



May 22, 2025

The Honorable John Thune
Majority Leader
United States Senate
Washington, DC 20510

The Honorable Chuck Schumer
Democratic Leader
United States Senate
Washington, DC 20510

Dear Majority Leader Thune and Leader Schumer:

On behalf of the National Retail Federation, I am writing to express our support for the Credit Card Competition Act of 2025, which has been filed as an amendment to the GENIUS Act (S. 1582) by Sens. Roger Marshall, R-Kan., and Dick Durbin, D-Ill. Credit card swipe fees continue to gouge retailers and other merchants across industries. The CCCA aims to remedy the lack of competition in the credit card market that costs businesses and consumers hundreds of billions of dollars annually and generates record profits for network giants and Wall Street banks. **Please note that NRF will consider any votes for the Marshall-Durbin amendment, also known as the Credit Card Competition Act of 2025, as part of the Retail Opportunity Index for our voting scorecard.**

NRF, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail succeed. NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$5.3 trillion to annual GDP and supporting one in four U.S. jobs — 55 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

American retailers and merchants pay the highest swipe fee rates in the world among major economies. Interchange or "swipe" fees totaled a record \$187.2 billion in 2024, a nearly 70% increase since the pandemic. In addition to the record swipe fee totals, merchants also saw the average swipe fee rate grow, rising to 2.35% of the transaction amount. The average rate was 2.26% in 2023 and 2.02% in 2010. Swipe fees have ballooned in recent years and are now typically a retailer's highest operating cost after labor. Due to slim profit margins, retailers are unable to absorb these rising costs, resulting in the average American household paying nearly \$1,200 a year in higher prices. These significant and inflationary economic impacts are driven by the fact that Visa and Mastercard control 80% of the credit card market, enabling the two networks to centrally set interchange rates charged by banks that issue their cards. The lack of competition in the market has driven up costs for businesses and consumers and limited innovation.

The Credit Card Competition Act seeks to remedy this unfair and broken market by requiring credit card-issuing financial institutions with \$100 billion or more in assets to enable at least two unaffiliated networks — Visa or Mastercard plus a competing credit card network or independent network — to route credit card transactions. This would finally force Visa and Mastercard to compete with other networks over fees, security and service, just like every other American business. Competition in the credit card routing market is estimated to save businesses and consumers \$17 billion a year in swipe fees. In addition, the bill would prohibit any network controlled by a foreign government, such as China's UnionPay, from routing transactions. The legislation ensures that only the nation's largest financial institutions — 30 banks and one credit union — are subject to its requirements. Community banks, local credit unions and other smaller financial institutions are completely exempt — a provision that could

NATIONAL RETAIL FEDERATION
1101 New York Avenue, NW, Suite 1200
Washington, DC 20005
www.nrf.com

position them as more attractive options for credit card networks. In addition, increased competition would result in innovations in service and security, as seen following debit reform.

Passage of the GENIUS Act would be a key legislative victory for the future of digital assets such as stablecoins. However, the success and widespread adoption of these assets is dependent on a competitive payments system. The CCCA would help create a competitive environment by loosening the Visa-Mastercard duopoly's stranglehold on the market. A competitive market across all areas of the payments system would ensure that new technologies and services are accessible to both retailers and consumers. We urge you to vote **"Yes"** on the Marshall Durbin amendment, the Credit Card Competition Act of 2025, to support competition that will provide much-needed relief to retailers and their customers who are grappling with high economic uncertainty.

Sincerely,

A handwritten signature in black ink, appearing to read "David French", with a stylized flourish at the end.

David French
Executive Vice President, Government Relations

CC: Members of the U.S Senate