

Store Cards in Portugal

Market Direction | 2023-11-10 | 19 pages | Euromonitor

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Report description:

With the economy reopened post pandemic and consumers returning to store-based outlets, store cards is again enjoying positive growth. In 2023, the category's growth is boosted by rising consumers' expenditure levels and high inflation rates. Although there are attractive benefits linked to store cards, such as the access to specific discounting campaigns and interest-free instalments, for example, store cards suffers from competition from credit cards thanks to the latter's wider acceptance and...

Euromonitor International's Store 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.

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.

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