

Store Cards in Mexico

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

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Report description:

In 2021 the number of store card transactions saw slowed decline following on from a slightly deeper dip during the pandemic in 2020. In 2022, store card transactions has returned to healthy positive grow in terms of number of transactions. When it comes to current value growth in store card transactions, this remained positive though low at the height of the pandemic and has gone from double-digit strength to double-digit strength over 2021 and 2022. During the COVID-19 pandemic restrictions me...

Euromonitor International's Store Card Transactions in Mexico 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Department stores invest in online platforms and digital development

Major department store chains offer support to customers through payment extensions, while pandemic-inspired trends shape new strategies

Almacenes Coppel continues to dominate store cards

PROSPECTS AND OPPORTUNITIES

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Low-income consumers to benefit from emergence of competitive alternatives to store cards

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