

## **Store Cards in Australia**

Market Direction | 2024-11-20 | 19 pages | Euromonitor

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### **Report description:**

The number of store cards in Australia continues to decline in 2024, while the category's value growth is marginal, with the number of transactions remaining below pre-pandemic levels. This performance is reflective of its lost appeal in the current dynamic payment landscape. Historically, store cards have always contributed to a small proportion of total payments in Australia. As a result, the customer base for this type of card is niche and loyal to a specific store or brand.

Euromonitor International's Store 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Store 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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