

Pre-Paid Cards in Italy

Market Direction | 2023-11-22 | 26 pages | Euromonitor

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Report description:

Pre-paid cards continued to be one of the most popular types of financial card in Italy, particularly in the case of young adults or those without a bank account. However, as with other financial cards, the rise of contactless payments expanded usage of pre-paid cards to a wider demographic, as consumers looked for more safe and convenient payment methods. Having seen a dynamic performance during the first three years of the review period, in terms of both the number and value of transactions, p...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Euromonitor International
November 2023

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PRE-PAID CARDS IN ITALY

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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

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FINANCIAL CARDS AND PAYMENTS IN ITALY

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EXECUTIVE SUMMARY

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Sustainability concerns grow in importance

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