cash for local supplier payments to avoid fees.
- Finds cash more practical in the morning and when the recipient is present. Pays employees in cash, as it is available.

> **"I prioritize adaptability to client preferences. If a client requests a new payment method, I am prepared to implement it. However, in the absence of such requests from a significant client segment, I find it unnecessary to introduce additional options."**
> *—Man, merchant user, urban, Tunisia*

Key pain points

- Misunderstanding the digital payment fees and making errors.
- Network delays.
- Merchant fees that reduce sales margins.
- Some suppliers demand cash.
- Finding change.
- Agents close early and open late.
- Missing features—transparency and reconciliations.

> **"When the total purchase amount is significant, payment is made via mobile money. For smaller purchases, it's cash."**
>
> *—Woman, merchant, younger, urban, Madagascar*

Section 3.4
User behavior profiles—minimally digital individual or microenterprise end user

Cash-first user

A typical cash-first user is a rural, low-income earner who cautiously uses digital payments out of necessity yet faces access barriers and low digital confidence.

Age:	Young students or seniors over 55 years old
Occupation:	Student Smallholder farmer Kiosk operator
Income level:	Salaried–frequent earner
Location:	Rural
Education level:	Primary or less
Financial access:	Has access to a bank account or mobile money (own or shared)
Digital awareness:	Has a basic phone, no smartphone

Aspirations and priorities (what matters most)

- Wants to feel included and stay connected with family.
- Needs a secure and reliable channel for receiving remittances.
- Values trusted human support (e.g., agents) and fears making mistakes.
- Prefers flexibility—cash is simple, familiar, and usable anywhere.

> **"Yes, I would need technical assistance... basic technical skills on how to use the platform or equipment."**
> *—Man, individual user, Angola*

Payment behavior

- Uses at least one digital channel (e.g., card, USSD, bank transfer).
- Has low digital and financial confidence—often needs help to register or use platforms.
- Avoids complexity and finds digital payments difficult to navigate.
- Has no urgency to adopt, since many nearby merchants lack phones or digital payment options.
- Prefers cash, as it is still widely accepted and familiar.
- Recognizes the value of digital payments for utilities and sending money over long distances.

> **"No one from the provider has ever come to explain it to me properly... My grandson does the transactions for me."**
> *—Woman, merchant, rural, Côte d'Ivoire*

Key pain points

- Limited agent coverage and restricted opening hours.
- Complex and slow reversal process when errors occur.
- Providers do not take pains to provide information on how digital payments work.
- Network issues disrupt access and lead to transaction failures.
- Stories about fraud create apathy and disinterest in digital payments.

> **"Many people here use it to pay for electricity, but others like me do not have electricity; it is the reason I don't need to use digital."**
> *—Man, merchant, non-user, rural, Madagascar*

Section 3.5
Summary of barriers across countries

Summary of usage drivers across countries




Country	Angola	Côte d'Ivoire	Madagascar	Tunisia
Cluster	Emerging	Emerging	Nascent	Nascent
Main adoption/early use barrier	Low awareness and lack of digital devices **"I do not use digital payments because I do not have the instruments (phone) that allow me to have the applications."** *—Man, rural* **"Nobody ever comes to speak to me about this payment method or the benefits, so there is nothing that is pulling me to go register."** *—Woman, peri-urban*	Fraud concerns **"I am afraid of scammers; my friend was a victim of fraud."** *—Man, peri-urban*	Fraud and system-related issues **"As I mentioned earlier, my money disappeared from my [Provider B] account... So, I don't want to try other digital payment methods for fear of losing more money."** *—Woman, urban*	Limited acceptance by merchants **"Many shops do not accept digital payments, so I pay in cash."** *—Man, urban*
Main habitual usage barrier	Fraud fears and high fees **"Nowadays, there are a lot of scams and clones, so I prefer to go to the bank, withdraw the money at the counter, keep the money, and do my things normally."** *—Man, urban*	Network issues **"Mobile money is convenient, but there are too many network problems here, so it doesn't suit us."** *—Woman, peri-urban*	Network issues **"The networks are often down, which makes transactions difficult."** *—Woman, urban*	Network issues **"I tried paying for clothes online with my card, but the payment kept failing. In the end, I had to pay cash on delivery."** *—Man, urban*

*Quotes are taken from individual user respondents in the SIIPS 2025 study across the respective countries.

Section 3.6
Summary of merchant insights

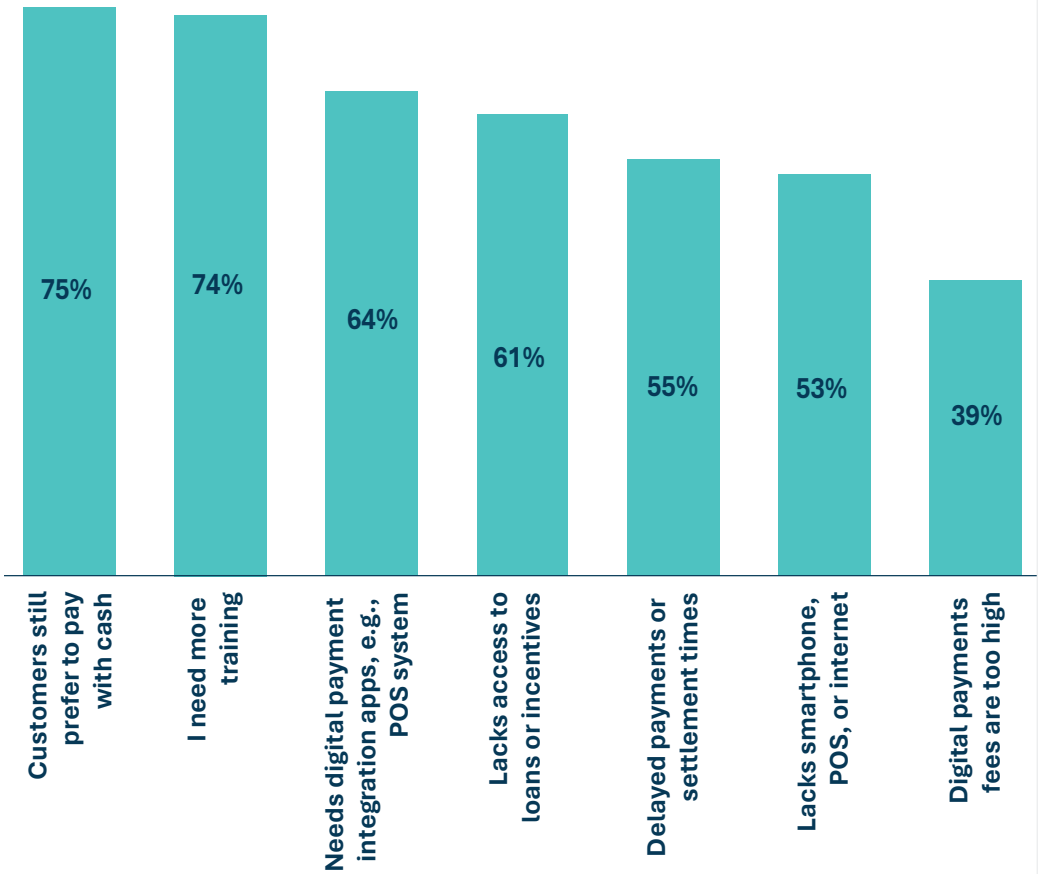
Customer demand is the primary trigger for merchant adoption. Continued use hinges on reliability, affordability, and service quality, but fraud, poor networks, and low customer literacy hinder habitual use.

