

## **Store Cards in France**

Market Direction | 2025-01-13 | 21 pages | Euromonitor

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### **Report description:**

2024 was the first year in some time that store cards in France rose in terms of number, transactions and value sales, albeit posting only modest growth. In recent years, there has been a decline in the number of store cards in France, along with lower average spending on them. Key reasons include economic challenges, inflationary pressures and French consumers' tendency to limit their use of plastic cards like store and loyalty cards. Instead, consumers have favoured charge cards and payment fa...

Euromonitor International's Store Card Transactions in France 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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