

Store Cards in Australia

Market Direction | 2023-11-20 | 19 pages | Euromonitor

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Report description:

Usage of store cards in Australia has not improved post-pandemic, as the product has fallen out of favour among consumers. Credit cards are more competitive in terms of rewards and can be used anywhere, while store cards are restricted to specific retailers, which has become more of an obstacle in recent years due to consumers comparing prices across different stores more often. This makes brand loyalty more difficult to maintain and consumers are open to shopping at multiple outlets to save mon...

Euromonitor International's Store Card Transactions in Australia 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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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Fewer store cards available in the market as brands close applications

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