

Debit Cards in Australia

Market Direction | 2024-11-20 | 21 pages | Euromonitor

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Report description:

The number of personal debit cards in Australia continues to increase in 2024, with this being one of the premier payment methods for local consumers since the use of cash started to decline during the pandemic. Euromonitor International's Passport data shows that over 95% of the Australian population aged over 15 years has a bank account, the majority of which would also have a debit card tied to that account.

Euromonitor International's Debit Card Transactions in Australia 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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DEBIT CARDS IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising number of debit cards in circulation but retail value growth slows as consumers grow cautious with their spending
Value lost to fraud continues to rise, creating new opportunities for financial service providers
Limited competition in debit card space as major banks continue to dominate

PROSPECTS AND OPPORTUNITIES

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Trend of ethical living an opportunity for smaller banks as consumers look for "cleaner" investment options
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