

# Credit Cards in India

<https://marketpublishers.com/r/C3E007A621EEN.html>

Date: April 2020

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: C3E007A621EEN

## Abstracts

Credit Cards in India

### SUMMARY

Credit Cards in India 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 Indian credit cards sector had total value of \$14.9bn in 2019, representing a compound annual growth rate (CAGR) of 29.5% between 2015 and 2019.

The gradual relaxation of monetary policy in India since 2014 has stimulated demand for credit, and increasing financial inclusion, manifested through the strong growth of credit card penetration in recent years, has driven growth in this sector.

An increase in Indian household disposable income boosted credit card sector growth due to the high correlation between these two factors.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, and

leading players in the credit cards market in India

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

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 India credit cards market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Axis Bank Limited

HDFC Bank Ltd

ICICI Bank Ltd

State Bank of India

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