

## **Financial Cards and Payments in Austria**

Market Direction | 2022-12-02 | 56 pages | Euromonitor

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### **Report description:**

Financial cards and payments in Austria continue to be shaped by the shift from cash to card transactions in 2022, following the easing of restrictions in line with falling cases of COVID-19. This is leading to the greater resumption of socialising in addition to more normal shopping and travel habits. At the height of the pandemic, card payments, especially contactless smart card payments, experienced a major boost as a result of retailer recommendation and hygiene concerns among consumers. At...

Euromonitor International's Financial Cards and Payments in Austria 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.

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## 2022 DEVELOPMENTS

Debit cards benefits most from continuing shift towards card payments

New generation of debit cards provides further growth impulses

Mastercard reaches monopoly

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