

## **Pre-Paid Cards in Italy**

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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### **Report description:**

In 2022, pre-paid cards continued to be one of the most popular types of financial card in Italy, particularly in the case of young adults or those without a bank account. However, as with other financial cards, the rise of contactless payments expanded usage of pre-paid cards to a wider demographic, as consumers looked for more hygienic, safe and convenient payment methods, in the wake of the COVID-19 pandemic. Having seen dynamic growth in 2021, in terms of both the number and value of transac...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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##### 2022 DEVELOPMENTS

Pre-paid cards remain a safe and convenient alternative to cash

Innovation remains a key feature, as the leading players seek to offer consumers greater speed, convenience and ease of use

Security concerns grow in importance, given growth of e-commerce

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for open-loop pre-paid cards; the key to greater financial inclusion

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## EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends - rise in number of digital payments

Innovative digital solutions for customers and merchants

Card issues tap into sustainability trend

Surge in popularity for buy now, pay later

The future looks bright for financial cards and payments

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