

## **Store Cards in Italy**

Market Direction | 2022-12-01 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Store cards continued to register a negative performance in terms of both the number and value of transactions in 2022, continuing the trend established during the review period. This was due to strong competition from other financial card types and instruments, which offered greater flexibility. In contrast to credit cards, which could be used almost anywhere, it was only possible to use store cards in certain retail chains or stores, which limited their usage and appeal. For example, the Essel...

Euromonitor International's Store 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.

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

List Of Contents And Tables

STORE CARDS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued squeeze on store cards in 2022

Increase in number of digital purchases fails to halt decline in store card usage

Higher expenditure per card

PROSPECTS AND OPPORTUNITIES

Negative outlook for store cards, in face of increasing competition from more flexible and convenient options

Contactless transactions will continue to grow

Innovation needed to avoid further decline

CATEGORY DATA

Table 1 Store Cards: Number of Cards in Circulation 2017-2022

Table 2 Store Cards Transactions 2017-2022

Table 3 Store Cards in Circulation: % Growth 2017-2022

Table 4 Store Cards Transactions: % Growth 2017-2022

Table 5 Store Cards: Number of Cards by Issuer 2017-2021

Table 6 Store Cards: Payment Transaction Value by Issuer 2017-2021

Table 7 Forecast Store Cards: Number of Cards in Circulation 2022-2027

Table 8 Forecast Store Cards Transactions 2022-2027

Table 9 Forecast Store Cards in Circulation: % Growth 2022-2027

Table 10 □Forecast Store Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN ITALY

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

MARKET INDICATORS

Table 11 Number of POS Terminals: Units 2017-2022

Table 12 Number of ATMs: Units 2017-2022

Table 13 Value Lost to Fraud 2017-2022

Table 14 Card Expenditure by Location 2022

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 16 Domestic versus Foreign Spend 2022

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 18 Financial Cards by Category: Number of Accounts 2017-2022

Table 19 Financial Cards Transactions by Category: Value 2017-2022

Table 20 □Financial Cards by Category: Number of Transactions 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Commerical Payments by Category: Value 2017-2022  
Table 22 □Commercial Payments by Category: Number of Transactions 2017-2022  
Table 23 □Personal Payments by Category: Value 2017-2022  
Table 24 □Personal Payments by Category: Number of Transactions 2017-2022  
Table 25 □M-Commerce by Category: Value 2017-2022  
Table 26 □M-Commerce by Category: % Value Growth 2017-2022  
Table 27 □Financial Cards: Number of Cards by Issuer 2017-2021  
Table 28 □Financial Cards: Number of Cards by Operator 2017-2021  
Table 29 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021  
Table 30 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021  
Table 31 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027  
Table 32 □Forecast Financial Cards by Category: Number of Accounts 2022-2027  
Table 33 □Forecast Financial Cards Transactions by Category: Value 2022-2027  
Table 34 □Forecast Financial Cards by Category: Number of Transactions 2022-2027  
Table 35 □Forecast Commercial Payments by Category: Value 2022-2027  
Table 36 □Forecast Commercial Payments by Category: Number of Transactions 2022-2027  
Table 37 □Forecast Personal Payments by Category: Value 2022-2027  
Table 38 □Forecast Personal Payments by Category: Number of Transactions 2022-2027  
Table 39 □Forecast M-Commerce by Category: Value 2022-2027  
Table 40 □Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Store Cards in Italy**

Market Direction | 2022-12-01 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com