

Financial Cards and Payments in India

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Report description:

A government-led financial inclusion initiative enticed a burgeoning population to embrace the formal banking sector, resulting in further uptake of financial cards, in particular, debit cards, in 2023. The Pradhan Mantri Jan Dhan Yojana (PMJDY) benefited in bringing a further proportion of the unbanked population 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 issued during...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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.

Table of Contents:

Financial Cards and Payments in India

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List Of Contents And Tables

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 1 Number of POS Terminals: Units 2018-2023

Table 2 Number of ATMs: Units 2018-2023

Table 3 Value Lost to Fraud 2018-2023

Table 4 Card Expenditure by Location 2023

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 Domestic versus Foreign Spend 2023

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 Financial Cards by Category: Number of Accounts 2018-2023

Table 9 Financial Cards Transactions by Category: Value 2018-2023

Table 10 Financial Cards by Category: Number of Transactions 2018-2023

Table 11 Consumer Payments by Category: Value 2018-2023

Table 12 Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 M-Commerce by Category: Value 2018-2023

Table 14 M-Commerce by Category: % Value Growth 2018-2023

Table 15 Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 Financial Cards: Number of Cards by Operator 2018-2022

Table 17 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 Forecast Consumer Payments by Category: Value 2023-2028

Table 24 Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 Forecast M-Commerce by Category: Value 2023-2028

Table 26 Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

DEBIT CARDS IN INDIA

KEY DATA FINDINGS

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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 27 Debit Cards: Number of Cards in Circulation 2018-2023

Table 28 Debit Cards Transactions 2018-2023

Table 29 Debit Cards in Circulation: % Growth 2018-2023

Table 30 Debit Cards Transactions: % Growth 2018-2023

Table 31 Debit Cards: Number of Cards by Issuer 2018-2022

Table 32 Debit Cards: Number of Cards by Operator 2018-2022

Table 33 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 34 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 36 □Forecast Debit Cards Transactions 2023-2028

Table 37 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 38 □Forecast Debit Cards Transactions: % Growth 2023-2028

CREDIT CARDS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit card transactions post brisk growth as consumers resort to smart spending

Co-branded credit cards, driven by targeted benefits for consumers, gain further prominence in 2023

Competition intensifies with relative new entrant banks increasing their credit card portfolios

PROSPECTS AND OPPORTUNITIES

Regulatory revisions for card operators and easier access to credit via UPI set to influence credit card competitive landscape

Credit cards face bright future as issuers encourage uptake

Government financial inclusion initiative combined with significant underserved banking population offers growth potential for credit cards

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2018-2023

Table 40 Credit Cards Transactions 2018-2023

Table 41 Credit Cards in Circulation: % Growth 2018-2023

Table 42 Credit Cards Transactions: % Growth 2018-2023

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 44 Commercial Credit Cards Transactions 2018-2023

Table 45 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 46 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 47 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 48 □Personal Credit Cards Transactions 2018-2023

Table 49 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 50 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 51 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 52 Credit Cards: Number of Cards by Operator 2018-2022
Table 53 Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 54 Credit Cards Payment Transaction Value by Operator 2018-2022
Table 55 Commercial Credit Cards: Number of Cards by Issuer 2018-2022
Table 56 Commercial Credit Cards: Number of Cards by Operator 2018-2022
Table 57 Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 58 Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
Table 59 Personal Credit Cards: Number of Cards by Issuer 2018-2022
Table 60 Personal Credit Cards: Number of Cards by Operator 2018-2022
Table 61 Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 62 Personal Credit Cards Payment Transaction Value by Operator 2018-2022
Table 63 Forecast Credit Cards: Number of Cards in Circulation 2023-2028
Table 64 Forecast Credit Cards Transactions 2023-2028
Table 65 Forecast Credit Cards in Circulation: % Growth 2023-2028
Table 66 Forecast Credit Cards Transactions: % Growth 2023-2028
Table 67 Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
Table 68 Forecast Commercial Credit Cards Transactions 2023-2028
Table 69 Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
Table 70 Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
Table 71 Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
Table 72 Forecast Personal Credit Cards Transactions 2023-2028
Table 73 Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
Table 74 Forecast Personal Credit Cards Transactions: % Growth 2023-2028

CHARGE CARDS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Charge cards will remain a small part of financial cards in the Indian market

Rising penetration of credit cards to challenge greater uptake of charge cards

American Express eyes further opportunities for growth of charge cards

CATEGORY DATA

Table 75 Charge Cards: Number of Cards in Circulation 2018-2023

Table 76 Charge Cards Transactions 2018-2023

Table 77 Charge Cards in Circulation: % Growth 2018-2023

Table 78 Charge Cards Transactions: % Growth 2018-2023

Table 79 Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 80 Personal Charge Cards Transactions 2018-2023

Table 81 Personal Charge Cards in Circulation: % Growth 2018-2023

Table 82 Personal Charge Cards Transactions: % Growth 2018-2023

Table 83 Charge Cards: Number of Cards by Issuer 2018-2022

Table 84 Charge Cards: Number of Cards by Operator 2018-2022

Table 85 Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 86 Charge Cards Payment Transaction Value by Operator 2018-2022

Table 87 Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 88 □Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 89 □Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 90 □Personal Charge Cards Transaction Value by Operator 2018-2022

Table 91 □Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 92 □Forecast Charge Cards Transactions 2023-2028

Table 93 □Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 94 □Forecast Charge Cards Transactions: % Growth 2023-2028

Table 95 □Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 96 □Forecast Personal Charge Cards Transactions 2023-2028

Table 97 □Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 98 □Forecast Personal Charge Cards Transactions: % Growth 2023-2028

PRE-PAID CARDS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in pre-paid card transactions due to rising competition from alternative products and full effect of regulatory revisions

Benefits of transportation cards drive uptake of closed loop pre-paid cards

Surge in outbound tourism fosters rise in demand for open loop travel cards

PROSPECTS AND OPPORTUNITIES

Flexibility of open loop pre-paid cards offers greater potential over forecast period

Rapid adoption of alternative options creates challenge for future of pre-paid cards

Public transport holds the key to bolstering demand for closed loop pre-paid cards

CATEGORY DATA

Table 99 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 100 Pre-paid Cards Transactions 2018-2023

Table 101 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 102 Pre-paid Cards Transactions: % Growth 2018-2023

Table 103 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 104 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 105 Open Loop Pre-paid Cards Transactions 2018-2023

Table 106 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 107 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 108 □Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 109 □Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 110 □Pre-paid Cards Transaction Value by Operator 2018-2022

Table 111 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 112 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 113 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 114 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 115 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 116 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 117 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 118 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 119 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 120 □Forecast Pre-paid Cards Transactions 2023-2028

Table 121 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 122 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 123 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

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Table 124 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 125 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 126 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

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