Report

North America trends report

Increases in online activity and financial hardships have created the opportunity and appetite for criminal behavior. Industries across the board have experienced a surge in mule activity and fraud associated with business and consumer stimulus payments.



As we look at the trends¹ from July and September in comparison to last year, we anticipate that fraud will continue to follow.

¹Trend data collected during Experian surveys of businesses and consumers, July–November 2019, June–July 2020 and September 2020.





Opportunities for **fraud**

Consumer online activity

	JULY-NOV. 2019	JULY 2020	SEPT. 2020
Shopping for groceries	18%	27%	28%
Ordering food	15%	23%	24%

Anticipated increased online spending

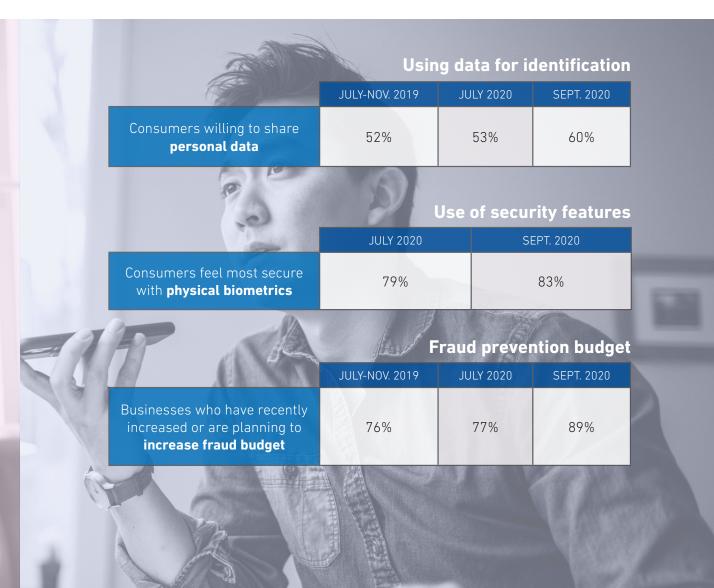
	JULY 2020	SEPT. 2020
Anticipated increased online spending in next 3-6 months	48%	52%
Anticipated increased online pending in next 6-12 months	47%	54%

Consumer difficulty paying bills

	JULY-NOV. 2019	JULY 2020	SEPT. 2020	
Credit card	13%	23%	23%	
Utilities	9%	18%	16%	
Internet and cable	8%	18%	18%	
Mobile phone	8%	18%	19%	
Rent	9%	17%	18%	
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1/2 of consumers continue to cite security as the **most important** factor of their online experience.

Opportunities for resolution



1/2 of consumers continue to have **higher expectations** for their digital experience since the onset of COVID-19.



While the changes in consumer behaviors and the strain on finances create the opportunity for identity theft and a wide range of fraud, they also present an opportunity for businesses to deepen and improve customer relationships. By creating a virtuous cycle of trust — using consumer information to create a better and more secure experience — businesses can maintain their bottom line without increasing fraud losses or customer friction.

Contact us to review your current fraud strategy.



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