

Credit Cards in Portugal

Market Direction | 2023-11-10 | 28 pages | Euromonitor

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Report description:

After a robust rise in 2022, credit cards continues to enjoy positive growth in 2023, boosted by local consumers' increasing expenditure and higher levels of penetration. However, and in contrast to 2022, in 2023 credit cards is seeing slower growth than debit cards in terms of number of accounts thanks to personal credit cards. Rising interest rates amid economic uncertainty are limiting category growth. Still, average spend per transaction is on the up in 2023, driven by high inflation and inc...

Euromonitor International's Credit Card Transactions in Portugal 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: Commercial Credit Card Transactions, Personal Credit 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 Credit 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.

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Table of Contents:

Credit Cards in Portugal
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List Of Contents And Tables

CREDIT CARDS IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit cards sees further growth but at a lower rate than debit cards in 2023

Competition heats up

Visa strengthens its share

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated for forecast period as digital shift persists

BNPL represents competitive threat to credit cards

Partnerships shape competitive landscape

CATEGORY DATA

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

Table 2 Credit Cards Transactions 2018-2023

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

Table 4 Credit Cards Transactions: % Growth 2018-2023

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 6 Commercial Credit Cards Transactions 2018-2023

Table 7 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 8 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 9 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 10 □Personal Credit Cards Transactions 2018-2023

Table 11 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 12 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 13 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 14 □Credit Cards: Number of Cards by Operator 2018-2022

Table 15 □Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 16 □Credit Cards Payment Transaction Value by Operator 2018-2022

Table 17 □Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 18 □Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 19 □Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 20 □Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 21 □Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 22 □Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 23 □Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 24 □Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 25 □Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 26 □Forecast Credit Cards Transactions 2023-2028

Table 27 □Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 28 □Forecast Credit Cards Transactions: % Growth 2023-2028

Table 29 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

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Table 30	Forecast Commercial Credit Cards Transactions 2023-2028
Table 31	Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
Table 32	Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
Table 33	Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
Table 34	Forecast Personal Credit Cards Transactions 2023-2028
Table 35	Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
Table 36	Forecast Personal Credit Cards Transactions: % Growth 2023-2028
FINANCIAL CARDS AND PAYMENTS IN PORTUGAL	
EXECUTIVE SUMMARY	
Financial cards and payments in 2023: The big picture	
2023 key trends	
Competitive landscape	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2018-2023
Table 38	Number of ATMs: Units 2018-2023
Table 39	Value Lost to Fraud 2018-2023
Table 40	Card Expenditure by Location 2023
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2018-2023
Table 42	Domestic versus Foreign Spend 2023
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2018-2023
Table 44	Financial Cards by Category: Number of Accounts 2018-2023
Table 45	Financial Cards Transactions by Category: Value 2018-2023
Table 46	Financial Cards by Category: Number of Transactions 2018-2023
Table 47	Consumer Payments by Category: Value 2018-2023
Table 48	Consumer Payments by Category: Number of Transactions 2018-2023
Table 49	M-Commerce by Category: Value 2018-2023
Table 50	M-Commerce by Category: % Value Growth 2018-2023
Table 51	Financial Cards: Number of Cards by Issuer 2018-2022
Table 52	Financial Cards: Number of Cards by Operator 2018-2022
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 56	Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 57	Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 58	Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 59	Forecast Consumer Payments by Category: Value 2023-2028
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 61	Forecast M-Commerce by Category: Value 2023-2028
Table 62	Forecast M-Commerce by Category: % Value Growth 2023-2028
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

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