

## Italy Prepaid Card and Digital Wallet Business and Investment Opportunities Databook - Market Size and Forecast, Consumer Attitude & Behaviour, Retail Spend Q1 2024 Update

Market Report | 2024-03-19 | 168 pages | PayNxt360

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- Single User Price \$2400.00
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#### Report description:

This report provides a detailed data centric analysis of prepaid payment instruments, covering spend through prepaid cards and digital wallets across retail and corporate consumer segments. In addition, it provides a snapshot of consumer behaviour and retail spend dynamics in Italy. With over 100 KPIs at country level, this report provides comprehensive understanding of prepaid card and digital wallet card market dynamics.

Italy Prepaid Payment Instrument Market Size and Forecast

- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
- Average Value per Transaction

Italy Digital Wallet Market Size and Forecast

- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
- Average Value per Transaction

Italy Digital Wallet Market Size and Forecast by Key Segments

- Retail Shopping (Value, Volume, Avg. Value)
- Travel (Value, Volume, Avg. Value)
- Entertainment and Gaming (Value, Volume, Avg. Value)
- Restaurant (Value, Volume, Avg. Value)

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- Recharge and Bill Payment (Value, Volume, Avg. Value)

#### Italy Digital Wallet Spend by Key Retail Categories

- Food and Grocery
- Health and Beauty Products
- Apparel and Foot Wear
- Books, Music and Video
- Consumer Electronics
- Pharmacy and Wellness
- Gas Stations
- Restaurants and Bars
- Toys, Kids and Baby Products
- Services
- Other Categories

#### Italy Prepaid Card Industry Market Attractiveness

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- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
- Average Value per Transaction
- Number of Cards

Market Share Analysis by Functional Attributes - Open Loop vs. Closed Loop

#### Italy Open Loop Prepaid Card Future Growth Dynamics

- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
- Average Value per Transaction
- Number of Cards

#### Italy Closed Loop Prepaid Card Future Growth Dynamics

- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
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- Business and Administrative Expense Prepaid Cards
- -Travel Forex Prepaid Cards
- -Meal Prepaid Cards

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- By Age Group
- By Income Group
- By Gender

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- Other Categories

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Gift Card Market Share Analysis by Gifting Occasion

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