TransUnion

Fraud Insights

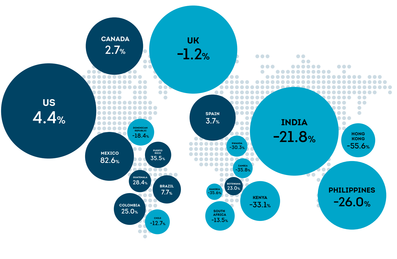
Digital Holiday Fraud in 2024

TransUnion analyzed ecommerce transactions for digital fraud during the traditional start of the global holiday shopping season: US Thanksgiving to Cyber Monday.[1] All findings except the last chart contains proprietary insights from TransUnion's global intelligence network.

Suspected Digital Fraud Attempts During Holidays vs. Rest of 2024

GLOBAL CHANGE
-5.9%

Average daily volume change when comparing the periods of Jan. 1–Nov. 27, 2024 and Nov. 28–Dec. 2, 2024.[2]



*Size of bubble corresponds to the number of suspected Digital Fraud attempts during the holiday period.
Source: TransUnion TruValidate*

Most Popular Day for Digital Fraud

GLOBAL
Thursday
NOV. 28

The day with the highest suspected Digital Fraud attempt rate during the start of the 2024 holiday shopping season.

BOTSWANA: Black Friday, NOV. 29	BRAZIL: Saturday, NOV. 30	CANADA: Thursday, NOV. 28	CHILE: Black Friday, NOV. 29	COLOMBIA: Sunday, DEC. 1
DOMINICAN REPUBLIC: Cyber Monday, DEC. 2	GUATEMALA: Sunday, DEC. 1	HONG KONG: Black Friday, NOV. 29	INDIA: Cyber Monday, DEC. 2	KENYA: Sunday, DEC. 1
MEXICO: Sunday, DEC. 1	NAMIBIA: Thursday, NOV. 28	PHILIPPINES: Black Friday, NOV. 29	PUERTO RICO: Thursday, NOV. 28	RWANDA: Saturday, NOV. 30
SOUTH AFRICA: Saturday, NOV. 30	SPAIN: Cyber Monday, DEC. 2	UK: Thursday, NOV. 28	US: Thursday, NOV. 28	ZAMBIA: Sunday, DEC. 1

Source: TransUnion TruValidate

Top Indicators of Digital Fraud Risk

(Globally from Thursday, Nov. 28 to Cyber Monday 2024)

Device and account age and relationship

Insights into the pairing of devices and accounts (and their respective ages).

Device attribute mismatches

Identification of mismatched elements between hardware and network attributes within a transaction.

Source: TransUnion TruValidate

Consumer Concern

Percent of consumers surveyed who said they're extremely, very or moderately concerned with being victimized by digital fraud this holiday season.[3]

PHILIPPINES 91%	INDIA 86%	SOUTH AFRICA 85%	GUATEMALA 76%	COLOMBIA 74%
BRAZIL 73%	CHILE 69%	DOMINICAN REPUBLIC 68%	HONG KONG 67%	SPAIN 66%
US 64%	CANADA 59%	UK 56%		

Source: TransUnion Consumer Pulse survey conducted Sept. 25–Oct. 18, 2024

Learn how businesses can protect themselves and their customers.

Go to transunion.ca/solution/truvalidate and transunion.ca/consumer-pulse-study

[1] For Hong Kong, TransUnion analyzed transactions on Double 11, Nov. 11, and US Thanksgiving to Cyber Monday.

[2] The rate at percentage of suspected Digital Fraud attempts reflects those which TransUnion customers determined met one of the following conditions: 1) detect a real-time due to fraudulent indicators; 2) detect a real-time for consumer behavior that is anomalous; 3) a customer manually reviewed and declined the transaction; 4) a customer rejected the transaction after it was approved; 5) a customer identified that a transaction in which the consumer or suspected fraudster was located in a certain country or region when conducting a transaction. Global statistics represents every country worldwide and not just the select countries and regions.

[3] TransUnion's Consumer Pulse survey of 15,740 consumers was conducted Sept. 25–Oct. 18, 2024 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years of age and older residing in Brazil, Canada, Chile, Colombia, Dominican Republic, Guatemala, Hong Kong, India, Kenya, Mexico, Philippines, Puerto Rico, South Africa, Spain, UK and US were invited to participate in the survey. The survey consisted of a series questions and dimensions of trends. The online survey was translated into English, French Canadian, Portuguese, Brazil, and Spanish. (Chile, Colombia, the Dominican Republic, Guatemala, and Spain). To increase representativeness and key research demographics, the survey included quotas to balance responses by the various statistics dimensions of age, gender, household income and region. Generations are defined in this research as follows: Gen Z, 18–24 years old; Millennials, 21–42 years old; Gen X, 43–58 years old; and Baby Boomers, age 59 and above.

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