

Debit Card Market By Type (Plastic, Metal) , By Industry Vertical (Retail, Hospitality, Transportation, Healthcare, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

Market Report | 2024-08-01 | 230 pages | Allied Market Research

AVAILABLE LICENSES:

- Cloud Access License \$2601.00
- Business User License \$4335.00
- Enterprise License \$7261.00

Report description:

Debit Card Market

The debit card market was valued at \$95.7 billion in 2023 and is projected to reach \$151.1 billion by 2032, growing at a CAGR of 5.5% from 2024 to 2032.

A debit card is a mode of payment that deducts funds directly from the current or savings account of the cardholder to accomplish payments. Debit cards are different from credit cards as the former use pre-existing funds from the bank account of users, instead of offering a line of credit, and manages expenses by restricting transactions. To prevent frauds, the card comes equipped with security features such as PINs and EMV chips. Debit cards are the widely accepted transaction medium that support online transactions, ATM withdrawals, and contactless payments.

Increase in demand for contactless payments among customers and small businesses is a major driver of the debit card market. Moreover, several financial institutions offer cashback incentives, rewards, and discounts upon transacting through their debit cards, thereby boosting the adoption of debit cards among customers. In recent times, multi-currencies debit cards are trending among customers, enabling users an easy option to switch between different currencies. This makes the card accessible globally, hence preventing users from the hassle of exchanging currencies in different countries.

However, increase in the popularity of alternative payment methods, particularly mobile wallets such as Google Pay and Apple Pay, is offering a tough competition to the debit card market. Moreover, the data security and privacy concerns pertaining to debit cards remain a major concern for the market. Data breaches of debit cards take place via several approaches, including point-of-sale skimming, mail interception, and data breach at the retailers' website. To prevent such frauds, financial institutions are opting for advanced technologies such as AI and machine learning. For instance, Mastercard, an American payment card company, recently announced its latest software update possessing the ability to discover if a user's debit or credit card has been compromised, even before it falls prey to cybercrime. The company has made use of generative AI in its fraud-detection

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

technology that detects the pattern of stolen cards.[]

Segment Review[]

The debit card market is segmented into type, industry vertical, and region. On the basis of type, the market is bifurcated into plastic and metal. By industry vertical, it is classified into retail, hospitality, transportation, healthcare, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.[]

Key Findings[]

On the basis of type, the metal segment held the highest market share in 2023.[]

By industry vertical, the retail segment was the highest shareholder 2023.[]

Region wise, Asia-Pacific was the largest revenue generator in 2023.[]

Competition Analysis[]

The major players operating in the[] global debit card market include Thales Group, IDEMIA, VALID, Giesecke+Devrient GmbH, Eastcompeace Technology Co., Ltd., Cangzhou Datang Steel Pipe Co., Ltd., Paragon Group Limited, CPI Card Group Inc., Watchdata Co., Ltd., and Wuhan Tianyu Information Co. Ltd. These players have adopted various key developmental strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the market.[]

[]

Additional benefits you will get with this purchase are:

- Quarterly Update and* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
- 16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)
- 15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)
- Free data Pack on the Five and Enterprise User License. (Excel version of the report)
- Free Updated report if the report is 6-12 months old or older.
- 24-hour priority response*
- Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- End user preferences and pain points
- Industry life cycle assessment, by region
- Product Benchmarking / Product specification and applications
- Product Life Cycles
- Scenario Analysis & Growth Trend Comparison
- Technology Trend Analysis
- Go To Market Strategy
- Market share analysis of players by products/segments
- New Product Development/ Product Matrix of Key Players
- Pain Point Analysis
- Regulatory Guidelines
- Strategic Recommendations
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Brands Share Analysis
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Historic market data
- Market share analysis of players at global/region/country level
- SWOT Analysis
- Key Market Segments
- By Type
 - Plastic
 - Metal
- By Industry Vertical
 - Retail
 - Hospitality
 - Transportation
 - Healthcare
 - Others
- By Region
 - North America
 - U.S.
 - Canada
 - Europe
 - France
 - Germany
 - Italy
 - Spain
 - UK
 - Rest of Europe
 - Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Rest of Asia-Pacific
 - LAMEA
 - Latin America
 - Middle East
 - Africa
- Key Market Players
 - Thales Group
 - IDEMIA
 - VALID
 - Giesecke+Devrient GmbH
 - Eastcompeace Technology Co., Ltd.
 - Cangzhou Datang Steel Pipe Co., Ltd.
 - Paragon Group Limited
 - CPI Card Group Inc.
 - Watchdata Co., Ltd.
 - wuhan tianyu information co. ltd