Country	Angola	Côte d'Ivoire	Madagascar	Tunisia
Cluster	Emerging	Emerging	Nascent	Nascent
Main early use driver	Customers demanding to pay digitally **"I don't take the lead; I always wait for the client to take the lead on how he will pay... because there are clients who want to pay cash; for example, if I say digital, that will confuse the client, so I leave them to decide."** *—Man, merchant, peri-urban*	Customers wanting to pay digitally **"I accept everything; it's the customer who decides. Yesterday, one customer did not have enough cash, so he ended up paying with [Provider H]."** *—Man, merchant, peri-urban*	Customer demand **"If we don't offer digital payments, customers might not come."** *—Woman, merchant, rural*	Customers wanting to pay digitally **"Most of the time, customers prefer digital payments over cash, possibly due to convenience, as well as the clearer traceability that digital payments offer...."** *—Man, merchant, urban*
Main habitual use driver	Clear operational benefits for the business **"It's complicated to receive a lot of cash... when it's time to close for the day, they must count it all, and there's a lot of room for error. With digital, we can practically just calculate the total of how much came in during the day."** *—Man, merchant, urban*	Reliable individual user support and fee waivers **"What encourages me to use mobile money more often is the quick assistance it provides when necessary. I have confidence in using it."** *—Woman, individual user, urban*	Convenience for receiving customer payments **"Digital payments are fast, accessible, and secure—they've become part of our daily routine."** *—Woman, merchant, urban* **"...they offer several advantages to our business... fast and secure transactions."** *—Woman, merchant, urban*	Convenience and safety **"If the digital payment system is not secure, it could expose the business to potential cyberattacks, fraud, or theft."** *—Woman, merchant, urban*
Main barrier	Fraud concerns **"I stopped using [Provider C] because of these scams and false receipts."** *—Man, merchant, peri-urban*	Network issues **"The transactions are often delayed: The customer confirmed the payment, but it takes hours to reflect on my balance."** *—Man, merchant, urban*	Network Issues **"The network was interrupted... we waited hours for a transaction."** *—Woman, merchant, rural*	Limited acceptance and familiarity by individual users **"Some individual users may not be familiar with digital payment methods or might not trust them yet. However, with proper training and reliable security measures, these risks can be minimized."** *—Woman, merchant, rural*

*Quotes are taken from individual user respondents in the SIIPS 2025 study across the respective countries.

Section 3.7
Merchant constraints

Many merchants lack the necessary hardware to accept digital payments, such as POS devices or smartphones. Digital payments also present some challenges, including transaction fees and delays in real-time settlement for card payments, as well as delayed SMS confirmations on mobile channels.



> "Some colleagues utilize bank-provided POS terminals ... but it is not available to us. We currently operate with a single POS terminal provided by [Provider E], which handles both bank card and [Provider E] transactions. The limitation is that funds are only accessible at the start of the following month, significantly extending our billing cycle."
> *— Man, merchant, Tunisia.*

SECTION 4

ENABLERS AND BARRIERS TO THE ADOPTION AND USE OF DIGITAL PAYMENTS

Section 4.1
Pathway to habitual use of digital payments

Digital payment usage framework

Awareness
What is it and why should I care?

- Understanding what digital payments are, how they work, and their benefits
- Exposure to available tools (apps, USSD, cards, etc.)
- Messaging through trusted channels (media, agents, peers, institutions, and providers)
- Addressing misconceptions, fear of high fees, scams, and mistrust

Access
Can I easily start using it?

Cash-first user

- Availability of the required infrastructure (POS, smartphones, branches, ATMs, agents, mobile network, and internet) to support usage
- Affordable mobile data or zero-rated platforms
- Reduced onboarding friction (easy registration, ID/document flexibility)
- Accessibility for people in remote or underserved areas

Adoption and early use
Why use it instead of cash?

Situational user/Juggling merchant

- Initial registration and first-time use
- Positive onboarding experience (user-friendly interfaces, support, incentives)
- Immediate value realization (e.g., time and cost savings, safety, convenience)
- Risk-free trial experiences (e.g., low-cost or no-cost transactions)
- Positive early interactions

Habitual use
Does it make life easier?

Digital user/Structured boss

- Integration into daily routines (e.g., bills, shopping, transfers)
- Reliable service (speed, network uptime, payment confirmations)
- Ongoing perceived value (incentives, traceability, cost-effectiveness, verifiability)
- Individual user support and trust reinforcement
- Diversification of use cases
- Network effects

Why it matters

- Awareness is the foundation. Without it, people won't seek out or consider digital payment options. Many remain unaware of the benefits or doubt their relevance or safety. Effective awareness campaigns help users overcome psychological and knowledge barriers.
- Even if users are aware, they cannot participate without access. A lack of identification documents, limited bank or agent coverage, and barriers to digital tool access continue to block many from entering the formal financial system.
- This is the tipping point where users move from intention to action. A seamless early experience can build trust and encourage continued use. Negative first impressions (e.g., scams, poor support) lead to abandonment.
- Long-term inclusion depends on repeated, confident use. Users must trust the system will work when needed. Sustainability requires services to be affordable, accessible, and responsive.

User attrition | *Is the risk and hassle worth it?*

- Technical frustrations caused by system unreliability, app crashes, failed transactions, and poor network connectivity, eroding trust in the system.
- Fraud and scam exposure, unauthorized deductions, and data breaches leading to loss of confidence and dropping digital tools altogether.
- Complexity and usability barriers like unintuitive interfaces, unclear instructions, lack of financial confidence, and language limitations discourage continued use, especially among first-time or low-literacy users.
- Lack of individual user support when issues arise without timely or effective help reinforces perceptions that digital tools are riskier or more difficult than cash, e.g., inability to reverse erroneous transactions.
- Perceived risk and mistrust can make digital systems be seen as costly, unsafe, unregulated, or "only for the rich/educated," leading to avoidance after the first or second trial.

