

Financial Cards and Payments in Italy

Market Direction | 2023-11-22 | 62 pages | Euromonitor

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Report description:

Financial cards and payments performed well in Italy in 2023, both in terms of the number of cards in circulation and the value of transactions. Growth was underpinned by the growing trend towards cashless payments, even for smaller amounts, thanks to the development of POS infrastructure and the rising adoption of contactless technology, including mobile wallets. The recovery of tourism in Italy also impacted positively on the number of transactions made by financial cards in 2023, as well as i...

Euromonitor International's Financial Cards and Payments 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: 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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Table of Contents:

Financial Cards and Payments in Italy
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List Of Contents And Tables

FINANCIAL CARDS AND PAYMENTS IN ITALY

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture
2023 key trends - rise in contactless technology
Innovative digital solutions for customers and merchants
Sustainability concerns grow in importance
Competitive landscape
What next for financial cards and payments?

MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2018-2023
Table 2 Number of ATMs: Units 2018-2023
Table 3 Value Lost to Fraud 2018-2023
Table 4 Card Expenditure by Location 2023
Table 5 Financial Cards in Circulation by Type: % Number of Cards 2018-2023
Table 6 Domestic versus Foreign Spend 2023

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2018-2023
Table 8 Financial Cards by Category: Number of Accounts 2018-2023
Table 9 Financial Cards Transactions by Category: Value 2018-2023
Table 10 □Financial Cards by Category: Number of Transactions 2018-2023
Table 11 □Consumer Payments by Category: Value 2018-2023
Table 12 □Consumer Payments by Category: Number of Transactions 2018-2023
Table 13 □M-Commerce by Category: Value 2018-2023
Table 14 □M-Commerce by Category: % Value Growth 2018-2023
Table 15 □Financial Cards: Number of Cards by Issuer 2018-2022
Table 16 □Financial Cards: Number of Cards by Operator 2018-2022
Table 17 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 18 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 19 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 20 □Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 21 □Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 22 □Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 23 □Forecast Consumer Payments by Category: Value 2023-2028
Table 24 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 25 □Forecast M-Commerce by Category: Value 2023-2028
Table 26 □Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

DEBIT CARDS IN ITALY

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong performance for debit cards

Sustainability on the rise

Growing acceptance of debit cards amongst SMEs

PROSPECTS AND OPPORTUNITIES

Positive future for debit cards

Transport operator initiatives to expand contactless payments

Innovations to drive growth, with multicurrency cards tapping into global travel trends

CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2018-2023

Table 28 Debit Cards Transactions 2018-2023

Table 29 Debit Cards in Circulation: % Growth 2018-2023

Table 30 Debit Cards Transactions: % Growth 2018-2023

Table 31 Debit Cards: Number of Cards by Issuer 2018-2022

Table 32 Debit Cards: Number of Cards by Operator 2018-2022

Table 33 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 34 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 36 □Forecast Debit Cards Transactions 2023-2028

Table 37 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 38 □Forecast Debit Cards Transactions: % Growth 2023-2028

CREDIT CARDS IN ITALY

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

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2018-2023

Table 40 Credit Cards Transactions 2018-2023

Table 41 Credit Cards in Circulation: % Growth 2018-2023

Table 42 Credit Cards Transactions: % Growth 2018-2023

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 44 Commercial Credit Cards Transactions 2018-2023

Table 45 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 46 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 47 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 48 □Personal Credit Cards Transactions 2018-2023

Table 49 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 50 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 51 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 52 □Credit Cards: Number of Cards by Operator 2018-2022

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Table 53 □Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 54 □Credit Cards Payment Transaction Value by Operator 2018-2022
Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2018-2022
Table 56 □Commercial Credit Cards: Number of Cards by Operator 2018-2022
Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
Table 59 □Personal Credit Cards: Number of Cards by Issuer 2018-2022
Table 60 □Personal Credit Cards: Number of Cards by Operator 2018-2022
Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2018-2022
Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2023-2028
Table 64 □Forecast Credit Cards Transactions 2023-2028
Table 65 □Forecast Credit Cards in Circulation: % Growth 2023-2028
Table 66 □Forecast Credit Cards Transactions: % Growth 2023-2028
Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
Table 68 □Forecast Commercial Credit Cards Transactions 2023-2028
Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
Table 72 □Forecast Personal Credit Cards Transactions 2023-2028
Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2023-2028

