

## **Charge Cards in Indonesia**

Market Direction | 2022-12-01 | 27 pages | Euromonitor

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### **Report description:**

2022 marked the beginning of the recovery period. This is the first year during the pandemic that the performance of charge cards has started to rebound. The revival in the category's performance is due to a few factors. The development of charge cards is very much related to the mobility of the population. When people start to go back to work and resume their activities, their financial confidence is higher and people's purchasing power continues to improve. This is marked by stronger growth in...

Euromonitor International's Charge Card Transactions in Indonesia report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Charge Card Transactions market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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With emerging new services and products offering similar, and even better, benefits, charge cards are faced with serious competition

Character of charge cards unsuited to pandemic conditions

##### PROSPECTS AND OPPORTUNITIES

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Catching up is almost impossible, unless focus is shifted to the category

With the nation undergoing digital transformation, charge cards will lose its position

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