

## **Debit Cards in Canada**

Market Direction | 2025-01-14 | 20 pages | Euromonitor

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### **Report description:**

The competitive landscape for debit cards in Canada has seen shift in share in 2024, resulting from RBC's acquisition of HSBC - a deal finalised on 1 April. All HSBC clients have been transferred to RBC, new chequing accounts have been opened and new debit cards have been issued for each new client. While the acquisition has not had a big impact on total number of cards, transactions and values in the market, RBC's share has increased and is set to continue expanding throughout the forecasted pe...

Euromonitor International's Debit Card Transactions in Canada 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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Reduced interchange fees agreement boosts merchant acceptance

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