

Charge Cards in Mexico

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

American Express remains the only player in charge cards in Mexico in 2022. It has been offering personalised assistance to customers in order to help them to create new payment plans, according to their payment capabilities, to help any of its customers experiencing financial issues due to the COVID-19 pandemic and its economic impact. Mexican consumers faced with uncertainty due to rising inflation and interest rates, and more general economic pressures, seek to protect themselves with loans I...

Euromonitor International's Charge Card Transactions in Mexico 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.

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CHARGE CARDS IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

American Express sits alone in charge cards

American Express focuses on charge cards over credit cards and is likely to continue to invest in development and innovation

Current value transactions remain below pre-pandemic levels in 2022

PROSPECTS AND OPPORTUNITIES

Lack of competition leaves door open for new entrants, while government draws up regulations for open banking

American Express to persist in wooing higher-income consumers

Kiosk network provides American Express with a physical presence

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