

Charge Cards in Indonesia

Market Direction | 2023-11-21 | 27 pages | Euromonitor

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Report description:

In 2023, the charge cards category has experienced positive growth, both in terms of volume and value transactions. Similarly to the previous year, growth has largely been driven by the revival of normal social and economic activity in the wake of the COVID-19 crisis, with the lifting of pandemic related restrictions leading to an increase in people's mobility and confidence. The development of charge cards is very much related to the mobility of the population. When people start to go back to w...

Euromonitor International's Charge Card Transactions in Indonesia 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 Indonesia
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List Of Contents And Tables

CHARGE CARDS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to normal lifestyles supports growth

Category continues to face significant challenges

Charge cards maintain strong image amongst affluent consumers

PROSPECTS AND OPPORTUNITIES

Expected fall in number of cards in circulation

Lack of focus serving to marginalise charge cards

Digital shift to affect development of charge cards

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2018-2023

Table 2 Charge Cards Transactions 2018-2023

Table 3 Charge Cards in Circulation: % Growth 2018-2023

Table 4 Charge Cards Transactions: % Growth 2018-2023

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 Commercial Charge Cards Transactions 2018-2023

Table 7 Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 10 □Personal Charge Cards Transactions 2018-2023

Table 11 □Personal Charge Cards in Circulation: % Growth 2018-2023

Table 12 □Personal Charge Cards Transactions: % Growth 2018-2023

Table 13 □Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 □Charge Cards: Number of Cards by Operator 2018-2022

Table 15 □Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 □Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 22 □Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 23 □Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 24 □Personal Charge Cards Transaction Value by Operator 2018-2022

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 26 □Forecast Charge Cards Transactions 2023-2028

Table 27 □Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 28 □Forecast Charge Cards Transactions: % Growth 2023-2028

Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

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Table 30	Forecast Commercial Charge Cards Transactions 2023-2028
Table 31	Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028
Table 32	Forecast Commercial Charge Cards Transactions: % Growth 2023-2028
Table 33	Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028
Table 34	Forecast Personal Charge Cards Transactions 2023-2028
Table 35	Forecast Personal Charge Cards in Circulation: % Growth 2023-2028
Table 36	Forecast Personal Charge Cards Transactions: % Growth 2023-2028
FINANCIAL CARDS AND PAYMENTS IN INDONESIA	
EXECUTIVE SUMMARY	
Financial cards and payments in 2023: The big picture	
2023 key trends	
Competitive landscape	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2018-2023
Table 38	Number of ATMs: Units 2018-2023
Table 39	Value Lost to Fraud 2018-2023
Table 40	Card Expenditure by Location 2023
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2018-2023
Table 42	Domestic versus Foreign Spend 2023
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2018-2023
Table 44	Financial Cards by Category: Number of Accounts 2018-2023
Table 45	Financial Cards Transactions by Category: Value 2018-2023
Table 46	Financial Cards by Category: Number of Transactions 2018-2023
Table 47	Consumer Payments by Category: Value 2018-2023
Table 48	Consumer Payments by Category: Number of Transactions 2018-2023
Table 49	M-Commerce by Category: Value 2018-2023
Table 50	M-Commerce by Category: % Value Growth 2018-2023
Table 51	Financial Cards: Number of Cards by Issuer 2018-2022
Table 52	Financial Cards: Number of Cards by Operator 2018-2022
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 56	Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 57	Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 58	Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 59	Forecast Consumer Payments by Category: Value 2023-2028
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 61	Forecast M-Commerce by Category: Value 2023-2028
Table 62	Forecast M-Commerce by Category: % Value Growth 2023-2028
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

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