

Store Cards in Spain

Market Direction | 2023-11-10 | 20 pages | Euromonitor

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Report description:

Store cards account for a relatively small share of card payment transactions in Spain compared to credit, charge and particularly debit cards, as many local consumers are not well informed about the rewards and credit possibilities that store cards offer. They are mainly used by retailers to increase customer loyalty and provide valuable data on spending habits, while consumers often perceive them as a way to delay payments and receive special benefits. Even before the pandemic, which impacted...

Euromonitor International's Store Card Transactions in Spain 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 SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Store cards hold a relatively small and declining share of card payment transactions

Consumers increasingly prefer debit and credit cards

The leading player moves out of store cards in 2023

PROSPECTS AND OPPORTUNITIES

Store cards set to record further decline, with only one dominant player present

Store cards will remain attractive to older, more conservative consumers

Keeping store cards relevant will be a struggle

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 SPAIN

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 KEY TRENDS

Growth in mobile payments

Enhanced security of electronic and card payments

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

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- 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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