

ATM Cards in Switzerland

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Although cash remained an indispensable payment method for Swiss consumers in 2011, the growth in the number of new ATM machines stagnated over the review period. As the number of cash withdrawals declined as a result of the growing number of financial cards in circulation, as well as broader merchant acceptance and technological advances facilitating their use, cash was inevitably used less frequently. This began to impact the number of ATM cards.

Euromonitor International's ATM Transactions in Switzerland 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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Definitions

Atm Function

Debit Function

Credit Function

Commercial Credit Cards

Charge Card Function

Commercial Charge Cards
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