

Debit Cards in Australia

Market Direction | 2022-12-01 | 19 pages | Euromonitor

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Report description:

Although the local economy has reopened since the effects of the pandemic have waned, Australians are continuing to shop online. The convenience of being able to shop from home and the delivery speeds of brands such as Amazon are allowing consumers to enjoy quick and easy access to goods without having to enter a store. However, the drawback of online shopping is exposure to card fraud, with the ABS reporting that 11% of Australians experienced card fraud in 2020-21. Euromonitor International's...

Euromonitor International's Debit Card Transactions in Australia 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 Debit Card Transactions, Personal Debit 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 Debit 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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Euromonitor International
December 2022

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