Section 4.2
User profiles

Samples used to evaluate users in the individual user journey

Stage	Awareness	Access	Early use	Habitual use
Individual user	All users	Cash-first user	Situational user	Digital movers
Merchant			Juggling merchant	Structured boss
Sampled users	All users	Digital non-users (mostly cash)	Hybrid (cash + digital) users	High digital users (mostly digital)

Awareness and access:

Cash-first users normally lack the foundational requirements to use digital payments, i.e., low awareness and financial literacy, limited tools, and access barriers caused by the inability to register for digital payment services.

Early use:

Early-stage usage comprises users who are still learning to use digital payments, frequently falling back to cash while trying to cope with barriers faced when using digital payments. This behavior is exhibited by two profound profiles—the situational user and the juggling merchant profiles.

Habitual use:

The digital mover and structured boss exemplify what habitual usage looks like—serving as a benchmark for regular digital engagement. Yet even these users encounter system inefficiencies and evolving needs that future IPS must address to sustain usage.

Section 4.3
Awareness of digital payments

Users were aware of the most common digital methods in their country, helped by media, providers, and social networks.

Rank	Angola	Côte d'Ivoire	Madagascar	Tunisia
Digital payment services/instruments respondents are most aware of				
1	POS/Card	Mobile money	Mobile money	POS/Card
2	Mobile bank app	POS/Card	Mobile bank app	Bank transfer
3	App/e-wallet	Mobile bank app	QR/POS	Branch/agent
Most used source of information about digital payment services				
1	Media	Social networks	Media	Social networks
2	Social networks	Media	Service provider	Media
3	Service provider	Service provider	Social networks	Service provider

The foundational "awareness stage" involves understanding:

- What they are and how they work.
- The key benefits, such as security, speed, and convenience.
- Available channels, including apps, cards, USSD, and QR codes.

Awareness is built through peer influence, media, and trust in providers. A crucial part of this is actively addressing common user fears like fraud, scams, and high fees. Ultimately, if people do not understand digital payments or see them as risky or irrelevant, they will not use them and will continue to rely on cash.

To measure awareness, respondents were surveyed on their awareness of different payment methods and where they learned about them.

"I use all digital payments because the company that I work with gives us a digital wallet and encourages us to use it."

—Man, younger, rural, Tunisia

"I saw mobile money ads on Facebook and decided to try online purchases."

—Woman, individual user, urban, Madagascar

Awareness of digital payments

Opportunities remain for service providers to further increase awareness.

Provider investment in creating awareness:

Awareness of digital payments directly mirrors the marketing and infrastructure efforts of service providers.

- **Mobile Network Operators (MNOs):** In Madagascar and Côte d'Ivoire, significant investment in agent networks and financial service integration by mobile providers has led to high mobile money awareness and use.

> **"I know and accept mobile money from individual users who buy from our shop. These payment platforms are [Provider B], [Provider J], and [Provider H]."**
>
> *—Woman, merchant, peri-urban, Madagascar*

- **Banks:** In Angola and Tunisia, banks have successfully driven card and POS terminal awareness.

> **"I know [Provider C], I know cards, I know bank transfers; there is this [Provider K] that is coming up, also [Provider L], and recently [Provider M]."**
>
> *—Woman, merchant, urban, Angola*

> **"I can't use a payment method that my clients don't use or are not familiar with, such as mobile money."**
>
> *—Man, merchant, urban, Tunisia*

Beyond marketing, there is an opportunity to harness the power of social networks:

Family, friends, and business networks are crucial for building user confidence and promoting peer-to-peer learning and adoption. A key strategy can be to identify and empower influential early adopters who can educate and train their peers.

> **"Commercial banks should educate consumers... go to markets, inform people about the type of service, what its benefits are, and how it will improve people's lives."**
>
> *—Man, merchant, urban, Angola*

> **"I have heard about [Provider N] recently, but I don't know it well. Even my customers don't understand how it works."**
>
> *—Man, merchant, urban, Côte d'Ivoire*

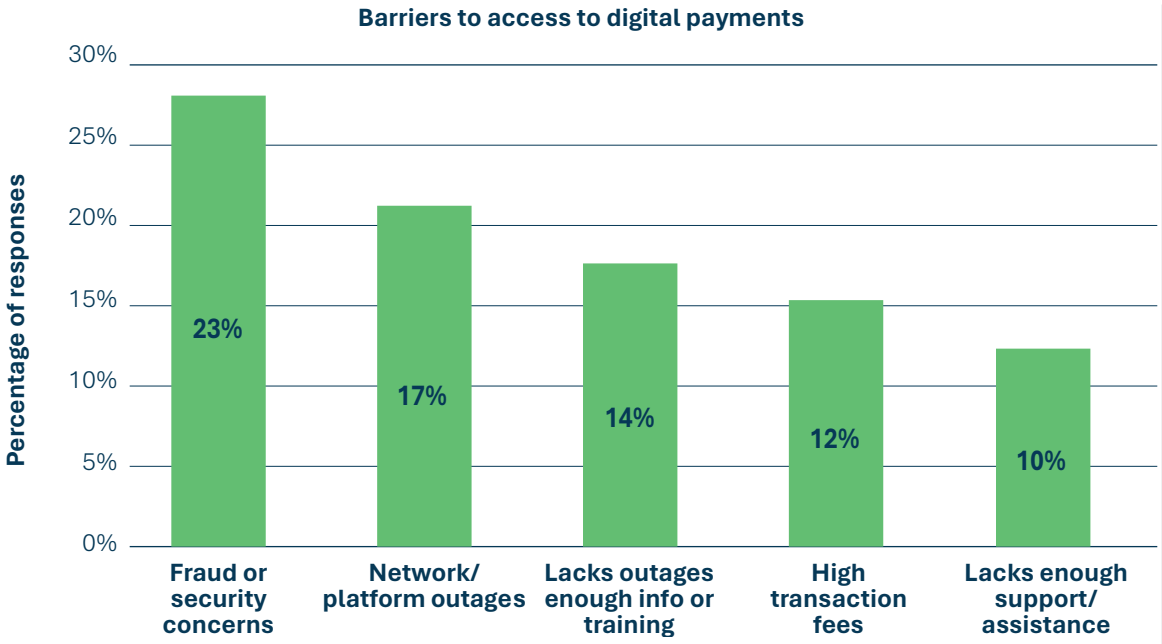
The two-sided market calls for a double-edged approach:

A successful digital payment ecosystem requires both merchants and consumers to be ready and willing to participate. Low consumer use will discourage merchant adoption, and vice versa, stalling overall growth.

