

# Personal Credit Cards: Building Loyalty in a Changing Landscape

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## Abstracts

Card payment companies have put increasing pressure on the cash-based systems that dominate consumer payments in many markets around the globe. For credit card issuers and networks, developing loyalty programmes and attractive features are crucial means of differentiating their value from competing payment methods, such as debit cards. This briefing explores Euromonitor's 2016 study of credit cards in 46 markets, with an eye toward better understanding their unique personal credit landscapes.

Euromonitor International's Personal Credit Cards: Building Loyalty in a Changing Landscape global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

**Product coverage:** Consumer Lending, Financial Cards and Payments.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Finance 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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