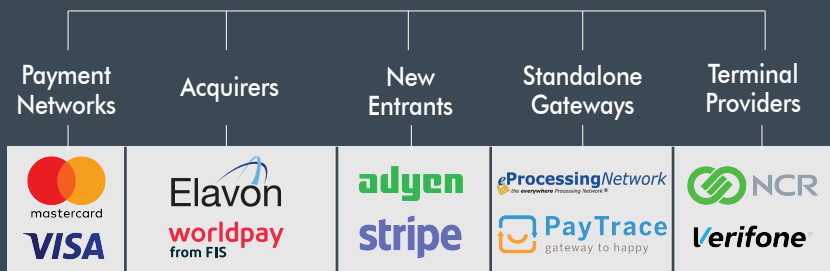


# Keeping a Pulse on the Payment Gateway Market

As part of The Strawhecker Group's ongoing research, we're excited to share five fast facts from our latest annual Payment Gateway Directory, which contains nearly 100 payment gateways from large international players to regional startups.

## 1 The Payment Gateway Market is Diverse

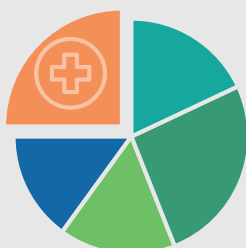
Players from across the payments industry are involved in the gateway space



## 2 One of the Top Target Markets is Healthcare

» **25%**

of the gateways analyzed have a focus on healthcare



Other top focuses include:

- 26% Restaurants
- 16% B2B merchants
- 15% Nonprofits

## 3 Gift cards are supported by 58% of the payment gateways analyzed

42% of gateways have not added closed-loop functionality



## 4 A monthly fee is charged by 74% of the payment gateways analyzed

The median fee was ~

» **\$18**

## 5 P is the most common first letter of payment gateway products

» **18%** of gateways analyzed had their product name start with this letter

largely because the word "Pay" is in the name

Want to learn more about Payment Gateways?

TSG's Payment Gateway Directory reports on

**96** Payment Gateways

**3,000+** Data Points

[Click Here to Download a Preview!](#)