

Charge Cards in India

Market Direction | 2024-02-06 | 22 pages | Euromonitor

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Report description:

Charge cards in India remained a niche category within financial cards and payments in 2023, largely due to higher eligibility criteria for issuance. Given the higher credit score and minimum salary requirement for a charge card in comparison to other financial card instruments, the usage remained fairly restricted to high network consumers. Such consumers, encouraged by the exclusivity of the card and various reward programmes, along with premium service quality, drove up further demand for cha...

Euromonitor International's Charge Card Transactions in India 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.

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Euromonitor International
February 2024

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Charge cards remain a niche, targeting affluent consumers

Transaction spend on charge cards remains elevated in comparison to other financial cards

American Express is the sole local issuer and operator of charge cards in India

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