

Financial Cards and Payments in France

Market Direction | 2023-11-21 | 67 pages | Euromonitor

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Report description:

Financial cards continues its progress in 2023, however, with mixed results. Global inflation continues to create an uncertain economic climate and an increasing price-sensitivity around sales of fast-moving consumer goods (FMCGs), leading to widespread discounts, slashed prices, and in-store promotions. Although inflation looks to be stabilising somewhat through 2023, French consumers are not generally aware of these fluctuations and remain cautious in their purchases and budgets overall. It is...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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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Surprising increase of the number of debit cards and their sales - thanks to MICE and inflation

Digital payments go from strength to strength

CB maintains overall dominance due to co-branding, while competitors continue to take advantage of regulatory changes

PROSPECTS AND OPPORTUNITIES

Ongoing digitisation will support debit cards' growth, but competition from other options remains on the horizon

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Consumers switch from FMCGs to second-hand and refurbished - although services continue to perform

Banks and credit institutions struggle in the economic climate

PROSPECTS AND OPPORTUNITIES

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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

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KEY DATA FINDINGS

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Cannibalisation from more modern options and concerns around BNPL impact store cards

Some interesting initiatives hold promise, but most issuers tend to struggle

PROSPECTS AND OPPORTUNITIES

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