> **"I have an idea about [digital payments], but I don't use them in my work because most of the clients don't use them, or they don't even know about them."**
>
> *—Man, merchant, urban, Tunisia*

Section 4.4
Access barriers

Barriers to access reported by cash-first users are particularly related to fraud risks and network unreliability. Perceived barriers are influenced by social networks.



Top access barriers			
Angola	**Côte d'Ivoire**	**Madagascar**	**Tunisia**
Fraud or security concerns	Fraud or security concerns	High transaction fees	Lack of info or training
Lack of info or training	Network/platform outages	Network/platform outages	Lack of support/ assistance
Lack of a phone or digital device	Lack of info or training	Fraud or security concerns	Fraud or security concerns

Top perceived barriers:

- Fear of fraud and poor network performance are ranked high even by those with no personal experience, based on stories from peers.
- Lack of information and training, especially by service providers, was ranked as the second most common barrier in all countries.

> **"I usually make my payments with cash... Nowadays there are a lot of scams and clones, so I prefer to go to the bank, withdraw the money at the counter, keep the money, and do my things normally."**
> *—Man, merchant, urban, Angola*

> **"I am afraid of scammers; my friend was a victim of fraud."**
> *—Man, merchant, peri-urban, Côte d'Ivoire*

Country-specific concerns:

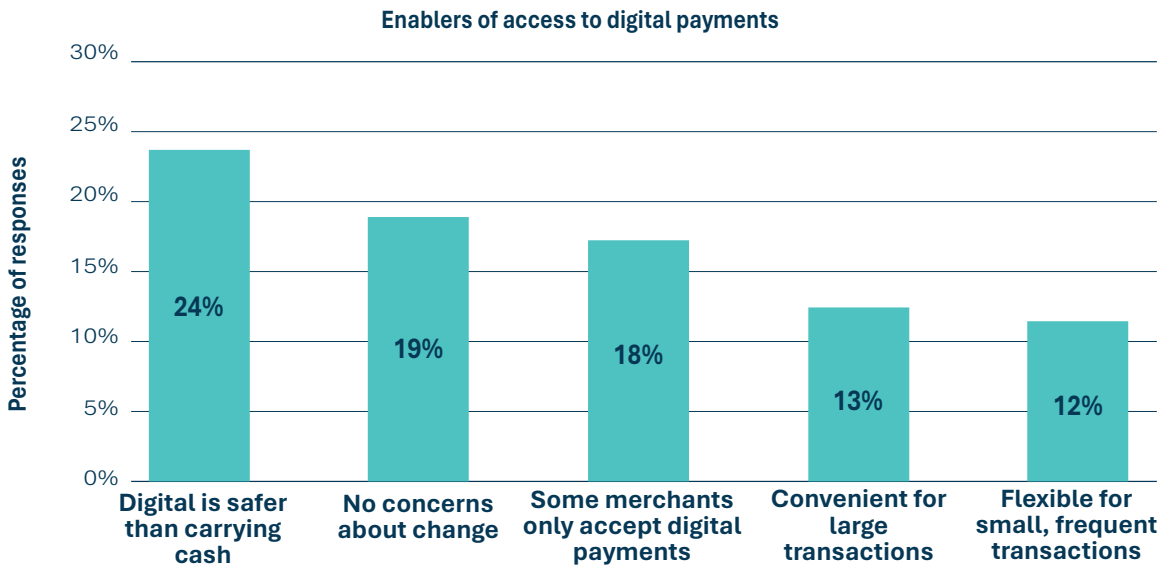
- Angola & Côte d'Ivoire users fear scams and fraud, while users in Madagascar report high transaction fees.
- Users in Tunisia and Angola name the lack of information and training as a reason for not adopting.

> **"To be honest, I see an advantage in it... But I'm not informed enough, and I don't master the subject well. I need more information about these methods."**
> *—Man, user, urban, Tunisia*

> **"Nobody ever came to speak to me about these payment methods or the benefits, so there is nothing that is pulling me to go register."**
> —Woman, merchant, rural, Angola

Section 4.4
Access enablers

Safety, convenience, and high acceptance drive users to want to sign up for digital payments.



Total responses: N=409

Top enablers to digital payment access			
Madagascar	**Angola**	**Tunisia**	**Côte d'Ivoire**
Digital payments are safer than carrying cash	Digital is safer than carrying cash	Some merchants accept only digital payments	Eliminates concerns about change
Convenient for high-value transactions	Eliminates concerns about change	Digital is safer than carrying cash	Digital is safer than carrying cash
Flexible for small-value, frequent transactions	Some merchants accept only digital payments	Eliminates concerns about change	Some merchants accept only digital payments

- **Safety**, i.e., the perceived ability of digital payments to protect money from theft and loss, is a primary motivator in Madagascar and Angola.

> **"[I would use digital payments]if it is good and safe, because it will be easy to use and pay for some services and goods."**
> *—Man, individual non-user, urban, Angola*

> **"I might be interested if the security is stronger than my current platforms."**
> *—Man, merchant, urban, Madagascar*

- **Convenience**—eliminating the hassle of carrying exact change is a major advantage and driver in Côte d'Ivoire, especially for small, frequent payments.

> **"I offer both cash and digital payments to customers, but I prefer paying suppliers and employees in cash to avoid any confusion. The main challenge with cash is having enough small change."**
> *—Man, merchant, peri-urban, Côte d'Ivoire*

