

On-demand wages for the gig economy

Transforming the way gig workers get paid

The global gig economy is growing rapidly, changing the way the world works

80M

The number of gig workers globally is expected to grow to over 78M by 2023¹

\$300B

Global wage disbursement volumes are projected to grow to \$298B by 2023¹



Growth driven by changes in how people live, work and spend money, and technology enabling gig platforms to expand globally

The proliferation of on-demand services and the sharing economy have created four primary gig sectors



Transportation

On-demand platforms for sourcing ride-sharing, carpooling and restaurant / goods delivery



Professional services

On-demand platforms for sourcing business-related and other high-skilled services



Household services and handmade goods

On-demand platforms for sourcing household services and custom handmade crafts



Asset-sharing

On-demand platforms for sourcing home-sharing and other property-sharing services

On-demand wages is a key need for gig workers and a significant differentiator for gig platforms



Gig workers depend on fast access to their earnings to cover daily expenses and smooth uneven cashflow



Of gig workers who would work more often if they were paid faster²



Gig platforms are looking for ways to attract and retain gig workers and to create new revenue streams

With Mastercard Send™, gig platforms can provide their gig workers with **quick** and **convenient** access to their wages, typically **within seconds***



Enable near real-time on-demand wage disbursements*



Create a new revenue stream for gig platforms



Increase gig worker engagement and retention



Differentiate to maintain and grow market share

*Actual posting times for approved transactions will depend on the receiving financial institution.

"As gig work permeates every corner of the global economy, companies will need to offer payment solutions that support gig workers by providing choice and convenience in how they are paid. Mastercard Send is increasingly solving payment needs for gig platforms and gig workers in a range of gig economy sectors."

– Shari Krikorian, Senior Vice President, Mastercard Send

→ [Watch our video](#) to find out how Mastercard Send is transforming gig worker on-demand wage disbursements

To find out how Mastercard can help you, contact:

mcsend@mastercard.com

1. Mastercard, Fueling the global gig economy: How real-time, card-based disbursements can support a changing workforce. 2020.
2. PYMNTS, 2018, [Today in Data: Faster Payments, Powering Everything From Gig Work To Katy Perry](#)

