

Charge Cards in India

<https://marketpublishers.com/r/C4A2E391239EN.html>

Date: November 2020

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: C4A2E391239EN

Abstracts

In India, personal charge cards have been issued only by American Express for many years. These cards target high-income consumers, offering various rewards programmes and quality services. Moreover, the in-built security features on the cards protect consumers from fraudulent transactions. Charge cards are, however, typically used for big ticket items, with the spend per transaction being significantly higher than for both credit and debit cards. As such, with discretionary spending under press...

Euromonitor International's Charge Card Transactions in India 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 Charge Card Transactions, Personal Charge 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 Charge 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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