

Italy Prepaid Card Retail Consumer Dynamics & Retail Spend Analysis, 2011-2020 - Market Trends and Drivers by Demographics, Retail Spend, and Card Usage

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Abstracts

This report from PayNXT360 provides insights into consumer attitude and behaviour along with market size and forecast of overall prepaid (pay before) cards, offering a wealth of insights to help companies understand this growing but quickly changing market:

Consumer attitude and behaviour: Drawing from proprietary survey results, this report identifies and interprets key prepaid KPIs, including spend by age, gender, and income level. In addition, it provides an overview of how consumers are currently using prepaid cards across five key categories – travel, bill payment, retail spend, cash withdrawal, and P2P transfers. It also provides a breakdown by transaction size.

Retail spend: Breaks down retail spend across 11 categories to provide detailed insights on consumer behaviour and changing dynamics of prepaid card spend.

Market dynamics: Provides a comprehensive view on size and structure, industry dynamics, market trends, consumer attitude and behaviour, and competitive landscape in the prepaid card industry.

Open loop and closed loop: Provides market estimates and forecasts to assess opportunities in open loop and closed loop prepaid market segments. Details four essential KPIs – number of cards in circulation, number of transactions, load value, and value of transactions.

Benchmarking and risk index: Benchmarks the prepaid card industry in the country with key global markets along with a risk assessment through PayNXT360's proprietary Prepaid Cards Industry Risk Index (PCIRI).

Innovation and market strategies: Explores prepaid card strategies, including innovations across categories, competitive positioning, and new product launches.

Contents

1. ABOUT THIS REPORT

- 1.1 Summary
- 1.2 Scope
- 1.3 Methodology
- 1.4 Definitions
- 1.5 About PayNXT360
- 1.6 Related Research
- 1.7 Disclaimer

2. ITALY PREPAID CARD STRATEGY AND PRODUCT INNOVATION

2. ITALY PREPAID CARD – ANALYSIS AND OPINION ON MARKET DYNAMICS, STRATEGY, AND PRODUCT INNOVATION

- 2.1 Analysis of Key Market Dynamics and Drivers
- 2.2 Strategy and Product Innovation
- 2.3 Market Opportunities across Key Prepaid Card Segments

3. ITALY PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS

- 3.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
 - 3.1.1 Italy Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
 - 3.1.2 Italy Prepaid Card – Transaction Value Trend Analysis, 2011-2020
 - 3.1.3 Italy Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
 - 3.1.4 Italy Prepaid Card – Number of Cards Trend Analysis, 2011-2020
- 3.2 Market Share Analysis by Functional Attributes – Open Loop vs. Closed Loop, 2011 – 2020
- 3.3 Prepaid Card Market Share Analysis by Consumer Segments
- 3.4 Benchmarking Italy Open Loop with Key Global Markets
 - 3.4.1 Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots
 - 3.4.2 Prepaid Cards Market Opportunity – Global Benchmarking in Value Terms, 2011-2020
 - 3.4.3 PayNXT360 Global Prepaid Card Risk Index
- 3.5 Prepaid Card Fraud Statistics

4. ITALY OPEN LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

4.1 Trend Analysis by Key Performance Indicators

- 4.1.1 Open Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
- 4.1.2 Open Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
- 4.1.3 Open Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
- 4.1.4 Open Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

4.2 Market Share Analysis by Open Loop Prepaid Card Categories

5. ITALY CLOSED LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

5.1 Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020

5.2 Closed Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020

5.3 Closed Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020

5.4 Closed Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

6. ITALY PREPAID CARDS CONSUMER USAGE TRENDS

6.1 Prepaid Card Spend Analysis by Age Group

- 6.1.1 Trend Analysis by Age Group in Value Terms
- 6.1.2 Trend Analysis by Age Group in Volume Terms

6.2 Prepaid Card Transaction Value and Volume Analysis by Income Group

- 6.2.1 Trend Analysis by Income Group in Value Terms
- 6.2.2 Trend Analysis by Income Group in Volume Terms

6.3 Prepaid Card Transaction Value Analysis by Gender

6.4 Prepaid Cards Usage Analysis

6.5 Prepaid Cards Analysis by Transaction Size

7. ITALY OPEN LOOP PREPAID CARDS RETAIL SPEND DYNAMICS

7.1 Spend Analysis by Retail Segment, Value

7.2 Spend Analysis by Retail Segment, Volume

7.3 Prepaid Penetration by Retail Categories

List Of Figures

LIST OF FIGURES

Figure 1: PayNXT360's Methodology Framework

Figure 2: Italy Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 3: Italy Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 4: Italy Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 5: Italy Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 6: Italy Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020

Figure 7: Italy Prepaid Card Market Share Analysis by Consumer Segments (Value)

Figure 8: Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots

Figure 9: Prepaid Cards Benchmarking Italy Open Loop with Key Global Markets, 2011-2020

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

Figure 11: Italy Prepaid Cards Fraud Statistics by Type of Fraud, 2011-2020

Figure 12: Italy Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 13: Italy Open Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 14: Italy Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 15: Italy Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 16: Italy Open Loop Prepaid Card – Market Share Analysis by Open Loop Prepaid Card Categories

Figure 17: Italy Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 18: Italy Closed Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 19: Italy Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 20: Italy Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 21: Italy Prepaid Card – Trend Analysis by Age Group in Transaction Value Terms

- Figure 22: Italy Prepaid Card – Trend Analysis by Age Group in Volume Terms
- Figure 23: Italy Prepaid Card – Trend Analysis by Income Group in Value Terms
- Figure 24: Italy Prepaid Card – Trend Analysis by Income Group in Volume Terms
- Figure 25: Italy Prepaid Card – Trend Analysis by Gender in Value Terms
- Figure 26: Italy Prepaid Card – Usage Analysis
- Figure 27: Italy Prepaid Card – Analysis by Transaction Size
- Figure 28: Italy Prepaid Card – Spend Analysis by Retail Segment, Value
- Figure 29: Italy Prepaid Card – Spend Analysis by Retail Segment, Volume
- Figure 30: Italy Prepaid Card – Prepaid Penetration by Retail Categories

List Of Tables

LIST OF TABLES

Table 1: Italy Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 2: Italy Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 3: Italy Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 4: Italy Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 5: Italy Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020

Table 6: Italy Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 7: Italy Open Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 8: Italy Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 9: Italy Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 10: Italy Closed Loop Prepaid Card - Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 11: Italy Closed Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 12: Italy Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 13: Italy Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

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