

Charge Cards in Austria

Market Direction | 2023-12-15 | 27 pages | Euromonitor

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Report description:

Driven by a shift from cash to card payments, boosted by the outbreak of COVID-19 and the continuing recovery of travel, charge cards saw solid growth in transaction and value terms. However, growth was at a slower pace compared to credit and debit cards, with debit cards having expanded its clear role as the most widely used payment card in Austria, while credit cards saw strong growth compared to the downtrend seen during COVID-19 when consumers became risk-averse. Charge card payments have in...

Euromonitor International's Charge Card Transactions in Austria 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 Charge Card Transactions, Personal Charge 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 Charge 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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Euromonitor International
December 2023

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