

Credit Cards in Indonesia

Market Direction | 2022-12-01 | 31 pages | Euromonitor

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Report description:

The credit cards category is seeing improvement. It saw particularly notable developments in the first half of 2022 due to a number of factors, including the fact that the population's mobility has recovered, especially in the larger cities. Many credit cards players also use bonuses and points for shopping, ranging across supermarkets, shopping centres, cafes, and restaurants. Another factor was economic recovery. Household consumption also began to creep up, although there are still concerns a...

Euromonitor International's Credit Card Transactions in Indonesia 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 Credit Card Transactions, Personal Credit 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 Credit 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Mobility, household consumption, and online purchases drive development of credit cards

The emergence of digital credit cards

Mastercard puts pressure on Visa, but both players face challenges

PROSPECTS AND OPPORTUNITIES

Promising outlook, with banks still strategising to maintain momentum

Government Credit Cards (KKP) launched

Services that offer similar instalment options to credit cards are rising

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