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology

- 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: DEBIT CARD MARKET, BY TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Type
- 4.2. Plastic
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities
 - 4.2.2. Market Size and Forecast, By Region
 - 4.2.3. Market Share Analysis, By Country
- 4.3. Metal
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: DEBIT CARD MARKET, BY INDUSTRY VERTICAL

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Industry Vertical
- 5.2. Retail
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Hospitality
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.4. Transportation
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country
- 5.5. Healthcare
 - 5.5.1. Key Market Trends, Growth Factors and Opportunities
 - 5.5.2. Market Size and Forecast, By Region
 - 5.5.3. Market Share Analysis, By Country
- 5.6. Others
 - 5.6.1. Key Market Trends, Growth Factors and Opportunities
 - 5.6.2. Market Size and Forecast, By Region
 - 5.6.3. Market Share Analysis, By Country
- CHAPTER 6: DEBIT CARD MARKET, BY REGION
 - 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Region
 - 6.2. North America
 - 6.2.1. Key Market Trends and Opportunities
 - 6.2.2. Market Size and Forecast, By Type
 - 6.2.3. Market Size and Forecast, By Industry Vertical
 - 6.2.4. Market Size and Forecast, By Country
 - 6.2.5. U.S. Debit Card Market
 - 6.2.5.1. Market Size and Forecast, By Type
 - 6.2.5.2. Market Size and Forecast, By Industry Vertical
 - 6.2.6. Canada Debit Card Market
 - 6.2.6.1. Market Size and Forecast, By Type
 - 6.2.6.2. Market Size and Forecast, By Industry Vertical
 - 6.3. Europe
 - 6.3.1. Key Market Trends and Opportunities
 - 6.3.2. Market Size and Forecast, By Type
 - 6.3.3. Market Size and Forecast, By Industry Vertical
 - 6.3.4. Market Size and Forecast, By Country
 - 6.3.5. France Debit Card Market
 - 6.3.5.1. Market Size and Forecast, By Type
 - 6.3.5.2. Market Size and Forecast, By Industry Vertical
 - 6.3.6. Germany Debit Card Market
 - 6.3.6.1. Market Size and Forecast, By Type
 - 6.3.6.2. Market Size and Forecast, By Industry Vertical
 - 6.3.7. Italy Debit Card Market
 - 6.3.7.1. Market Size and Forecast, By Type
 - 6.3.7.2. Market Size and Forecast, By Industry Vertical
 - 6.3.8. Spain Debit Card Market
 - 6.3.8.1. Market Size and Forecast, By Type
 - 6.3.8.2. Market Size and Forecast, By Industry Vertical
 - 6.3.9. UK Debit Card Market
 - 6.3.9.1. Market Size and Forecast, By Type
 - 6.3.9.2. Market Size and Forecast, By Industry Vertical
 - 6.3.10. Rest Of Europe Debit Card Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.3.10.1. Market Size and Forecast, By Type
- 6.3.10.2. Market Size and Forecast, By Industry Vertical
- 6.4. Asia-Pacific
 - 6.4.1. Key Market Trends and Opportunities
 - 6.4.2. Market Size and Forecast, By Type
 - 6.4.3. Market Size and Forecast, By Industry Vertical
 - 6.4.4. Market Size and Forecast, By Country
 - 6.4.5. China Debit Card Market
 - 6.4.5.1. Market Size and Forecast, By Type
 - 6.4.5.2. Market Size and Forecast, By Industry Vertical
 - 6.4.6. Japan Debit Card Market
 - 6.4.6.1. Market Size and Forecast, By Type
 - 6.4.6.2. Market Size and Forecast, By Industry Vertical
 - 6.4.7. India Debit Card Market
 - 6.4.7.1. Market Size and Forecast, By Type
 - 6.4.7.2. Market Size and Forecast, By Industry Vertical
 - 6.4.8. South Korea Debit Card Market
 - 6.4.8.1. Market Size and Forecast, By Type
 - 6.4.8.2. Market Size and Forecast, By Industry Vertical
 - 6.4.9. Australia Debit Card Market
 - 6.4.9.1. Market Size and Forecast, By Type
 - 6.4.9.2. Market Size and Forecast, By Industry Vertical
 - 6.4.10. Rest of Asia-Pacific Debit Card Market
 - 6.4.10.1. Market Size and Forecast, By Type
 - 6.4.10.2. Market Size and Forecast, By Industry Vertical
- 6.5. LAMEA
 - 6.5.1. Key Market Trends and Opportunities
 - 6.5.2. Market Size and Forecast, By Type
 - 6.5.3. Market Size and Forecast, By Industry Vertical
 - 6.5.4. Market Size and Forecast, By Country
 - 6.5.5. Latin America Debit Card Market
 - 6.5.5.1. Market Size and Forecast, By Type
 - 6.5.5.2. Market Size and Forecast, By Industry Vertical
 - 6.5.6. Middle East Debit Card Market
 - 6.5.6.1. Market Size and Forecast, By Type
 - 6.5.6.2. Market Size and Forecast, By Industry Vertical
 - 6.5.7. Africa Debit Card Market
 - 6.5.7.1. Market Size and Forecast, By Type
 - 6.5.7.2. Market Size and Forecast, By Industry Vertical
- CHAPTER 7: COMPETITIVE LANDSCAPE
 - 7.1. Introduction
 - 7.2. Top Winning Strategies
 - 7.3. Product Mapping Of Top 10 Player
 - 7.4. Competitive Dashboard
 - 7.5. Competitive Heatmap
 - 7.6. Top Player Positioning, 2023
- CHAPTER 8: COMPANY PROFILES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.1. Thales Group
 - 8.1.1. Company Overview
 - 8.1.2. Key Executives
 - 8.1.3. Company Snapshot
 - 8.1.4. Operating Business Segments
 - 8.1.5. Product Portfolio
 - 8.1.6. Business Performance
 - 8.1.7. Key Strategic Moves and Developments
- 8.2. IDEMIA
 - 8.2.1. Company Overview
 - 8.2.2. Key Executives
 - 8.2.3. Company Snapshot
 - 8.2.4. Operating Business Segments
 - 8.2.5. Product Portfolio
 - 8.2.6. Business Performance
 - 8.2.7. Key Strategic Moves and Developments
- 8.3. VALID
 - 8.3.1. Company Overview
 - 8.3.2. Key Executives
 - 8.3.3. Company Snapshot
 - 8.3.4. Operating Business Segments
 - 8.3.5. Product Portfolio
 - 8.3.6. Business Performance
 - 8.3.7. Key Strategic Moves and Developments
- 8.4. Giesecke+Devrient GmbH
 - 8.4.1. Company Overview
 - 8.4.2. Key Executives
 - 8.4.3. Company Snapshot
 - 8.4.4. Operating Business Segments
 - 8.4.5. Product Portfolio
 - 8.4.6. Business Performance
 - 8.4.7. Key Strategic Moves and Developments
- 8.5. Eastcompeace Technology Co., Ltd.
 - 8.5.1. Company Overview
 - 8.5.2. Key Executives
 - 8.5.3. Company Snapshot
 - 8.5.4. Operating Business Segments
 - 8.5.5. Product Portfolio
 - 8.5.6. Business Performance
 - 8.5.7. Key Strategic Moves and Developments
- 8.6. Cangzhou Datang Steel Pipe Co., Ltd.
 - 8.6.1. Company Overview
 - 8.6.2. Key Executives
 - 8.6.3. Company Snapshot
 - 8.6.4. Operating Business Segments
 - 8.6.5. Product Portfolio
 - 8.6.6. Business Performance

