

Store Cards in France

Market Direction | 2023-11-21 | 22 pages | Euromonitor

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Report description:

From many years, there has been a decline in the number of store cards in France, along with a lowering of the average spend. The economic context and inflationary pressures are notable factors here, along with the fact that French consumers typically try to limit their numbers of plastic cards (mainly in store cards and loyalty cards). Furthermore, French consumers tend to prefer charge cards and, to a lesser extent, credit, and payment facilities.

Euromonitor International's Store Card Transactions 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.

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

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

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