

## **Store Cards in Germany**

Market Direction | 2023-02-01 | 21 pages | Euromonitor

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### **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.

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