

Debit Cards in Austria

Market Direction | 2023-12-15 | 19 pages | Euromonitor

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Report description:

Debit card transactions remained the main driver behind the shift from cash to card payments in 2023. Every bank account holder in Austria owns at least one debit card, which is heavily favoured for payments at the POS, with debit card consumers confident that there are no extra fees or hidden costs. The outbreak of COVID-19 boosted the shift from cash to cards further, with retailers recommending cashless payment for safety reasons. Furthermore, the social acceptance of using cards for smaller...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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