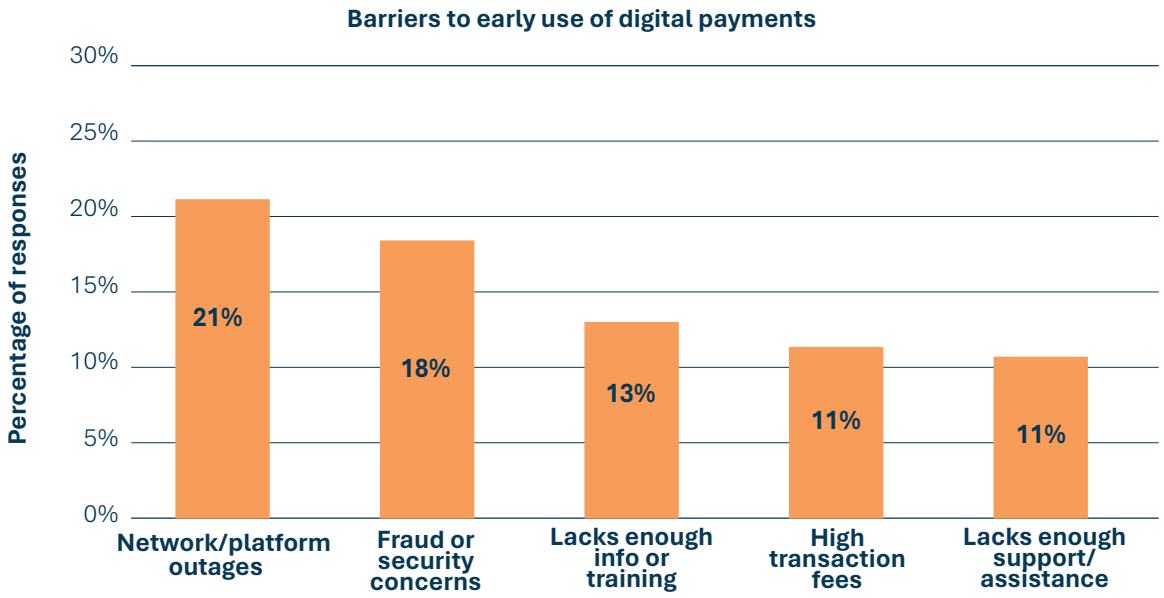
- Users need to see that digital payments are **widely accepted** by merchants and for essential services before they commit.

> **"When I receive my salary, I directly transfer... For those I don't have... I go to the nearby ATM to withdraw some cash to use when I go to the informal market to buy because they don't accept digital payment."**
> *—Man, individual user, younger, urban, Angola*

> **"We predominantly utilize bank transfers for supplier payments, a method that has superseded the use of checks following recent legislative changes."**
> *—Man, merchant, rural, Tunisia*

Section 4.5
Early use barriers

Even after adoption, users face significant hurdles that prevent them from fully abandoning cash.



Total responses: N=430

Top barriers to early use			
Madagascar	**Angola**	**Tunisia**	**Côte d'Ivoire**
Network/platform outages	Network/platform outages	Lacks enough info or training	Network/platform outages
High transaction fees	Fraud or security concerns	Lacks enough support/ assistance	Fraud or security concerns
Fraud or security concerns	Hidden fees/costs	Fraud or security concerns	Lacks enough info or training

- **Unreliable networks & platform outages:** In Angola, Côte d'Ivoire, and Madagascar, poor network connectivity and platform failures are a top barrier, causing transaction delays and failures. In Tunisia, the digital literacy gap is a more prominent issue.

> **"One of the main difficulties I encounter is the network connection issue with [Provider O] during a transaction."**
> *—Man, individual user, urban, Madagascar*

- **Unexpected & high costs:** In addition to fraud and security concerns and the lack of sufficient information on digital payments, users are discouraged by transaction fees, especially where cash is free (a key issue in Madagascar and Angola). Merchants may view processing fees as an unwanted "tax" on their sales.

> **"[Digital payments] are easy and fast, but they are not cheap."**
> *—Man, individual user, urban, Angola*

> **"When there was a promo and individual users received cash back, it was good... Now they pay the fees and see no benefit."**
> *—Woman, individual user, urban, Côte d'Ivoire*

- Situational user/Juggling merchant—not fully converted: Due to reliability, fraud, and cost concerns, users don't switch completely. They treat cash as a necessary backup. This leads to a pattern of using digital payments for specific needs (like bills) while still relying on cash for daily life.

> **"Mostly, I pay in cash daily for small amounts, but I prefer digital payments when it comes to bills like water, electricity, and internet. I prefer paying for them online to avoid wasting time and unnecessary waiting."**
> *—Woman, individual user, rural, Tunisia*

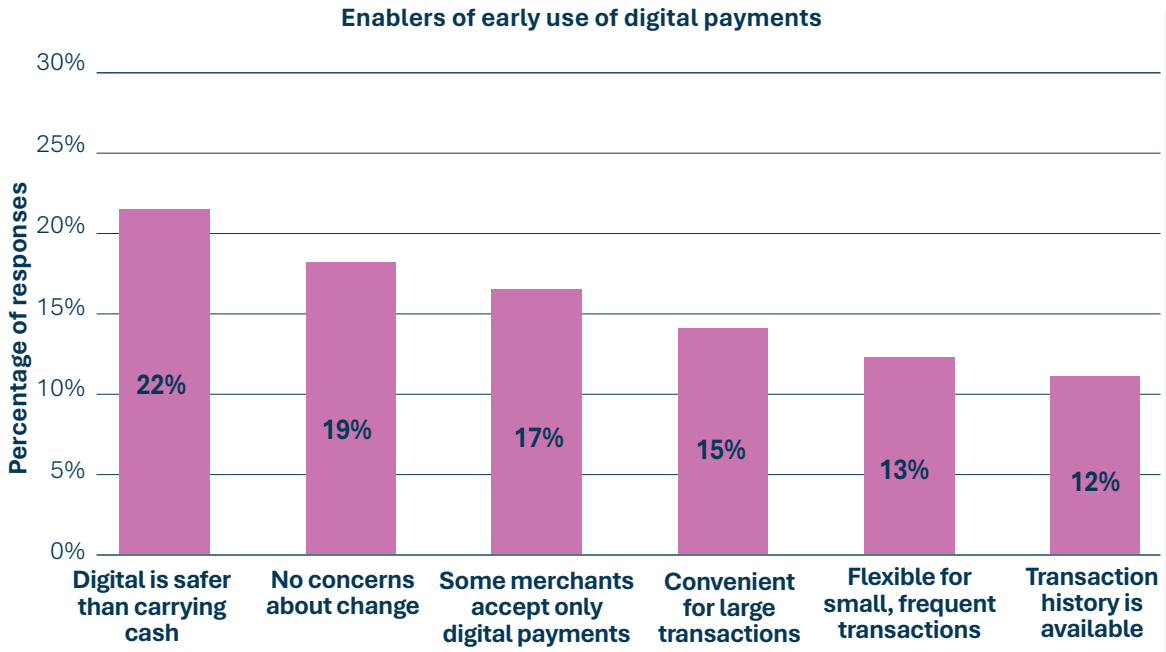
Spotlight: Fraud and security concerns in digital payments

The dichotomy of security and fraud perceptions and their impact on digital payment adoption.

