

Credit Cards in Italy

Market Direction | 2025-01-20 | 28 pages | Euromonitor

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Report description:

Credit cards in Italy has shown another solid performance in 2024, with healthy growth in volume and current value transactions projected for the entire year. Usage levels have been buoyed by a substantial reduction in inflation, in that the easing of cost-of-living pressures has bolstered confidence and spending among consumers and made many more willing to borrow to finance purchases. The latter behaviour also reflects a longer-term cultural shift in which Italians are increasingly comfortable...

Euromonitor International's Credit Card Transactions in Italy 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in transactions remains robust even as card numbers continue to decline

Commercial credit cards outperforms the personal category in volume growth terms

Innovative payment solutions help to boost credit card usage

PROSPECTS AND OPPORTUNITIES

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Digitalisation trend set to gain momentum

Commercial category will remain a focal point for investment among issuers

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