

## **Pre-Paid Cards in Italy**

Market Direction | 2025-01-20 | 26 pages | Euromonitor

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### **Report description:**

The open loop category has continued to dominate pre-paid cards in Italy in 2024, and is poised to register healthy growth in circulation numbers and volume and current value transactions for the entire year. It remains a key beneficiary of the shift away from cash in favour of card-based payments, as these instruments are easy to obtain, highly versatile and enjoy strong public trust in terms of security, both for in-person and online purchases.

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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.

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2024 DEVELOPMENTS

Open loop category continues to dominate pre-paid cards  
Modernisation of public transport fare systems reduces need for closed loop cards  
Competitive strategies increasingly shaped by inclusivity and sustainability concerns

PROSPECTS AND OPPORTUNITIES

Fortunes of open loop and closed loop categories will continue to diverge  
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