

## **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.

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