

Store Cards in Austria

Market Direction | 2022-12-02 | 19 pages | Euromonitor

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Report description:

Unlike card payment transactions in general, store card transactions have not experienced any positive growth drivers from the pandemic in Austria. Similarly, the easing of restrictions, leading to the resumption of socialising and the return to more normal shopping habits in 2022, has been unable to prevent the continual, strong decline of store card payment transactions. Store cards have not received any special marketing as retailers tried to compensate for lost sales during the lockdown peri...

Euromonitor International's Store 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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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