

Store Cards in Peru

Market Direction | 2022-12-01 | 18 pages | Euromonitor

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Report description:

The use of store cards continues to decrease significantly, since most of them are no longer handled by the store itself and have come to be handled by the most important operators in the category, such as Visa in the case of the CMR card from Falabella, or Mastercard in the case of the Ripley card. Meanwhile, in the case of Oeschle stores, they have been working with both operators with their Tarjeta oh!.

Euromonitor International's Store Card Transactions in Peru 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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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STORE CARDS IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

Store cards continue to decline significantly, as demand migrates to credit cards

Stores are focusing efforts on selling products by promoting the credit cards they issue with their brand

Stores give their websites a marketplace approach, intensely promoting cards under their brands

PROSPECTS AND OPPORTUNITIES

Use of store cards will continue to decline significantly in forecast period

Stores will continue to help incorporate unbanked customers into the financial sector

Stores will continue to develop online purchases, thanks to the strengthening of their marketplace offerings

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