

# Credit Cards in Australia

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## Abstracts

Credit Cards in Australia

### SUMMARY

Credit Cards in Australia industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The credit cards profile covers the consumer credit market.

The Australian credit cards sector had total value of \$30.1bn in 2019, representing a compound annual rate of change (CARC) of - 2.1% between 2015 and 2019.

Poor consumer confidence has led to a deceleration of the credit card sector over the past five years.

Australian consumers prefer to use their savings rather than accumulating more debt, despite falling interest rates.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the credit cards market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the credit cards market in Australia

Leading company profiles reveal details of key credit cards market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia credit cards market with five year forecasts

## **REASONS TO BUY**

What was the size of the Australia credit cards market by value in 2019?

What will be the size of the Australia credit cards market in 2024?

What factors are affecting the strength of competition in the Australia credit cards market?

How has the market performed over the last five years?

How large is Australia's credit cards market in relation to its regional counterparts?

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### COMPANIES MENTIONED

Australia and New Zealand Banking Group Ltd

Westpac Banking Corp

National Australia Bank Ltd

Commonwealth Bank of Australia

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