

# Debit Cards in Italy

<https://marketpublishers.com/r/D5A8EE97D4FEN.html>

Date: November 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: D5A8EE97D4FEN

## Abstracts

The enduring consumer preference for debit cards over credit cards continued throughout 2023, with the former accounting for the more than 10 times the value of the latter in terms of transactions. Such cards are easy to obtain in Italy, as well as having low associated costs. For example, the PostePay Digital card from Poste Italiane, which could be used from a smartphone for online or in-store payments, could be applied for online in just a few minutes.

Euromonitor International's Debit Card Transactions in Italy 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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