

Store Cards in South Africa

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Abstracts

Demand for store cards in South Africa was already stagnating towards the end of the review period as retailers, including apparel and footwear specialist retailers and departments stores, grew increasingly concerned about issuing cards due to the increasing number of South Africans getting into high amounts of debt that they would be unable to pay off in full. Some consumers perceive store cards as another method of gaining credit which allows them to purchase goods which they may not be able t...

Euromonitor International's Store Card Transactions in South Africa 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.

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KEY DATA FINDINGS

2020 IMPACT

Closure of non-essential stores during lockdown significantly impacts store cards in 2020 but cards linked to purchase of groceries likely to fare better

Retailers encourage consumers to use store cards online during pandemic in line with general switch towards e-commerce

Fairly fragmented competitive landscape in terms of store cards in circulation, with pandemic having varying impact on issuers

RECOVERY AND OPPORTUNITIES

Gradual improvement predicted for store cards over the course of the forecast period, although transaction value unlikely to return to pre-pandemic levels

Issuers likely to remain cautious regarding amount of credit they offer customers due to concerns over bad debt

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COVID-19 country impact

Number of open loop pre-paid cards continues to rise in 2020 due to use of government benefit cards and financial assistance in the form of grants

M-commerce continues to record impressive performance driven by further move towards digitalisation and driven by affluent, younger, tech-savvy consumers

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