

## **Financial Cards and Payments in Peru**

Market Direction | 2022-12-01 | 49 pages | Euromonitor

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### **Report description:**

Financial cards and payments have been showing significant recovery, despite the fact that the economic situation in Peru has not managed to grow at the expected levels and political uncertainty persists due to government policies that continue to show little clarity and inefficiency. Furthermore, in Peru, due to the ongoing global inflation hikes, the Banco Central de Reserva del Peru has been gradually increasing the reference rate to counteract this inflation - which directly results in the i...

Euromonitor International's Financial Cards and Payments in Peru 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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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Euromonitor International

January 2023

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Learning and assessment of benefits encourage their use, together with greater penetration in stores

High dynamism in financial sector has incorporated more actors in the use of debit cards

### PROSPECTS AND OPPORTUNITIES

Use of debit cards will continue to grow in coming years, but at a slower pace

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## CREDIT CARDS IN PERU

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### PROSPECTS AND OPPORTUNITIES

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Pre-paid cards for end users are increasing in activity, although they still have a low presence

High dynamism in purchases by apps contribute significantly to use of open loop pre-paid cards

### PROSPECTS AND OPPORTUNITIES

Growth in pre-paid cards is expected to continue over the forecast period, thanks to greater dynamism in economic activities

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 Stores give their websites a marketplace approach, intensely promoting cards under their brands

#### PROSPECTS AND OPPORTUNITIES

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