

## **Debit Cards in Canada**

Market Direction | 2023-11-21 | 19 pages | Euromonitor

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### **Report description:**

Canada's labour force shortage has placed mounting pressure on smaller businesses. Traditional checkouts are giving way to efficiency as retailers scramble to optimise checkout speeds, and there is a growing trend of merchants leaning into contactless debit transactions. As well as trimming down queues, the move towards contactless also means opening doors for the cash-averse clientele, consequently inflating sales. Not to be outdone, several of Canada's major banks have tweaked their contactl...

Euromonitor International's Debit Card Transactions in Canada 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 Debit Card Transactions, Personal Debit 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 Debit 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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## Table of Contents:

Debit Cards in Canada  
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### List Of Contents And Tables

#### DEBIT CARDS IN CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Labour shortages accelerate shift to contactless transactions

Canadians lured by debit card rewards

Credit crunch fuelling debit dominance for new businesses

##### PROSPECTS AND OPPORTUNITIES

Digital verification bolsters consumer confidence in online debit transactions

Credit card pressures to continue supporting growth in debit cards as cashless payments continue to rise

Business will see greater tech-riven debit growth

##### CATEGORY DATA

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

Table 2 Debit Cards Transactions 2018-2023

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

Table 4 Debit Cards Transactions: % Growth 2018-2023

Table 5 Debit Cards: Number of Cards by Issuer 2018-2022

Table 6 Debit Cards: Number of Cards by Operator 2018-2022

Table 7 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 8 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 10 □Forecast Debit Cards Transactions 2023-2028

Table 11 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 12 □Forecast Debit Cards Transactions: % Growth 2023-2028

#### FINANCIAL CARDS AND PAYMENTS IN CANADA

##### 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 13 Number of POS Terminals: Units 2018-2023

Table 14 Number of ATMs: Units 2018-2023

Table 15 Value Lost to Fraud 2018-2023

Table 16 Card Expenditure by Location 2023

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 18 Domestic versus Foreign Spend 2023

##### MARKET DATA

Table 19 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 20 Financial Cards by Category: Number of Accounts 2018-2023

Table 21 Financial Cards Transactions by Category: Value 2018-2023

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Table 22 □Financial Cards by Category: Number of Transactions 2018-2023  
Table 23 □Consumer Payments by Category: Value 2018-2023  
Table 24 □Consumer Payments by Category: Number of Transactions 2018-2023  
Table 25 □M-Commerce by Category: Value 2018-2023  
Table 26 □M-Commerce by Category: % Value Growth 2018-2023  
Table 27 □Financial Cards: Number of Cards by Issuer 2018-2022  
Table 28 □Financial Cards: Number of Cards by Operator 2018-2022  
Table 29 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022  
Table 30 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022  
Table 31 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028  
Table 32 □Forecast Financial Cards by Category: Number of Accounts 2023-2028  
Table 33 □Forecast Financial Cards Transactions by Category: Value 2023-2028  
Table 34 □Forecast Financial Cards by Category: Number of Transactions 2023-2028  
Table 35 □Forecast Consumer Payments by Category: Value 2023-2028  
Table 36 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028  
Table 37 □Forecast M-Commerce by Category: Value 2023-2028  
Table 38 □Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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