

Charge Cards in the Philippines

Market Direction | 2022-12-01 | 27 pages | Euromonitor

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Report description:

As charge cards caters to higher-income earners, it is still only small in the Philippines in 2022. Credit cards have low penetration in the country and it is thus to be expected that more premium card products will have an even smaller market. Even prior to the outbreak of COVID-19 charge cards held a niche status in the Philippines with the strict application criteria largely limiting the consumer base to more affluent people. Furthermore, there has been limited marketing activity to promote t...

Euromonitor International's Charge Card Transactions in Philippines 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.

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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