

Credit Card Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Card Type (General Purpose, Private Label), By Provider (Visa, Mastercard, Others), By Application (Food & Groceries, Health & Pharmacy, Consumer Electronics, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Credit Card Market has valued at USD 265.4 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.86% through 2028. The global credit cards market is a dynamic and ever-evolving industry that plays a crucial role in the global financial landscape. Credit cards have become an essential tool for consumers, offering convenience, flexibility, and purchasing power.

One significant trend in this market is the increasing digitization of payments. The rise of online shopping, mobile wallets, and contactless payments has reshaped the way consumers make transactions, making credit cards more accessible and convenient than ever before.

Another key driver is the growing demand for credit and financial services, especially in emerging economies. As more people enter the middle class and seek access to credit, credit card companies have expanded their reach, offering tailored products to meet various customer needs.

Furthermore, technological advancements, such as EMV chip technology and biometric authentication, have enhanced the security of credit card transactions, instilling confidence among users.

However, the market is not without its challenges. Rising concerns about data security and privacy breaches, as well as regulatory changes, have forced credit card companies to invest heavily in cybersecurity measures and compliance efforts.

In conclusion, the global credit cards market is a thriving and competitive industry driven by digitalization, consumer demand, and technological innovation. As it continues to evolve, companies will need to adapt and innovate to remain competitive in this dynamic landscape.

Key Market Drivers

Digitalization and Changing Consumer Behavior

One of the most prominent drivers in the global credit cards market is the ongoing digitalization of financial services and the changing behavior of consumers. With the proliferation of smartphones and internet access, consumers are increasingly using digital channels for payments and transactions. Credit card companies have adapted by providing mobile apps and digital wallets that offer convenience and security. These tools not only facilitate traditional card payments but also support contactless and online purchases. The COVID-19 pandemic accelerated this trend as consumers sought contactless payment options to minimize physical interactions. As a result, credit card companies continue to invest in technology to meet the evolving needs of their customers, driving the market's growth.

Expanding Middle Class and Consumer Credit Demand

The growth of the middle class in emerging economies is another major driver of the credit card market. As more people move into the middle-income bracket, their purchasing power and desire for financial products, including credit cards, have increased. These consumers often seek access to credit to finance their purchases, education, or other needs. Credit card companies are capitalizing on this trend by expanding their operations in these regions and tailoring their products to suit local preferences and regulatory environments. This expansion into emerging markets presents a significant growth opportunity for the global credit card industry.

Technological Advancements and Enhanced Security

The credit card market has seen continuous technological advancements aimed at

improving the security and convenience of card transactions. One notable innovation is the implementation of EMV (Europay, MasterCard, and Visa) chip technology, which provides enhanced security by generating a unique code for each transaction, reducing the risk of card fraud. Additionally, biometric authentication methods such as fingerprint and facial recognition are being integrated into credit card systems to further enhance security. These advancements not only protect cardholders but also boost consumer confidence in using credit cards for various transactions, including online shopping and contactless payments.

Regulatory Changes and Compliance Requirements

Regulatory changes and compliance requirements have a significant impact on the global credit cards market. Governments and regulatory bodies worldwide have introduced measures to enhance consumer protection and prevent financial fraud. These regulations may include caps on interest rates, rules governing credit card fees, and data security standards. Credit card companies must stay compliant with these regulations to avoid penalties and maintain trust with their customers. Compliance efforts can be costly and time-consuming, but they are essential for ensuring the stability and integrity of the credit card industry. As regulations continue to evolve, credit card companies must adapt their practices and policies accordingly.

Competition and Innovation

Intense competition within the credit card market is a driving force behind innovation and product development. Credit card companies are constantly striving to differentiate themselves by offering unique features, rewards programs, and benefits to attract and retain customers. These innovations include cashback rewards, travel perks, and loyalty programs tailored to various consumer segments. Additionally, partnerships with merchants, technology companies, and fintech startups have become increasingly common, enabling credit card companies to offer new and innovative services. As a result, consumers have access to a wide range of credit card options, each catering to different preferences and lifestyles.

