

Store Cards in France

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

The loosening of COVID-19 restrictions from 2021 could have resulted in a recovery of the number of store cards in 2022, but figures remain in declines. From March 2020 to mid-2021, lockdown measures, including the closure of non-essential retailers, significantly reduced opportunities for customers to use store cards. The event of the pandemic exacerbated the declining trend already experienced in store cards towards the end of the review period, due to the declining popularity of homeshopping...

Euromonitor International's Store Card Transactions in France 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.

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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STORE CARDS IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Store cards continue on a historic decline, especially in the light of rising inflation

BNPL and e-commerce options offer advantages, but strong competition comes from co-branded credit cards

Issuers face ongoing challenges, whilst some brands find inventive ways to attract customers

PROSPECTS AND OPPORTUNITIES

Ongoing issues in tracking consumer experiences, a continuous surge of multi-fascia cards and co-branded credit cards, alongside the questioning of BNPL

Store cards will see ongoing organic declines, despite the rise of e-commerce variants

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