

**Store Cards in Peru**

Market Direction | 2025-01-21 | 19 pages | Euromonitor

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**Report description:**

The use of store cards continued to decline sharply in Peru in 2024, as traditional store cards continue to be transformed into Visa or Mastercard credit cards. As a result, very few store cards are still working in some regional stores, being those which are still within their validity period. This switch to credit cards is preferable for consumers, as it enables wider usage of such cards in other establishments where Visa or Mastercard are accepted, instead of cards being exclusive to one stor...

Euromonitor International's Store Card Transactions in Peru 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.

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#### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Traditional store cards being phased out, as they are transformed into Visa or Mastercard credit cards

Stores focus their strategy on commercial efforts, while promoting credit cards under their brand

Store credit cards play an important role in online sales, which are widely promoted and highlight advantages

##### PROSPECTS AND OPPORTUNITIES

Store cards will become extinct in favour of the new credit card versions

Store-branded credit cards will continue to have a significant presence in online sales of these stores

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