

Payment Cards in Italy

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Abstracts

Introduction

Payment Cards in Italy is an invaluable guide to one of Europe's most complex card markets. The report provides statistics on market size, competitor market shares and forecasts. It also provides an overview of regulation, competitor activities, issuer strategy and product innovation including developments in contactless, mobile payments, online and prepaid cards.

Scope

Data and analysis provided on debit cards, credit cards and deferred debit and charge cards.

Historic market data and competitor market shares are presented for 2004-2008, H1 2009, with forecasts presented to 2013.

New for 2010 includes data covering transactions by merchant category, premium card branding, benefits per card, card primacy and repayment behaviour.

Includes a detailed analysis of developments in the areas of contactless, mobile payments, online and prepaid cards.

Highlights

The Italian credit card market has positive potential for growth in the coming years ahead. Italians have historically been sceptical about revolving credit products. However

growth in other forms of card based payments suggests consumers may finally be ready for a greater shift towards credit based card spending.

The Italian payment card market remains extremely fragmented, with a high number of small regional players. This is slowly shifting as the banking sector begins to consolidate, however the importance of regional branding and identity, suggests the market will remain largely splintered for the foreseeable future.

Italy has the world's most developed prepaid card sector, with prepaid cards being used over twice as often for online transactions than debit cards. Dominated by Poste Italiane, these cards act as a replacement for a full bank account in many instances. The sector is likely to see further growth as it targets more specific consumer segments.

Reasons to Purchase

Learn how the Italian general purpose payment card market has developed over the last five years.

Understand recent developments in Italian payments in terms of consolidation, new entrants and product innovations.

Plan your future strategy effectively with Datamonitor's five year forecasts across all product categories.

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Forecasting the pay now card market

Forecasting the revolving credit card market

Forecasting the charge and deferred-debit card market

Online, Contactless, Prepaid and Mobile Payments

Overview

Online payments were an estimated €54.7 billion market in 2009

Italy is the seventh largest market in terms of potential value and is worth €54.7 billion

Flight and hotel purchases account for the largest share of transaction values online

Taken as an average per adult, online spending in Italy is at the larger end of the scale

Credit and debit cards account for the majority of online transactions in Italy, in line with global trends

Italian consumers are the sixth lowest users of credit cards online

Debit card usage is also below the global average in Italy

Fraud is the single biggest challenge facing the industry

Contactless payments are a \$45.5 billion opportunity in Italy alone

Italy is the fourth largest market in terms of potential opportunity in Western Europe

Contactless cards are now widely distributed in Italy

The petrol market offers the biggest opportunity for contactless payments, but has witnessed few developments

Pubs and bars provide the second largest opportunity for contactless payments in Italy

Convenience stores are the third major opportunity, but have not received as much attention

Public transport provides fewer opportunities in terms of volume, but there are clear benefits from the consumer perspective that could be leveraged

Developments in prepaid cards

Prepaid cards are growing by a CAGR of 36.8%

Prepaid usage rates have room for growth

Poste Italiane dominates the Italian prepaid market

Developments in mobile payments

Investment in mobile technology is accelerating worldwide

There are more opportunities outside of Europe and the US

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NFC also offers clear benefits over contactless cards

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Banca d'Italia

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Associazione Casse di Risparmio Italiane

Banche Credito Cooperativo

Other noteworthy associations

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Credit bureaus

EURISC: CRIF credit protection bureau

Experian Italia

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Definitions

AAGR

Affinity card

CAGR

Co-branded card

Credit card

Deferred-debit and charge card

EMV

EPC

ePurse

Merchant service charge

Pay now cards

POS terminal

Private-label cards

Methodology

Cards and payments database

Financial Services Consumer Insight is new to our offering, providing new and valuable insight

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Ask the analyst

Datamonitor consulting

Disclaimer

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