

# Store Cards in India

<https://marketpublishers.com/r/SE5F84879C7EN.html>

Date: November 2021

Pages: 16

Price: US\$ 990.00 (Single User License)

ID: SE5F84879C7EN

## Abstracts

Store cards remains a negligible category in the country. The majority of establishments in India tend to offer loyalty cards (these can be used to add and store reward points as credit currency, a simpler solution without the threat of debt incurrence) and pre-paid gift cards rather than offer store cards, whilst some have partnered with banks to issue co-branded credit cards. The review period also saw retailers forming partnerships with mobile wallets to provide consumers with an additional p...

Euromonitor International's Store 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.

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

### Why buy this report?

Get a detailed picture of the Store 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.

## Contents

### STORE CARDS IN INDIA

#### 2021 DEVELOPMENTS

### FINANCIAL CARDS AND PAYMENTS IN INDIA

#### EXECUTIVE SUMMARY

Financial cards and payments in 2021: The big picture

2021 key trends

New regulations to reduce value lost to fraud

Card operators introduce new strategies to address increasing competition from digital payment providers

State Bank of India retains convincing leadership due to strong presence in debit cards

What next for financial cards and payments?

#### MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2016-2021

Table 2 Number of ATMs: Units 2016-2021

Table 3 Value Lost to Fraud 2016-2021

Table 4 Card Expenditure by Location 2021

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2016-2021

Table 6 Domestic versus Foreign Spend 2021

#### MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2016-2021

Table 8 Financial Cards by Category: Number of Accounts 2016-2021

Table 9 Financial Cards Transactions by Category: Value 2016-2021

Table 10 Financial Cards by Category: Number of Transactions 2016-2021

Table 11 Consumer Payments by Category: Value 2016-2021

Table 12 Consumer Payments by Category: Number of Transactions 2016-2021

Table 13 M-Commerce by Category: Value 2016-2021

Table 14 M-Commerce by Category: % Value Growth 2016-2021

Table 15 Financial Cards: Number of Cards by Issuer 2016-2020

Table 16 Financial Cards: Number of Cards by Operator 2016-2020

Table 17 Financial Cards: Card Payment Transactions Value by Operator 2016-2020

Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2016-2020

Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2021-2026

Table 20 Forecast Financial Cards by Category: Number of Accounts 2021-2026

Table 21 Forecast Financial Cards Transactions by Category: Value 2021-2026

Table 22 Forecast Financial Cards by Category: Number of Transactions 2021-2026

Table 23 Forecast Consumer Payments by Category: Value 2021-2026

Table 24 Forecast Consumer Payments by Category: Number of Transactions  
2021-2026

Table 25 Forecast M-Commerce by Category: Value 2021-2026

Table 26 Forecast M-Commerce by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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