

Debit Cards in Italy

Market Direction | 2025-01-20 | 22 pages | Euromonitor

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Report description:

While debit cards in Italy has performed positively in 2024, growth rates for volume and current value transactions are set to fall well below those recorded the previous year. Growth in the number of cards in circulation has also tapered off, albeit only marginally. This is partly explained by maturity, with transaction volumes and circulation numbers still dwarfing those of other card types. However, the slowdown also reflects the improved macroeconomic climate, in that as confidence and purch...

Euromonitor International's Debit 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 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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