

Charge Cards in India

Market Direction | 2022-12-05 | 22 pages | Euromonitor

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Report description:

Charge cards, which in India is only available for personal usage, remains a niche category within financial cards. The eligibility criteria for a charge card in terms of credit score and minimum salary requirement in India are high compared to those of a credit card, which restricts its usage and acceptance to high-income consumers who are attracted to the exclusivity of the product and various rewards programmes and quality services. Moreover, the in-built security features on the cards protec...

Euromonitor International's Charge Card Transactions in India 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 Charge Card Transactions, Personal Charge 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 Charge 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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Average spend per transaction remains high compared to other financial cards

American Express remains sole local issuer and operator in India in 2021

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American Express likely to explore further expansion opportunities

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