



2022 Global Identity and Fraud Report

Spain market insights

Our latest Global Identity and Fraud Report is now available along with a focussed Spanish market commentary.

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86%

of consumers highlight security as a key dimension shaping the overall digital experience



Business concern about fraud is high and is increasing along with levels of losses

86% Fraud is "high" or "medium" concern

51% Have seen fraud losses increase

Spanish consumers are particularly concerned about fraud

Over **half of consumers** have either directly been a victim or know someone who has been a victim of identity theft, online fraud, or account takeover.



Recognition is an important driver of consumer trust

85%

More than 85% of Spanish consumers believe that being recognised when they return to a business increases their feelings of trust.

26%

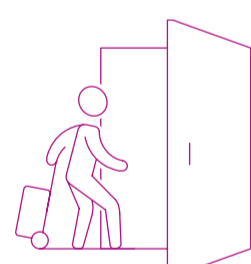
However, only just over a quarter are confident in the ability of businesses they use regularly to do this.

Spanish businesses' adoption of customer experience and fraud related KPIs are below global averages

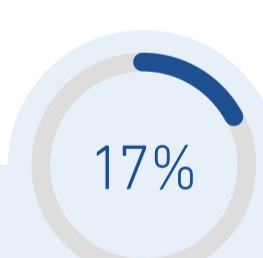
This is preventing full understanding of how fraud impacts the customer experience and overall revenue.



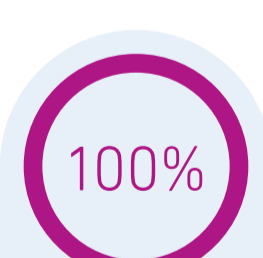
Only **1 in 6** monitor false positives



Less than **1 in 10** monitor customer abandonment



of businesses currently use physical biometrics for identity verification



of those businesses express confidence in its ability to provide increased identity assurance



of consumers that have used physical biometrics feel it enhances feelings of security

Physical biometrics usage is relatively low but confidence in it is unmatched

It also has the highest overall level of impact on customer feelings of security compared to other identification methods. This suggests adoption is an opportunity for businesses to intercept more fraud, enhance customer trust and achieve positive competitive differentiation.

