

## **Store Cards in Italy**

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

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### **Report description:**

As occurred throughout the review period, store cards in Italy has seen circulation numbers and volume and current value transactions contract in 2024. The use of these instruments has been falling steadily for over a decade amidst growing consumer migration to other types of financial cards and digital payment solutions that offer greater convenience and flexibility, more attractive loyalty reward programmes, lower interest rates etc. This has prompted major retail chains to scale back investme...

Euromonitor International's Store 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.

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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