

## **Financial Cards and Payments in Italy**

Market Direction | 2022-12-01 | 65 pages | Euromonitor

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### **Report description:**

Financial cards and payments performed well in Italy in 2022, underpinned the growing trend towards contactless payments. In addition to an increase in the number of consumers choosing to "tap and pay" with their contactless cards, payments made through mobile wallets also increased, as Italians became more educated as to the convenient nature of such transactions. Contactless payments also benefitted from lingering consumer concerns over safety and hygiene, a legacy of the COVID-19 pandemic. De...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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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## 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

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## CREDIT CARDS IN ITALY

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Changing shopping habits and restrictions on use of cash drive usage of credit cards in 2022

Growing popularity of digital and contactless payments

Growth in e-commerce and growing acceptance of credit cards by physical retailers leads to increase in transactions

### PROSPECTS AND OPPORTUNITIES

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