

Store Cards in Germany

Market Direction | 2023-02-01 | 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 card transactions and transaction value continued to rebound in 2022 following a pandemic-induced drop in 2020 due to multiple widespread lockdowns affecting store-based retailers. Yet, in both respects, store cards did not recover to 2019 levels, while the number of cards in circulation remained on a longstanding downward trend. This was due to steadily declining consumer interest in store cards as alternative loyalty programmes continued to gain ground at the end of the review period.

Euromonitor International's Store 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.

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@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

STORE CARDS IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ongoing post-pandemic recovery fuels temporary growth in store card transactions

Breuninger remains rare success story within store cards

Loyalty cards without payment function are preferred by retailers and consumers

PROSPECTS AND OPPORTUNITIES

Lack of innovation set to exacerbate downward trend of store cards

Breuninger and Douglas will remain exceptions from shift to co-branded credit cards

Rising influence of e-commerce and apps will fuel ongoing 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 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 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

Table 21 Consumer Payments by Category: Value 2017-2022

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

DISCLAIMER
SOURCES
Summary 1 Research Sources

Store Cards in Germany

Market Direction | 2023-02-01 | 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com