

Charge Cards in Italy

Market Direction | 2022-12-01 | 30 pages | Euromonitor

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Report description:

Charge cards registered a strong performance in 2022, with an increase in the number of cards in circulation, together with a rise in the number and value of transactions. At the same time, the average amount per transaction declined, as charge cards were increasingly used for smaller, daily purchases. Moreover, in a context of continuing economic uncertainty, consumers tended to use their charge cards for essential purchases, rather than more expensive, luxury items.

Euromonitor International's Charge 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: 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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Table of Contents:

Charge Cards in Italy
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List Of Contents And Tables

CHARGE CARDS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong performance for charge cards, as consumers increasingly turn to cashless methods of payment

Convenience and flexibility are key drivers of innovation

Mastercard signals its commitment to inclusivity

PROSPECTS AND OPPORTUNITIES

Contactless revolution to be fully embraced by the transport sector

Growing competition in the form of buy now, pay later

Towards a sustainable future

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2017-2022

Table 2 Charge Cards Transactions 2017-2022

Table 3 Charge Cards in Circulation: % Growth 2017-2022

Table 4 Charge Cards Transactions: % Growth 2017-2022

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Charge Cards Transactions 2017-2022

Table 7 Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 □Personal Charge Cards Transactions 2017-2022

Table 11 □Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 □Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 □Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 □Charge Cards: Number of Cards by Operator 2017-2021

Table 15 □Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 □Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 □Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 □Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 □Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 □Forecast Charge Cards Transactions 2022-2027

Table 27 □Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 □Forecast Charge Cards Transactions: % Growth 2022-2027

Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

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Table 30	Forecast Commercial Charge Cards Transactions 2022-2027
Table 31	Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 32	Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 33	Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 34	Forecast Personal Charge Cards Transactions 2022-2027
Table 35	Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 36	Forecast Personal Charge Cards Transactions: % Growth 2022-2027
FINANCIAL CARDS AND PAYMENTS IN ITALY	
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 37	Number of POS Terminals: Units 2017-2022
Table 38	Number of ATMs: Units 2017-2022
Table 39	Value Lost to Fraud 2017-2022
Table 40	Card Expenditure by Location 2022
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 42	Domestic versus Foreign Spend 2022
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 44	Financial Cards by Category: Number of Accounts 2017-2022
Table 45	Financial Cards Transactions by Category: Value 2017-2022
Table 46	Financial Cards by Category: Number of Transactions 2017-2022
Table 47	Commercial Payments by Category: Value 2017-2022
Table 48	Commercial Payments by Category: Number of Transactions 2017-2022
Table 49	Personal Payments by Category: Value 2017-2022
Table 50	Personal Payments by Category: Number of Transactions 2017-2022
Table 51	M-Commerce by Category: Value 2017-2022
Table 52	M-Commerce by Category: % Value Growth 2017-2022
Table 53	Financial Cards: Number of Cards by Issuer 2017-2021
Table 54	Financial Cards: Number of Cards by Operator 2017-2021
Table 55	Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 56	Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 57	Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 58	Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 59	Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 60	Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 61	Forecast Commercial Payments by Category: Value 2022-2027
Table 62	Forecast Commercial Payments by Category: Number of Transactions 2022-2027
Table 63	Forecast Personal Payments by Category: Value 2022-2027
Table 64	Forecast Personal Payments by Category: Number of Transactions 2022-2027
Table 65	Forecast M-Commerce by Category: Value 2022-2027
Table 66	Forecast M-Commerce by Category: % Value Growth 2022-2027

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