

# ATM Cards in Colombia

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## Abstracts

ATM penetration is still lagging in Colombia at 0.03 ATMs per 100,000 inhabitants which is more visible in rural areas. Despite the strong growth of non-bank correspondents that fulfils most ATM functions, financial players have not neglected ATMs which witnessed growth of 10% in units in 2014. Costly ATM expansion is usually carried out by bank branches which witnessed an important deceleration due to the expansion of electronic transactions and non-bank correspondents. In major cities, the...

Euromonitor International's ATM Transactions in Colombia 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 ATM 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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