

Debit Cards in India

Market Direction | 2024-02-06 | 21 pages | Euromonitor

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Report description:

A government-led financial inclusion initiative is enticing a burgeoning population to embrace the formal banking sector, which is acting in favour of further driving debit card penetration. The government's financial inclusion initiative, also known as Pradhan Mantri Jan Dhan Yojana, helped to attract a wider audience in 2023 as bank customers and the issuance of debit cards upon opening bank accounts became a crucial catalyst for significant volume growth observed in the number of debit cards...

Euromonitor International's Debit 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 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.

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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Table of Contents:

Debit Cards in India
Euromonitor International
February 2024

List Of Contents And Tables

DEBIT CARDS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Financial inclusion initiatives further drive debit card penetration

Average spend per debit card declines in 2023

Local RuPay leads and competes strongly with international card operators

PROSPECTS AND OPPORTUNITIES

Increasing numbers of Indians will access debit cards, while contactless card payments will grow

Rapid adoption of personal electronic direct transactions and shift towards online purchases to create long-term competition for debit cards

Regulatory changes set to intensify competitive landscape of card operators

CATEGORY DATA

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

Table 2 Debit Cards Transactions 2018-2023

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

Table 4 Debit Cards Transactions: % Growth 2018-2023

Table 5 Debit Cards: Number of Cards by Issuer 2018-2022

Table 6 Debit Cards: Number of Cards by Operator 2018-2022

Table 7 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 8 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 10 □Forecast Debit Cards Transactions 2023-2028

Table 11 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 12 □Forecast Debit Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN INDIA

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Financial card issuers leverage co-branded credit cards to address increasing competition from digital payment providers

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 13 Number of POS Terminals: Units 2018-2023

Table 14 Number of ATMs: Units 2018-2023

Table 15 Value Lost to Fraud 2018-2023

Table 16 Card Expenditure by Location 2023

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 18 Domestic versus Foreign Spend 2023

MARKET DATA

Table 19 Financial Cards by Category: Number of Cards in Circulation 2018-2023

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Table 20	Financial Cards by Category: Number of Accounts 2018-2023
Table 21	Financial Cards Transactions by Category: Value 2018-2023
Table 22	Financial Cards by Category: Number of Transactions 2018-2023
Table 23	Consumer Payments by Category: Value 2018-2023
Table 24	Consumer Payments by Category: Number of Transactions 2018-2023
Table 25	M-Commerce by Category: Value 2018-2023
Table 26	M-Commerce by Category: % Value Growth 2018-2023
Table 27	Financial Cards: Number of Cards by Issuer 2018-2022
Table 28	Financial Cards: Number of Cards by Operator 2018-2022
Table 29	Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 30	Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 31	Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 32	Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 33	Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 34	Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 35	Forecast Consumer Payments by Category: Value 2023-2028
Table 36	Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 37	Forecast M-Commerce by Category: Value 2023-2028
Table 38	Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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