Visa Consulting & Analytics (VCA)

Accelerating Global Stablecoins Innovation

Guiding banks, fintechs, merchants, and businesses in navigating the future of stablecoins to unlock growth opportunities.

$250B+
Global stablecoin market cap[1]

$3.5B
Visa annualized stablecoin settlement run rate[2]

130+
stablecoin-linked card issuing programs[2]

40+
countries[2]

"Having a comprehensive stablecoins strategy is critical in today's digital landscape. Clients come to Visa and VCA for guidance because they trust our ability to navigate change, both within payments and beyond. We are proud to help our clients stay agile and competitive as this space evolves at an unprecedented pace."

— Carl Rutstein, Global Head of VCA

What We Do

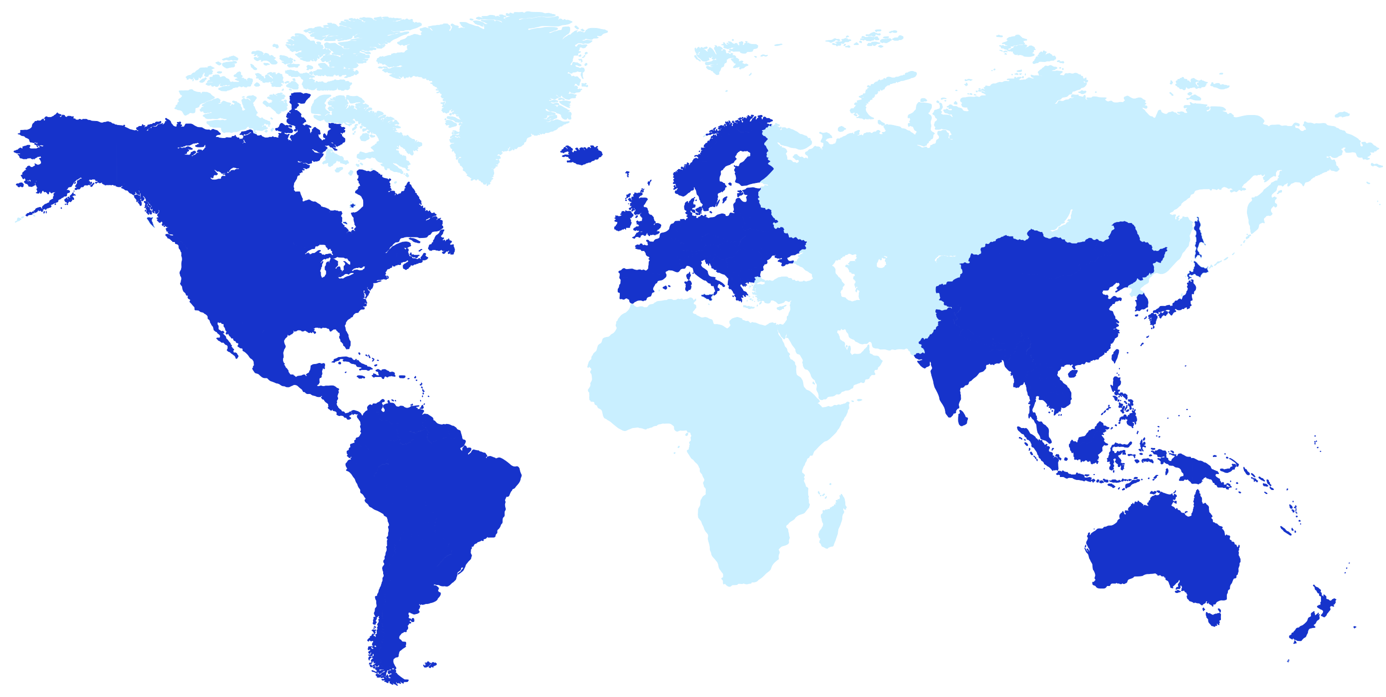
The Stablecoins Advisory Practice

A new global VCA service helping clients develop strategy, assess market fit, and deploy stablecoin capabilities.

Service Pillars

- Training & Trends
- Use Case Sizing & Go to Market Planning
- Stablecoin Strategy + Market Entry
- Technology Enablement for Integration

Global Engagement Snapshot



Types of stablecoin engagements across the globe

- Market Research
- Value Proposition Design
- Stablecoin Strategy (use case identification & prioritization)
- Go to Market Planning
- Proof-of-Concept Support

Client Types

- Banks / Credit Unions
- Exchanges & Fintechs
- Merchants

VISA

Learn more how VCA can help businesses unlock growth opportunities with stablecoins at Visa.com/VCA

1. Higginson, M., & Spanz, G. (2025, July 21). The stable door opens: How tokenized cash enables next-gen payments. McKinsey & Company.
2. Visa FY25 Q4 earnings