

Debit Cards in Colombia

Market Direction | 2023-11-21 | 22 pages | Euromonitor

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Report description:

The use of debit cards continues to grow and they remain the most important payment method behind cash. Further robust growth is expected in 2023 both in the number of cards in circulation and value of transactions. The performance of debit cards has been influenced by their increased use in online purchases, driven by the expansion of debit cards with security verification code (CVV), fostering their participation in remote sales, that according to industry sources, represent around 11% of tota...

Euromonitor International's Debit Card Transactions in Colombia 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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