

Credit Cards in Italy

Market Direction | 2023-11-22 | 27 pages | Euromonitor

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Report description:

Despite a decline in the number of cards in circulation, credit cards in Italy registered dynamic growth in terms of both number of transactions and transaction value in 2023, continuing the trend of the previous year. This was driven by the growing popularity of cashless transactions, as consumers become increasingly confident about making digital payments over cash. At the same time, developments in infrastructure, which allowed merchants to accept payments on a range of different devices, quick...

Euromonitor International's Credit Card Transactions in Italy 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 Credit Card Transactions, Personal Credit 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 Credit 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance for credit cards, despite increasing use of BNPL services, thanks to roll-out of contactless technology

Commercial credit cards benefit from resumption of business travel

Players explore new partnerships in a bid to expand their payment networks

PROSPECTS AND OPPORTUNITIES

Continued growth for credit cards, with commercial options leading the way

Product innovation will be key growth strategy

Key players will forge ahead with innovative alliances

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