CHARGE CARDS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong performance for charge cards

Contactless charge cards on the rise

Greater security in the digital arena

PROSPECTS AND OPPORTUNITIES

Positive outlook for charge cards, thanks to rise of proximity payments

Flexibility of charge cards will continue to be a draw, although growing competition in the form of BNPL schemes is a significant threat

Towards a sustainable future

CATEGORY DATA

Table 75 Charge Cards: Number of Cards in Circulation 2018-2023
Table 76 Charge Cards Transactions 2018-2023
Table 77 Charge Cards in Circulation: % Growth 2018-2023
Table 78 Charge Cards Transactions: % Growth 2018-2023
Table 79 Commercial Charge Cards: Number of Cards in Circulation 2018-2023
Table 80 Commercial Charge Cards Transactions 2018-2023
Table 81 Commercial Charge Cards in Circulation: % Growth 2018-2023
Table 82 Commercial Charge Cards Transactions: % Growth 2018-2023
Table 83 Personal Charge Cards: Number of Cards in Circulation 2018-2023
Table 84 □Personal Charge Cards Transactions 2018-2023
Table 85 □Personal Charge Cards in Circulation: % Growth 2018-2023
Table 86 □Personal Charge Cards Transactions: % Growth 2018-2023
Table 87 □Charge Cards: Number of Cards by Issuer 2018-2022

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Table 88 □Charge Cards: Number of Cards by Operator 2018-2022

Table 89 □Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 90 □Charge Cards Payment Transaction Value by Operator 2018-2022

Table 91 □Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 92 □Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 93 □Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 94 □Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 95 □Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 96 □Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 97 □Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 98 □Personal Charge Cards Transaction Value by Operator 2018-2022

Table 99 □Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 100 □Forecast Charge Cards Transactions 2023-2028

Table 101 □Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 102 □Forecast Charge Cards Transactions: % Growth 2023-2028

Table 103 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 104 □Forecast Commercial Charge Cards Transactions 2023-2028

Table 105 □Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 106 □Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 107 □Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 108 □Forecast Personal Charge Cards Transactions 2023-2028

Table 109 □Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 110 □Forecast Personal Charge Cards Transactions: % Growth 2023-2028

PRE-PAID CARDS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pre-paid cards remain a safe and convenient alternative to cash

Decline in popularity of closed-loop pre-paid cards

Postepay continues as leader of pre-paid cards

PROSPECTS AND OPPORTUNITIES

Positive outlook for open-loop pre-paid cards, while closed-loop alternatives will continue to decline

Smartphones will be integral to driving growth within digital payments

Sustainability will be a key trend

CATEGORY DATA

Table 111 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 112 Pre-paid Cards Transactions 2018-2023

Table 113 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 114 Pre-paid Cards Transactions: % Growth 2018-2023

Table 115 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 116 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 117 Open Loop Pre-paid Cards Transactions 2018-2023

Table 118 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 119 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 120 □Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 121 □Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 122 □Pre-paid Cards Transaction Value by Operator 2018-2022

Table 123 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

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Table 124 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 125 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 126 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 127 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 128 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 129 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 130 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 131 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 132 □Forecast Pre-paid Cards Transactions 2023-2028
Table 133 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 134 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 135 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 136 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
Table 137 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028
Table 138 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

STORE CARDS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued squeeze on store cards in 2023

Growing popularity of online payments

Carrefour and Esselunga hold sway in a declining market

PROSPECTS AND OPPORTUNITIES

Negative outlook for store cards

Contactless technology will be key area of focus

Innovation needed to avoid further decline

CATEGORY DATA

Table 139 Store Cards: Number of Cards in Circulation 2018-2023

Table 140 Store Cards Transactions 2018-2023

Table 141 Store Cards in Circulation: % Growth 2018-2023

Table 142 Store Cards Transactions: % Growth 2018-2023

Table 143 Store Cards: Number of Cards by Issuer 2018-2022

Table 144 Store Cards: Payment Transaction Value by Issuer 2018-2022

Table 145 Forecast Store Cards: Number of Cards in Circulation 2023-2028

Table 146 Forecast Store Cards Transactions 2023-2028

Table 147 Forecast Store Cards in Circulation: % Growth 2023-2028

Table 148 □Forecast Store Cards Transactions: % Growth 2023-2028

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