

Store Cards in Colombia

Market Direction | 2023-11-21 | 20 pages | Euromonitor

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Report description:

Store cards are expected to continue their downward trajectory in 2023 in both transaction value and the number of cards in circulation. With consumers having more alternatives to choose from pre-paid, including credit or debit cards offering benefits like cashback, many consumers are moving away from store cards as they no longer see their benefits. Additionally, there is a growing trend of merchants and financial institutions launching co-branded credit cards that combine the advantages of sto...

Euromonitor International's Store 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.

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.

Table of Contents:

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List Of Contents And Tables

STORE CARDS IN COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Store cards continue their downward trajectory in 2023

Codensa with appealing features retains its lead

Store cards: first step towards financial inclusion

PROSPECTS AND OPPORTUNITIES

Significant decline expected due to increased competition from other cards

Persistence of store cards in smaller and regional cities

Advantages of Buy Now Pay Later: a threat to store cards

CATEGORY DATA

Table 1 Store Cards: Number of Cards in Circulation 2018-2023

Table 2 Store Cards Transactions 2018-2023

Table 3 Store Cards in Circulation: % Growth 2018-2023

Table 4 Store Cards Transactions: % Growth 2018-2023

Table 5 Store Cards: Number of Cards by Issuer 2018-2022

Table 6 Store Cards: Payment Transaction Value by Issuer 2018-2022

Table 7 Forecast Store Cards: Number of Cards in Circulation 2023-2028

Table 8 Forecast Store Cards Transactions 2023-2028

Table 9 Forecast Store Cards in Circulation: % Growth 2023-2028

Table 10 Forecast Store Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN COLOMBIA

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Growth in digital payment options in Colombia

New payment alternatives available for merchants

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 11 Number of POS Terminals: Units 2018-2023

Table 12 Number of ATMs: Units 2018-2023

Table 13 Value Lost to Fraud 2018-2023

Table 14 Card Expenditure by Location 2023

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 16 Domestic versus Foreign Spend 2023

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 18 Financial Cards by Category: Number of Accounts 2018-2023

Table 19 Financial Cards Transactions by Category: Value 2018-2023

Table 20 Financial Cards by Category: Number of Transactions 2018-2023

Table 21 Consumer Payments by Category: Value 2018-2023

Table 22 □Consumer Payments by Category: Number of Transactions 2018-2023
Table 23 □M-Commerce by Category: Value 2018-2023
Table 24 □M-Commerce by Category: % Value Growth 2018-2023
Table 25 □Financial Cards: Number of Cards by Issuer 2018-2022
Table 26 □Financial Cards: Number of Cards by Operator 2018-2022
Table 27 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 28 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 29 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 30 □Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 31 □Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 32 □Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 33 □Forecast Consumer Payments by Category: Value 2023-2028
Table 34 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 35 □Forecast M-Commerce by Category: Value 2023-2028
Table 36 □Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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