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.6.7. Key Strategic Moves and Developments
- 8.7. Paragon Group Limited
 - 8.7.1. Company Overview
 - 8.7.2. Key Executives
 - 8.7.3. Company Snapshot
 - 8.7.4. Operating Business Segments
 - 8.7.5. Product Portfolio
 - 8.7.6. Business Performance
 - 8.7.7. Key Strategic Moves and Developments
- 8.8. CPI Card Group Inc.
 - 8.8.1. Company Overview
 - 8.8.2. Key Executives
 - 8.8.3. Company Snapshot
 - 8.8.4. Operating Business Segments
 - 8.8.5. Product Portfolio
 - 8.8.6. Business Performance
 - 8.8.7. Key Strategic Moves and Developments
- 8.9. Watchdata Co., Ltd.
 - 8.9.1. Company Overview
 - 8.9.2. Key Executives
 - 8.9.3. Company Snapshot
 - 8.9.4. Operating Business Segments
 - 8.9.5. Product Portfolio
 - 8.9.6. Business Performance
 - 8.9.7. Key Strategic Moves and Developments
- 8.10. Wuhan Tianyu Information Co. Ltd
 - 8.10.1. Company Overview
 - 8.10.2. Key Executives
 - 8.10.3. Company Snapshot
 - 8.10.4. Operating Business Segments
 - 8.10.5. Product Portfolio
 - 8.10.6. Business Performance
 - 8.10.7. Key Strategic Moves and Developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Debit Card Market By Type (Plastic, Metal) , By Industry Vertical (Retail, Hospitality, Transportation, Healthcare, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

Market Report | 2024-08-01 | 230 pages | Allied Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Cloud Access License	\$2601.00
	Business User License	\$4335.00
	Enterprise License	\$7261.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-05

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

A large, empty rectangular box with a thin black border, intended for a signature.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com