

## **Debit Cards in the US**

Market Direction | 2025-02-05 | 26 pages | Euromonitor

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### **Report description:**

Debit cards remain a critically important component of the landscape in financial cards and payments in the US. Not only are they the most common financial cards used for consumer payments in the US, with the highest transaction volumes in 2024, debit card is also the most important form of payment across all payment types for consumers in the US. In 2024, there were enough debit cards in circulation in the US for every single person to have at least two cards. The number of retailers and other...

Euromonitor International's Debit Card Transactions in USA 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.

Product coverage: Commercial Debit Card Transactions, Personal Debit Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Debit 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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