

Debit Cards in Chile

Market Direction | 2022-12-01 | 24 pages | Euromonitor

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Report description:

Within Latin America, Chileans enjoy significant access to electronic payment methods, mainly because of CuentaRUT, which is linked to more than 14 million debit cards in the country. CuentaRUT is a debit account specially designed to support banking in the country and offer universal access. The CuentaRUT debit card was created in 2007 by Banco del Estado, the only state-owned commercial Bank in Chile. One of its strategic guidelines is to consolidate the bank as a leader in financial inclusion...

Euromonitor International's Debit Card Transactions in Chile 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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