

Credit Cards in Germany

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Abstracts

Credit Cards in Germany

SUMMARY

Credit Cards in Germany 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 German credit cards sector had total balances outstanding of \$5.2bn in 2019, representing a compound annual growth rate (CAGR) of 4.4% between 2015 and 2019.

Credit is still in its infancy in Germany due to the prevalent cash culture.

As household disposable income rises, sector growth for credit cards decreases and vice versa. This is mainly due to the confidence German consumers have over their own economic power.

SCOPE

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

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

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 Germany credit cards market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Commerzbank AG

Landesbank Baden-Wurtemberg

Deutsche Kreditbank AG

DZ Bank AG

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