Worries about fraud and security exist in all countries. At the early-use stage, security perceptions can serve as both a motivator and a barrier. People who fear physical theft lean toward digital; those who fear digital fraud stay with cash. The dominant fear usually determines which digital payment is used in the prevailing scenario, or whether digital usage progresses or stalls.

Main concern/fear	User concerns	User behavior	Impact on digital adoption	User quote
Cash risks	Robbery, loss of cash, fake currency, defaced notes, long ATM queues, and the lack of CICO agents.	Motivated to switch to digital payments.	Digital is seen as safer and easier to carry.	**"Despite the relative ease of cash transactions, we have experienced a significant security breach involving the theft of approximately 5,000 dinars from our home cash register. This incident underscores the inherent risk associated with handling and storing large amounts of cash."** *—Man, merchant, urban, Tunisia*
Digital/ platform risk	Hacking, cloning, scams, accidental transfers, digital identity theft, and system failure.	Discourages digital use.	User sticks to cash or uses digital cautiously.	**"I don't trust using my wallet [Provider S] a lot, as it may have many risks in security."** *—Woman, user, urban, Tunisia*
Trust balance	Which fear dominates?	Determines the type of payment method used.	Creates biased use of cash vs. digital. Builds or stalls transition to habitual use.	**"I use my bank card to avoid carrying cash due to insecurity."** *—Man, individual, urban, Madagascar* **"Cash is easy except when you go to places where digital is compulsory, like in the government office."** *—Man, individual, urban, Angola*

Positive experiences during trial can solidify digital payment usage if the benefits are obvious and demand is high.



Total responses: N=245

Top barriers to early use			
Madagascar	**Angola**	**Tunisia**	**Côte d'Ivoire**
Digital is safer than carrying cash	Eliminates concerns about change	Some merchants accept only digital payments	Eliminates concerns about change
Convenient for large transactions	Some merchants accept only digital payments	Digital is safer than carrying cash	Digital is safer than carrying cash
Eliminates concerns about change	Convenient for large transactions	Eliminates concerns about change	Flexible for small, frequent transactions

- **Core benefits are confirmed through user experience:** The primary drivers during the early use stage are consistent with those that matter for awareness: safety, convenience (no need for exact change), and widespread acceptance are crucial.

> **"Finding change is a real problem. Because of it, some customers prefer to pay by mobile money due to problems with change, especially in the evenings."**
> *—Man, merchant, peri-urban, Côte d'Ivoire*

- **The demand for universal acceptance & choice grows:** As usage increases, so does the demand for digital payments to be accepted everywhere. Interoperability becomes vital; users want the flexibility to pay across different providers and have a backup if one service fails.

> **"We do not use [Provider C], and clients come wanting to pay using [Provider C]; we lose the client. So if more people have [Provider C], it would incentivize us [to register and use it too]."**
> *—Woman, merchant, rural, Angola*

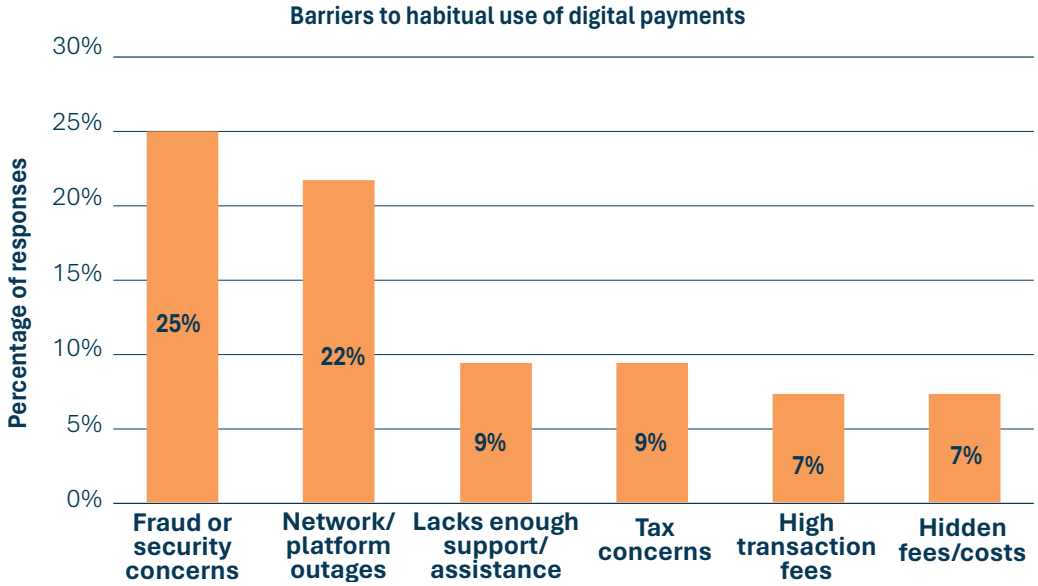
- **Positive user experience drives deeper adoption:** A smooth, fast, and reliable platform experience with good individual user support builds confidence and encourages more frequent use. For merchants, offering customers their preferred digital payment method is key to retention.

> **"What encourages me to use mobile money more often is the quick assistance it provides when necessary. I have confidence in using it."**
> *—Woman, individual user, urban, Côte d'Ivoire*

> **"Digital payments like [Provider F]... you receive the payment instantly, you receive a notification that the money is in your account... it happens constantly here in my business."**
> *—Man, merchant, urban, Angola*

Section 4.6
Habitual use barriers

Cracks in the system lead to loss of trust, undermining confidence, and causing users to churn or revert to cash.



Total responses: N=245

Top barriers to early use			
Madagascar	**Angola**	**Tunisia**	**Côte d'Ivoire**
Network/platform outages	Fraud or security concerns	Tax concerns	Fraud or security concerns
High transaction fees	Network/platform outages	Lack of support/ assistance	Network/platform outages
Hidden fees/costs	Tax concerns	Lack of info or training	Lack of support/ assistance
Fraud or security concerns	Lack of support/ assistance	Network/platform outages	Lack of channel access

- **Pervasive fraud & security fears.** In Angola and Côte d'Ivoire, this barrier is fuelled by personal experience and by peer accounts of scams and vulnerabilities.

> **"My husband forgot his [Provider P] PIN code. The money disappeared from his account without [customer service] being able to resolve the problem."**
> *—Woman, merchant, urban, Côte d'Ivoire*

> **"[I would] stop using it [digital payments due to] card cloning… several scammers who have been hacking, accessing accounts digitally."**
> *—Man, individual user, urban, Angola*

- **Outstanding foundational issues, leading to unreliable networks & platform outages.** Frequent service disruptions are a common barrier in all countries, led by Madagascar, causing failed payments, delays, and frustration.

