

Charge Cards in France

Market Direction | 2023-11-21 | 29 pages | Euromonitor

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Report description:

Charge cards in 2023 is benefitting from the revival of meetings, incentives, conferences, and exhibitions (MICE) and business tourism, which experienced a significant slump during the era of the pandemic, and which has taken some time to bounce back due to a period of hybrid events mixing online with physical options. However, physical MICE events resumed more strongly from mid-2022 and have accelerated further in 2023. Notably, France is a key destination for such activities - especially Paris...

Euromonitor International's Charge Card Transactions in France 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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CHARGE CARDS IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revival of MICE/business tourism boosts the use of charge cards

Merchant acceptance also contributes to the progression of charge cards

CB maintains its overall place thanks to co-branding, while Amex becomes stronger

PROSPECTS AND OPPORTUNITIES

Good omens for the short term: ongoing structural growth, the Olympic Games, and the continuous success of local tourism

Mobile payments and digital wallets will help to support the growth in charge cards

FrenchSys and other players to distance themselves from the CB system

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