

Credit Cards in Italy

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

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Report description:

The COVID-19 outbreak had a strong impact on the usage of credit cards by Italian consumers. During the pandemic, people were strongly encouraged to reduce their use of cash, as it was seen as a potential way to spread the virus. However, with consumers striving to save money due to an uncertain economic environment, overall spending decreased in 2020, leading to a notable decline in credit card transaction value. The situation improved in 2021, with both the number of transactions and transacti...

Euromonitor International's Credit 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 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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CREDIT CARDS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Changing shopping habits and restrictions on use of cash drive usage of credit cards in 2022

Growing popularity of digital and contactless payments

Growth in e-commerce and growing acceptance of credit cards by physical retailers leads to increase in transactions

PROSPECTS AND OPPORTUNITIES

Despite growing familiarity among consumers, credit cards will see rising competition from "buy now, pay later options"

Innovations in payment processing to provide more flexibility for merchants and consumers

Greater interoperability within the banking industry will boost credit card usage

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