

Store Cards in Colombia

Market Direction | 2025-01-22 | 21 pages | Euromonitor

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Report description:

Store cards in Colombia posted another contraction in volume transactions in 2024, maintaining the negative trend witnessed throughout the review period. Growth in circulation numbers meanwhile was modest and well down on that recorded in 2023. Usage levels continued to be depressed by the increasing consumer preference for alternative types of financial cards that offer greater versatility, wider acceptance and more appealing added-value benefits in areas such as cashback rewards. This trend is...

Euromonitor International's Store Card Transactions in Colombia 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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.

Table of Contents:**Scotts International. EU Vat number: PL 6772247784**

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List Of Contents And Tables

STORE CARDS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Usage levels continue to decline as Colombians opt for more versatile alternatives

Growing threat from BNPL services compounds challenges faced by store cards

Discounters chain Ara and BBVA launch co-branded credit card

PROSPECTS AND OPPORTUNITIES

Volume and value transactions set to contract throughout the forecast period

Store card use likely to remain higher in smaller and regional cities

Store cards will continue to be a key path to financial inclusion for the underbanked

CATEGORY DATA

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

Table 2 Store Cards Transactions 2019-2024

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

Table 4 Store Cards Transactions: % Growth 2019-2024

Table 5 Store Cards: Number of Cards by Issuer 2019-2023

Table 6 Store Cards: Payment Transaction Value by Issuer 2019-2023

Table 7 Forecast Store Cards: Number of Cards in Circulation 2024-2029

Table 8 Forecast Store Cards Transactions 2024-2029

Table 9 Forecast Store Cards in Circulation: % Growth 2024-2029

Table 10 Forecast Store Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN COLOMBIA

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

Digitalisation increasingly visible across financial cards and payments

Confidence in security of card-based and digital transactions continues to improve

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 11 Number of POS Terminals: Units 2019-2024

Table 12 Number of ATMs: Units 2019-2024

Table 13 Value Lost to Fraud 2019-2024

Table 14 Card Expenditure by Location 2024

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 16 Domestic versus Foreign Spend 2024

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 18 Financial Cards by Category: Number of Accounts 2019-2024

Table 19 Financial Cards Transactions by Category: Value 2019-2024

Table 20 Financial Cards by Category: Number of Transactions 2019-2024

Table 21 Consumer Payments by Category: Value 2019-2024

Table 22 □Consumer Payments by Category: Number of Transactions 2019-2024
Table 23 □M-Commerce by Category: Value 2019-2024
Table 24 □M-Commerce by Category: % Value Growth 2019-2024
Table 25 □Financial Cards: Number of Cards by Issuer 2019-2023
Table 26 □Financial Cards: Number of Cards by Operator 2019-2023
Table 27 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023
Table 28 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023
Table 29 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029
Table 30 □Forecast Financial Cards by Category: Number of Accounts 2024-2029
Table 31 □Forecast Financial Cards Transactions by Category: Value 2024-2029
Table 32 □Forecast Financial Cards by Category: Number of Transactions 2024-2029
Table 33 □Forecast Consumer Payments by Category: Value 2024-2029
Table 34 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029
Table 35 □Forecast M-Commerce by Category: Value 2024-2029
Table 36 □Forecast M-Commerce by Category: % Value Growth 2024-2029

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SOURCES
Summary 1 Research Sources

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