Key Market Challenges

Data Security and Privacy Concerns

One of the foremost challenges for the credit card industry is the ever-present risk of data breaches and concerns regarding consumer privacy. Credit card transactions

involve the exchange of sensitive personal and financial information, making them prime targets for cybercriminals. High-profile data breaches at major retailers and financial institutions have raised concerns among consumers about the security of their credit card information.

Credit card companies invest heavily in cybersecurity measures to protect their systems and customers. Technologies like encryption, tokenization, and fraud detection algorithms are employed to safeguard sensitive data. However, cybercriminals are constantly evolving their tactics, making it an ongoing challenge to stay ahead of potential threats.

Additionally, privacy regulations like the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have introduced stringent requirements for data handling and consumer consent. Credit card companies must navigate these regulations carefully to ensure compliance while maintaining seamless customer experiences.

Regulatory Compliance and Consumer Protection

The credit card industry is subject to a complex web of regulations aimed at protecting consumers and ensuring fair and transparent practices. These regulations vary by country and jurisdiction, creating compliance challenges for multinational credit card companies.

Regulations can encompass interest rate caps, fee limits, disclosure requirements, and dispute resolution processes. Failure to adhere to these regulations can result in fines, legal actions, and reputational damage. The credit card industry must continually monitor and adapt to evolving regulatory landscapes, which can be time-consuming and resource-intensive.

Moreover, regulatory changes often require credit card companies to adjust their business models. For example, caps on interchange fees, which are charges paid by merchants to card issuers for processing transactions, can impact revenue streams. Adapting to these changes while maintaining profitability is a delicate balancing act.

Evolving Consumer Preferences and Demands

Consumer preferences and demands are continually evolving, driven by factors such as generational shifts, technological advancements, and changing socioeconomic

conditions. Credit card companies must adapt to these changes to remain competitive and relevant.

Millennials and Generation Z consumers, for instance, tend to prioritize digital experiences, convenience, and sustainability. They are more inclined to use digital wallets and seek out credit cards that offer rewards tailored to their lifestyles, such as cashback on sustainable or eco-friendly purchases. Credit card companies must cater to these preferences by offering user-friendly mobile apps, integrating with digital payment platforms, and aligning their offerings with sustainable practices.

Furthermore, the COVID-19 pandemic accelerated the shift toward e-commerce and contactless payments. As a result, credit card companies had to quickly adapt to meet the increased demand for online payment solutions and enhance the security of contactless transactions.

Rising Competition and Fintech Disruption

The credit card industry is facing growing competition from fintech startups and non-traditional financial institutions. Fintech companies are leveraging technology and innovation to offer alternative payment solutions and disrupt traditional banking and credit card services.

Peer-to-peer payment platforms, digital wallets, and buy-now-pay-later (BNPL) services have gained popularity, particularly among younger consumers. These services often provide more straightforward, faster, and cost-effective ways to make payments and access credit. Traditional credit card companies are under pressure to adapt and compete with these new entrants.

Fintech companies have also introduced innovative credit scoring methods that take into account alternative data sources, such as social media activity and payment history, potentially expanding access to credit for individuals with limited or no credit history. This poses a challenge to traditional credit scoring models used by credit card companies.

To address this challenge, many credit card companies are collaborating with fintech startups, investing in technology, and exploring partnerships to harness innovation and remain competitive in the evolving financial landscape.

Key Market Trends

Contactless Payments and Digital Wallets

One of the most prominent trends in the credit card industry is the increasing adoption of contactless payments and digital wallets. With the rise of smartphones and wearable devices, consumers are increasingly opting for the convenience and security of contactless transactions. Credit card companies have responded by enabling contactless payment options, allowing users to make purchases by simply tapping their cards or devices.

Digital wallets like Apple Pay, Google Pay, and Samsung Pay have gained widespread acceptance, offering a secure and streamlined way to store credit card information and make payments online and in stores. These wallets also support peer-to-peer (P2P) payments, further cementing their role in the digital payment ecosystem. Credit card issuers have embraced these trends by partnering with digital wallet providers and ensuring compatibility with their cards.

Rewards and Loyalty Programs

Credit card companies continue to leverage rewards and loyalty programs to attract and retain customers. These programs offer cardholders various incentives, including cashback, travel rewards, points, and discounts. Rewards cards have become increasingly popular, with consumers seeking credit cards that align with their spending habits and lifestyle preferences.

