

Credit Cards in Indonesia

Market Direction | 2025-01-13 | 30 pages | Euromonitor

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Report description:

In 2024, credit cards in Indonesia again recorded positive growth in all terms - number of cards in circulation as well as volume and value transactions, as it did in 2023, despite the rising threat from the continued expansion of pay-later transactions in Indonesia. The credit cards category benefits from targeting a different market segment and also offering cheaper annual interest rates compared to pay-later. The ongoing post-pandemic recovery of travel and tourism has played its part, too -...

Euromonitor International's Credit Card Transactions in Indonesia 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 Credit Card Transactions, Personal Credit 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 Credit 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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Positive trend continues for credit cards in 2024

Bank Central Asia maintains overall leadership, while Mandiri benefits from digitalisation

Millennials and Gen Z support transactions growth, while digitalisation accelerates

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