

Charge Cards in Germany

Market Direction | 2023-02-01 | 29 pages | Euromonitor

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Report description:

Charge cards experienced an ongoing process of normalisation in 2022 as the influence of the pandemic continued to wane following two years of a highly unusual development, where transactions increased in 2020 while transaction values significantly dropped. With travel resuming in 2022, charge card transaction value notably improved, with commercial charge card transaction value still lagging behind compared to personal charge cards which fully recovered to pre-pandemic levels. Although travel p...

Euromonitor International's Charge Card Transactions in Germany 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.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

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

Why buy this report?

- * Get a detailed picture of the Charge 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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Table of Contents:

Charge Cards in Germany
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List Of Contents And Tables

CHARGE CARDS IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Charge cards continues to recover from pandemic's impact

Visa and Mastercard dominate an increasingly dynamic environment

New card strategy by international operators threatens charge cards

PROSPECTS AND OPPORTUNITIES

Charge cards offers further growth potential despite rising challenges

New card strategy by Visa and Mastercard will determine trajectory of charge cards

Emerging payment alternatives could dampen stronger growth opportunities

CATEGORY DATA

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

Table 2 Charge Cards Transactions 2017-2022

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

Table 4 Charge Cards Transactions: % Growth 2017-2022

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Charge Cards Transactions 2017-2022

Table 7 Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 Personal Charge Cards Transactions 2017-2022

Table 11 Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 Charge Cards: Number of Cards by Operator 2017-2021

Table 15 Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 Forecast Charge Cards Transactions 2022-2027

Table 27 Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 Forecast Charge Cards Transactions: % Growth 2022-2027

Table 29 Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

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Table 30	Forecast Commercial Charge Cards Transactions 2022-2027
Table 31	Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 32	Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 33	Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 34	Forecast Personal Charge Cards Transactions 2022-2027
Table 35	Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 36	Forecast Personal Charge Cards Transactions: % Growth 2022-2027
FINANCIAL CARDS AND PAYMENTS IN GERMANY	
EXECUTIVE SUMMARY	
Financial cards and payments in 2022: The big picture	
Within financial cards, all eyes turn to debit cards	
Electronic payments fuelled by rapid innovation and consumer adoption	
Shift away from cash intensifies competition within financial cards and payments	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2017-2022
Table 38	Number of ATMs: Units 2017-2022
Table 39	Value Lost to Fraud 2017-2022
Table 40	Card Expenditure by Location 2022
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 42	Domestic versus Foreign Spend 2022
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 44	Financial Cards by Category: Number of Accounts 2017-2022
Table 45	Financial Cards Transactions by Category: Value 2017-2022
Table 46	Financial Cards by Category: Number of Transactions 2017-2022
Table 47	Consumer Payments by Category: Value 2017-2022
Table 48	Consumer Payments by Category: Number of Transactions 2017-2022
Table 49	M-Commerce by Category: Value 2017-2022
Table 50	M-Commerce by Category: % Value Growth 2017-2022
Table 51	Financial Cards: Number of Cards by Issuer 2017-2021
Table 52	Financial Cards: Number of Cards by Operator 2017-2021
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 56	Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 57	Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 58	Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 59	Forecast Consumer Payments by Category: Value 2022-2027
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2022-2027
Table 61	Forecast M-Commerce by Category: Value 2022-2027
Table 62	Forecast M-Commerce by Category: % Value Growth 2022-2027
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

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