

Debit Cards in Austria

Market Direction | 2022-12-02 | 21 pages | Euromonitor

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Report description:

Debit cards is the main beneficiary of strong growth in financial card payments in 2022, as the threat of the pandemic continues to wane in Austria and social life and spending habits move towards greater levels of normalisation. Most bank account holders in Austria own at least one debit card, which is heavily favoured for making payments at the POS, as consumers are confident that using debit cards means that there are no additional fees or hidden costs.

Euromonitor International's Debit Card Transactions in Austria 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 Debit Card Transactions, Personal Debit 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 Debit 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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New generation of debit cards provides further growth impulses

Mastercard reaches monopoly

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