> **"The networks are often down, which makes transactions difficult."**
> *—Woman, individual user, urban, Madagascar*

> **"The transactions are often delayed… It takes a few hours to reflect on my balance."**
> *—Man, merchant, urban, Côte d'Ivoire*

- **Inadequate support & hidden costs.** When problems occur, slow or ineffective customer support erodes trust. For frequent users, high transaction fees, hidden charges, and tax concerns (especially in Tunisia) accumulate and become significant deterrents.

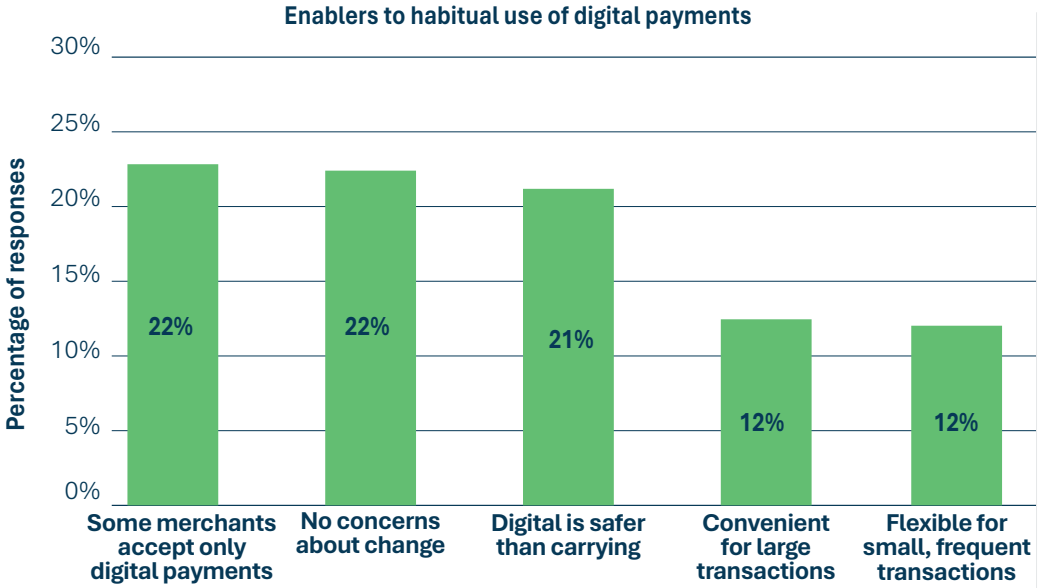
> **"I have lost my money before, and it took time to get it back due to duplicate transactions."**
> *—Woman, merchant, rural, Tunisia*

- **Persistent gaps in digital literacy**. Without ongoing training, users may avoid complex transactions or remain dependent on others, reinforcing a lack of confidence.

> **"Some customers may not be familiar with digital payment methods or might not trust them yet."**
> *—Woman, merchant, urban, Tunisia*

Section 4.6
Habitual use enablers

For habitual users, the value of digital payments grows as key benefits are reinforced through regular use.



Total responses: N=245

Top barriers to early use			
Madagascar	**Angola**	**Tunisia**	**Côte d'Ivoire**
Convenient for large transactions	Eliminate concerns about change	Some merchants accept only digital payments	Eliminate concerns about change
Digital is safer than carrying cash	Digital is safer than carrying cash	Convenient for large transactions	Flexible for small, frequent transactions
Flexible for small, frequent transactions	Some merchants accept only digital payments	Flexible for small, frequent transactions	Some merchants accept only digital payments

- **Convenience and network effects are paramount.** The ability to eliminate concerns about exact change is a top driver for users, especially in Angola and Côte d'Ivoire. The ultimate enabler, as viewed by users in Tunisia, is universal acceptance—a complete ecosystem where digital is always an option.

> **"Normally, I prefer digital payment to avoid small change problems, but in this area, customers pay a lot in cash. I sometimes ask if they can pay by mobile money if they have it."**
>
> *—Woman, merchant, urban, Côte d'Ivoire*

- **Efficiency and speed are essential in facilitating habitual use:** Users experience the near-instantaneous nature of digital transactions, which provides a level of efficiency that cash cannot match, saving valuable time.

> **"As a merchant, I greatly value the near-instantaneous nature of contactless transactions. Within three seconds, a simple tap of the card results in automatic receipt generation and immediate confirmation. This is the level of efficiency I aspire to for all transactions."**
>
> *—Woman, merchant, urban, Tunisia*

- **Safety and record-keeping for key transactions.** Digital becomes the preferred method for large or important payments (like paying suppliers or school fees), due to the risk of carrying cash and the benefit of a digital record.

> **"When the amount is large, I prefer electronic payment because it's better to manage my resources as I keep track of the transaction."**
>
> *—Man, merchant, peri-urban, Côte d'Ivoire*

> **"Before, I used to wait in line, fill out paperwork, and wait at the bank. This process took at least 30 minutes. Nowadays, with [Provider Q]'s real-time system, I save a lot of time and effort."**
>
> *—Man, merchant, urban, Tunisia*

Section 4.7
Drop-off/Churn

Not all users stay. Poor user experiences and unresolved issues can lead users to abandon digital payments entirely, reversing financial inclusion efforts.

Barrier	Triggers commonly mentioned		Outcome leading to churn/ attrition/dormancy
	Individual users	Merchants	
Fraud and security concerns	• Hacked accounts, identity theft, scams, cloned cards. • Friends and family reporting losses amplifies fear.	• Fake payment confirmation, cloned POS. • Other merchants reporting losses amplifies fear.	After a poor experience or hearing about scams, trust is lost, and the user reverts to cash.
Platform downtime or network failures	• Transfer failure during an emergency.	• POS transaction failure during checkout.	Failed transactions reduce confidence in the reliability of the system.
Lack of support or recourse	• Long wait times for individual user support, or support staff are poorly trained or inaccessible.	• No clear process for dispute resolution. • No support for complex digital transactions.	Lack of support in getting help and refunds leads to user apathy.
Hidden/high fees	• Fees are not clearly communicated. • Small, frequent charges for services that should be free.	• High interchange/MDR charges. • High fees for cross-platform or cross-bank transfers	• Unexpected charges frustrate users who perceive digital payments as too costly or unfair.
Limited digital literacy/information gaps	• Confusion on how to carry out transactions correctly. • Fear of navigating apps and online menus, especially for older rural adults or new smartphone users.	• Unable to follow or trace payments made for easy reconciliation. • Lack of technical know-how and understanding of how settlements work.	• Users fail to fully understand new features or how to protect themselves, increasing mistakes and anxiety when using digital services.
Complex and long onboarding process and requirements	• Lack of simple know-your-individual-user (KYC) processes. • Lack of affordable digital payment tools.	• Too many documents are required to get digital payment tools and accounts. • Long delays from the provider once the application is done.	• Users drop off at an early stage before onboarding and trying digital payments.

