

## **Store Cards in Portugal**

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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### **Report description:**

Although facing significant competition from credit cards, store cards is seeing growth in 2022 both in terms of the value and volume of transactions but also in terms of the number of cards. The category suffered from a strong decline in transactions in 2020 with COVID-19 restrictions limiting shopping activity in store-based retailers. The improvements felt in the retailing industry in 2022 allied to the strong client base for store cards has helped to drive a healthy recovery as restrictions...

Euromonitor International's Store Card Transactions in Portugal 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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