

Pre-Paid Cards in Italy

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

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Report description:

In 2022, pre-paid cards continued to be one of the most popular types of financial card in Italy, particularly in the case of young adults or those without a bank account. However, as with other financial cards, the rise of contactless payments expanded usage of pre-paid cards to a wider demographic, as consumers looked for more hygienic, safe and convenient payment methods, in the wake of the COVID-19 pandemic. Having seen dynamic growth in 2021, in terms of both the number and value of transac...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Table of Contents:

Pre-Paid Cards in Italy
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List Of Contents And Tables

PRE-PAID CARDS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pre-paid cards remain a safe and convenient alternative to cash

Innovation remains a key feature, as the leading players seek to offer consumers greater speed, convenience and ease of use

Security concerns grow in importance, given growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Positive outlook for open-loop pre-paid cards; the key to greater financial inclusion

Sustainability will be a key trend

Additional services from pre-paid card issuers to benefit consumers

CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2017-2022

Table 2 Pre-paid Cards Transactions 2017-2022

Table 3 Pre-paid Cards in Circulation: % Growth 2017-2022

Table 4 Pre-paid Cards Transactions: % Growth 2017-2022

Table 5 Closed Loop Pre-paid Cards Transactions 2017-2022

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022

Table 7 Open Loop Pre-paid Cards Transactions 2017-2022

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2017-2022

Table 9 Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 10 □Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 11 □Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 12 □Pre-paid Cards Transaction Value by Operator 2017-2021

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Table 22 □Forecast Pre-paid Cards Transactions 2022-2027

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN ITALY

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EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

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

MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2017-2022

Table 30 Number of ATMs: Units 2017-2022

Table 31 Value Lost to Fraud 2017-2022

Table 32 Card Expenditure by Location 2022

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 34 Domestic versus Foreign Spend 2022

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 36 Financial Cards by Category: Number of Accounts 2017-2022

Table 37 Financial Cards Transactions by Category: Value 2017-2022

Table 38 □Financial Cards by Category: Number of Transactions 2017-2022

Table 39 □Consumer Payments by Category: Value 2017-2022

Table 40 □Consumer Payments by Category: Number of Transactions 2017-2022

Table 41 □M-Commerce by Category: Value 2017-2022

Table 42 □M-Commerce by Category: % Value Growth 2017-2022

Table 43 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 44 □Financial Cards: Number of Cards by Operator 2017-2021

Table 45 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 46 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 47 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 48 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 49 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 50 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 51 □Forecast Consumer Payments by Category: Value 2022-2027

Table 52 □Forecast Consumer Payments by Category: Number of Transactions 2022-2027

Table 53 □Forecast M-Commerce by Category: Value 2022-2027

Table 54 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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