

Credit Cards in Italy

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Credit Cards in Italy
Euromonitor International
January 2025

List Of Contents And Tables

CREDIT CARDS IN ITALY

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

Use of personal credit cards will continue rising despite falling circulation numbers

Digitalisation trend set to gain momentum

Commercial category will remain a focal point for investment among issuers

CATEGORY DATA

Table 1 Credit Cards: Number of Cards in Circulation 2019-2024

Table 2 Credit Cards Transactions 2019-2024

Table 3 Credit Cards in Circulation: % Growth 2019-2024

Table 4 Credit Cards Transactions: % Growth 2019-2024

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2019-2024

Table 6 Commercial Credit Cards Transactions 2019-2024

Table 7 Commercial Credit Cards in Circulation: % Growth 2019-2024

Table 8 Commercial Credit Cards Transactions: % Growth 2019-2024

Table 9 Personal Credit Cards: Number of Cards in Circulation 2019-2024

Table 10 Personal Credit Cards Transactions 2019-2024

Table 11 Personal Credit Cards in Circulation: % Growth 2019-2024

Table 12 Personal Credit Cards Transactions: % Growth 2019-2024

Table 13 Credit Cards: Number of Cards by Issuer 2019-2023

Table 14 Credit Cards: Number of Cards by Operator 2019-2023

Table 15 Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 16 Credit Cards Payment Transaction Value by Operator 2019-2023

Table 17 Commercial Credit Cards: Number of Cards by Issuer 2019-2023

Table 18 Commercial Credit Cards: Number of Cards by Operator 2019-2023

Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2019-2023

Table 21 Personal Credit Cards: Number of Cards by Issuer 2019-2023

Table 22 Personal Credit Cards: Number of Cards by Operator 2019-2023

Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 24 Personal Credit Cards Payment Transaction Value by Operator 2019-2023

Table 25 Forecast Credit Cards: Number of Cards in Circulation 2024-2029

Table 26 Forecast Credit Cards Transactions 2024-2029

Table 27 Forecast Credit Cards in Circulation: % Growth 2024-2029

Table 28 Forecast Credit Cards Transactions: % Growth 2024-2029

Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029

Table 30 □Forecast Commercial Credit Cards Transactions 2024-2029

Table 31 □Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029

Table 32 □Forecast Commercial Credit Cards Transactions: % Growth 2024-2029

Table 33 □Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029

Table 34 □Forecast Personal Credit Cards Transactions 2024-2029

Table 35 □Forecast Personal Credit Cards in Circulation: % Growth 2024-2029

Table 36 □Forecast Personal Credit Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN ITALY

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

Contactless payments via cards, digital wallets and wearables increasingly favoured

Digitalisation remains a focal point for investment and innovation

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2019-2024

Table 38 Number of ATMs: Units 2019-2024

Table 39 Value Lost to Fraud 2019-2024

Table 40 Card Expenditure by Location 2024

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 42 Domestic versus Foreign Spend 2024

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 44 Financial Cards by Category: Number of Accounts 2019-2024

Table 45 Financial Cards Transactions by Category: Value 2019-2024

Table 46 □Financial Cards by Category: Number of Transactions 2019-2024

Table 47 □Consumer Payments by Category: Value 2019-2024

Table 48 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 49 □M-Commerce by Category: Value 2019-2024

Table 50 □M-Commerce by Category: % Value Growth 2019-2024

Table 51 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 52 □Financial Cards: Number of Cards by Operator 2019-2023

Table 53 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 54 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 55 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 56 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 57 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 58 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 59 □Forecast Consumer Payments by Category: Value 2024-2029

Table 60 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 61 □Forecast M-Commerce by Category: Value 2024-2029

Table 62 □Forecast M-Commerce by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Credit Cards in Italy

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com