



March 28, 2016

Citi Retail Services Research on Digital Wallet Adoption Cited by *Small Business Trends*

Citi Retail Services research on digital wallets and their adoption was cited in March in the *Small Business Trends* article, "Will 2016 Be the Year of Digital Wallet Adoption?"

The article, authored by Paul Chaney, staff writer at *Small Business Trends*, included a Citi Retail Services mention and a quote:

A recent study by [Citi Retail Services](#) found that shoppers are embracing digital wallet adoption at a growing pace, due in large part to convenience and ease of use.

"Digital wallets are quickly becoming mainstream," said Leslie McNamara, Managing Director of Partner Management, Citi Retail Services, in a prepared statement from the company. "Tech-savvy shoppers are increasingly demanding seamless, omnichannel retail experiences and looking for solutions that deliver this. There's no question 2016 will be a pivotal year as digital wallets gain more widespread acceptance."

See the full article here online: <http://smallbiztrends.com/2016/03/digital-wallet-adoption.html>