

## **Store Cards in Spain**

Market Direction | 2022-12-07 | 22 pages | Euromonitor

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### **Report description:**

Store cards account for a relatively small share of card payment transactions in Spain compared to credit, charge and particularly debit cards. Many local consumers are not well informed about the rewards and credit possibilities that store cards offer. They are mainly used by retailers to increase customer loyalty and provide valuable data on spending habits, while consumers often perceive them as a way to delay payments and receive special benefits.

Euromonitor International's Store Card Transactions in Spain 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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STORE CARDS IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Store cards are a small, and declining, presence in payment cards

Leading player El Corte Ingles to replace its store card with a credit card

Store cards benefit from consumption rebound, but to a lesser extent than other types of payment card

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As retailers lose interest, store cards will continue to decline

Store cards will remain attractive to older, more conservative consumers

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