Many credit card issuers have expanded their rewards offerings to include unique experiences, such as exclusive access to events, airport lounge access, and concierge services. Customization has also become a key trend, allowing cardholders to select rewards that align with their interests, whether that's travel, dining, or shopping.

To stay competitive, credit card companies regularly introduce new rewards and bonuses, enticing customers to choose their cards over others. This trend has led to a highly competitive landscape, with card issuers vying to offer the most attractive and tailored rewards programs.

Enhanced Security Measures

Data breaches and cyberattacks remain a significant concern for the credit card industry. To address these threats, credit card companies have implemented enhanced

security measures. The introduction of EMV chip technology, which generates a unique code for each transaction, has significantly reduced card-present fraud. Biometric authentication methods, such as fingerprint and facial recognition, are also being integrated into credit card systems, adding an extra layer of security.

Additionally, tokenization technology has gained traction, allowing sensitive card information to be replaced with tokens for online and mobile payments. This minimizes the risk of data exposure during transactions.

While these security measures protect cardholders, they also enhance consumer confidence in using credit cards for both in-person and online transactions. Card issuers will continue to invest in cybersecurity to stay ahead of evolving threats.

Sustainability and ESG Considerations

Environmental, Social, and Governance (ESG) factors have become increasingly important in consumer decision-making. Many credit card companies have recognized this trend and are incorporating sustainability into their offerings. ESG-focused credit cards are designed to support eco-friendly purchases and charitable donations.

Some credit card issuers have partnered with environmental organizations, pledging to donate a percentage of cardholders' spending to support initiatives like reforestation or renewable energy projects. Others offer rewards or discounts for sustainable purchases, such as electric vehicle charging or eco-friendly products.

This trend aligns with consumers' growing awareness of their impact on the environment and their desire to make responsible choices. As ESG considerations continue to gain prominence, credit card companies are likely to expand their sustainable offerings.

Financial Inclusion and Alternative Credit Scoring

Financial inclusion is a global priority, and the credit card industry is adapting to promote access to credit for underserved populations. Traditional credit scoring models rely heavily on credit history, which can exclude individuals with limited or no credit history, such as young adults or immigrants.

To address this challenge, credit card companies are exploring alternative credit scoring methods. Some are incorporating non-traditional data sources, like rental payment

history, utility bills, or even social media activity, to assess creditworthiness. Fintech companies have also introduced innovative solutions, including credit-building apps and prepaid card programs, to help individuals establish and improve their credit profiles.

Credit card issuers are actively reaching out to these underserved segments with products designed to facilitate responsible credit-building and financial inclusion. This trend aligns with a broader societal effort to expand access to financial services.

Regulatory Changes and Data Privacy

Regulatory changes are a constant influence on the credit card industry. Privacy regulations like the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States have introduced strict requirements for data handling and consumer consent. Credit card companies must navigate these regulations to ensure compliance while providing seamless customer experiences.

Additionally, evolving financial regulations can impact the credit card market. Changes in interchange fee regulations, interest rate caps, or fee limits can affect credit card issuers' revenue streams and business models. Navigating these regulatory changes requires adaptability and careful compliance management.

Segmental Insights

Card Type Insights

Private label cards, also known as store or retail credit cards, have emerged as a rapidly growing segment within the credit card industry. These cards are issued by specific retailers and can only be used for purchases at their stores or affiliated locations. What distinguishes private label cards is the close integration with the brand, offering customers exclusive benefits, discounts, and loyalty rewards tailored to their shopping habits.

This segment's growth is fueled by the strategic advantages it provides to both retailers and consumers. For retailers, private label cards serve as a powerful tool to enhance customer loyalty, increase brand engagement, and boost sales. These cards often come with perks such as special financing options, early access to sales, and personalized promotions, creating a unique and tailored shopping experience.

Consumers, on the other hand, are attracted to private label cards by the promise of exclusive benefits and discounts, encouraging brand allegiance. The convenience of managing purchases through a dedicated card and the allure of customized rewards contribute to the growing popularity of private label cards. As retailers continue to refine and expand their offerings, this segment is likely to see sustained growth, shaping the future landscape of the credit card industry.