Most mentioned reasons for user drop-off:

- **Technical failures:** System downtime and unreliable platforms.
- **Fraud and distrust:** Exposure to scams or rumors of unauthorized charges.
- **Poor user experience:** Complex, unintuitive interfaces.
- **Inadequate support:** Slow or ineffective help when problems arise.

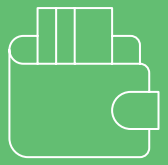
> **"Sometimes... when you call to complain, it is a week later that you receive your money, but you needed it immediately. I had to delete my [Provider N] application because of this."**
>
> *—Woman, individual user, urban, Côte d'Ivoire*

> **"Rumors spread that [Provider O] was deducting money without notice; I withdrew all my funds."**
>
> *—Woman, individual user, peri-urban, Madagascar*

SECTION 5

END-USER PERSPECTIVES ON THE FUTURE OF IIPS

Section 5.1
End users' voices



Onboarding process and costs of POS

- In Angola, the limited infrastructure of ATMs and the few POS-enabled merchants and agents are limiting the daily usability and relevance of digital payments.

"We need more POS around the community and more ATMs because these are the things that will make us use more digital payment than cash."
—Man, individual user, rural, Angola

"It [digital payments] should just be available everywhere; this is very important."
—Woman, individual user, peri-urban, Angola

Merchant transaction fees

- **In Côte d'Ivoire, cross-platform payments, especially involving MNOs and banks, draw extra transaction fees, including account maintenance fees. This will break the momentum of the adoption of digital payments if not addressed.**

"Also, they should reduce fees for withdrawals and transactions. It would be good if no service or bank account maintenance fees were charged to us."
—Man, merchant, urban, Cote d'Ivoire

Affordability is a key issue

- **In Madagascar, high transaction costs will limit further growth of digital payments.**

"For me, no, these services are accessible, but they are not affordable due to the high transaction fees. These fees should be reduced."
—Woman, individual user, peri-urban, Madagascar

"I would like the fees to be free or reduced."
—Woman, individual user, urban, Madagascar

More benefits and lower fees

- In Tunisia, transaction fees are seen as unfair or incommensurate with the convenience benefits. Incentives are needed to drive adoption.

"I don't see why I should pay 2,000 millimes for a coffee that costs 1,500 millimes, with 500 millimes in additional fees."
—Man, individual user, younger, urban, Tunisia

"I think what would encourage me more to use digital payment is if the transaction fees became cheaper or if there were discounts."
—Man, individual user, younger, rural, Tunisia

Section 5.2
Demand-side opportunity for future IPS design

Achieving habitual use of digital payments hinges on closing critical ecosystem gaps by making the system reliable for merchants, ensuring frictionless payment experiences for new individual users, and connecting disparate platforms across multiple providers through interoperability.

Key area	Bottlenecks in emerging and nascent countries	Opportunities/recommendations	Main actors
Merchant readiness remains a bottleneck to daily use	• Many merchants, especially informal and rural ones, lack the tools, knowledge, and incentives to accept digital payments, creating a bottleneck for daily use.	• Support onboarding by equipping informal merchants with tools, training, and incentives. • Bundle multiple payment options into one interface. • Invest in tailored digital literacy for rural individual users and merchants.	• Service providers provide basic training, onboarding, and support. • IPS ensures interoperable payments and system uptime. • Policymakers/regulators support literacy programs and easy KYC.
Early user experience	• End users embracing digital payments still live in a hybrid world mixing cash and digital payments.	• Simplify routine payments and add features that help micro businesses, especially users with low digital literacy.	• Service providers and IPS collaborate to build consumer-centric digital financial products and services.
Role of human-assisted channels	• Users rely on agents for access and trust, but service suffers when agents lack float or are poorly trained, limiting uptake and creating an unreliable fallback channel.	• Strengthen agent capacity by expanding networks, training, and creating incentives for agents to support new users. • Ensure service continuity by enhancing system management to reduce downtime, while also ensuring agents have sufficient liquidity to support users. • Ensure agents remain viable, especially in rural areas with low transaction volume.	• Service providers to invest in agent rollout with the support of regulators. • Service providers, especially banks and FinTechs, support innovation around liquidity. • Service providers offer incentives to encourage rural agents, including easy liquidity balancing and security.
Negative experiences affect adoption and habitual usage	• Negative first experiences due to unclear fees, complex onboarding, or poor support lead to high drop-off rates and dormant accounts.	• Invest in consumer education and counter-messaging to combat fear and misinformation. • Use low-documentation onboarding (like biometrics) and make reactivation easy and affordable.	• Service provider and IPS collaborate to promote safety messaging. • Regulators support KYC-lite onboarding.

Annex 1
Sample breakdown cross-country

Detailed Sampling Breakdown

Country	Respondent profile	Quantitative
Angola	Infrequent income earners—individual	19
	Frequent income earners—individual	43
	Microenterprises	22
	Small business	28
	Percentage of the sample that are digital payment users	73%
Côte d'Ivoire	Infrequent income earners—individual	26
	Frequent income earners—individual	33
	Microenterprises	36
	Small business	14
	Percentage of the sample that are digital payment users	66%
Madagascar	Infrequent income earners—individual	32
	Frequent income earners—individual	22
	Microenterprises	10
	Small business	45
	Percentage of the sample that are digital payment users	45%
Tunisia	Infrequent income earners—individual	4
	Frequent income earners—individual	50
	Microenterprises	10
	Small business	43
	Percentage of the sample that are digital payment users	63%
Total sample		**437**
Digital users		270 (62%)
Cash users		167 (38%)

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AfricaNenda Foundation is an Africa-based, African-led nonprofit working with central banks and payment ecosystem stakeholders to accelerate the design, development, launch, and improvement of inclusive instant payment systems.
Our team of 25 experts in 14 countries provides technical expertise, builds capacity, shares knowledge, and advocates for inclusivity across the instant payment system project lifecycle.
Through this work, we aim to help deliver the power of seamless and affordable digital payments to 260 million financially excluded Africans by 2030.

November 2025