

Debit Cards in Italy

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

The enduring consumer preference for debit cards over credit cards continued throughout 2022, with the former accounting for the more than 10 times the value of the latter in terms of transactions. However, while the number of debit cards in circulation increased in 2022, along with the number and value of transactions, the rate of growth was slower than in 2021, due to the gradual normalisation of behavioural patterns. Moreover, the value of the average transaction declined slightly in 2022, re...

Euromonitor International's Debit Card Transactions in Italy 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.

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DEBIT CARDS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued strong performance for debit cards, assisted by behavioural changes facilitated by the pandemic

Growing prevalence of digital offerings contributes to improved customer experience

Government and transport operator initiatives, expand use of contactless payments

PROSPECTS AND OPPORTUNITIES

Positive future for debit cards as cash is no longer king

Government and industry initiatives to boost small payments

Players increasingly likely to appeal to consumers through sustainability

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2022 key trends - rise in number of digital payments

Innovative digital solutions for customers and merchants

Card issues tap into sustainability trend

Surge in popularity for buy now, pay later

The future looks bright for financial cards and payments

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