Provider Type Insights

Mastercard, a global leader in the payments industry, is experiencing remarkable growth and diversification, solidifying its position as a prominent and evolving segment within the credit card industry. Mastercard's growth can be attributed to several key factors.

Firstly, Mastercard has actively embraced the digital transformation of payments. It has expanded its capabilities to offer secure and convenient digital payment solutions, including contactless payments, mobile wallets, and e-commerce platforms. This adaptability has made Mastercard a preferred choice for consumers seeking fast and efficient payment methods, especially in the wake of the COVID-19 pandemic.

Secondly, Mastercard has invested significantly in innovative technologies, including blockchain and artificial intelligence, to enhance its services. These investments have not only improved transaction security but have also enabled Mastercard to provide more personalized and tailored experiences for cardholders. The utilization of data analytics and AI has allowed Mastercard to detect and prevent fraudulent activities effectively.

Thirdly, Mastercard's global reach and partnerships have fueled its growth. The company has collaborated with various stakeholders, from financial institutions to fintech startups, to expand its market presence and offer a broader range of financial services. These partnerships have also opened up opportunities for Mastercard to enter emerging markets and cater to diverse consumer needs.

Lastly, Mastercard's commitment to sustainability and financial inclusion has resonated with consumers and businesses alike. The company has integrated ESG (Environmental, Social, and Governance) principles into its operations, offering eco-friendly products and supporting charitable initiatives. This approach has not only attracted socially conscious consumers but has also aligned with global sustainability trends.

In conclusion, Mastercard's growth as a segment within the credit card industry is driven by its agility in embracing digitalization, commitment to innovation, global reach and partnerships, and dedication to sustainability. As consumer preferences and technological advancements continue to evolve, Mastercard is well-positioned to adapt and shape the future of payments.

Regional Insights

The Asia-Pacific region is undeniably one of the most dynamic and rapidly growing segments within the global credit card industry. Several key factors contribute to the exceptional growth and potential of this region.

First and foremost, the Asia-Pacific region is witnessing a significant rise in middle-class populations and urbanization. This has led to increased consumer spending and a growing appetite for credit products. As more individuals seek access to credit for various purposes, including travel, education, and lifestyle upgrades, the demand for credit cards has surged.

Moreover, the adoption of digital payment methods in Asia-Pacific has been nothing short of transformative. Mobile wallets, contactless payments, and QR code-based transactions have become increasingly prevalent, and credit card companies have adapted by offering digital-first solutions. This shift has been accelerated by the COVID-19 pandemic, which prompted a move away from cash and traditional card payments in favor of safer and more convenient digital options.

The Asia-Pacific region is also characterized by a diverse and rapidly evolving fintech landscape. Innovative startups are disrupting traditional banking and credit card services, offering alternative lending solutions and digital wallets. Credit card companies are partnering with these fintech firms to stay competitive and tap into the innovation driving the financial sector in the region.

Furthermore, regulatory changes and collaborations with local financial institutions have allowed global credit card companies to expand their presence in Asia-Pacific. These strategic alliances help credit card issuers tailor their products to meet the unique needs of different markets within the region.

In conclusion, the Asia-Pacific region stands out as a thriving and rapidly growing segment in the credit card industry, driven by factors such as a burgeoning middle

class, the rapid adoption of digital payments, a dynamic fintech landscape, and strategic partnerships. As the region continues to embrace financial innovation and economic growth, credit card companies are poised for significant opportunities and expansion in this vibrant market.

Key Market Players

American Express

Banco Itau

Bank of America Merrill Lynch

Bank of Brazil

Bank of East Asia

Chase Commercial Banking

Diners Club

Hang Seng Bank

JP Morgan

Sumitomo Mitsui Banking Corporation

Report Scope:

In this report, the Global Credit Card Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Credit Card Market, By Card Type:

General Purpose

Private Label

Credit Card Market, By Provider:

Visa

Mastercard

Others

Credit Card Market, By Application:

Food & Groceries

Health & Pharmacy

Consumer Electronics

Others

Credit Card Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Credit Card Market.

Available Customizations:

Credit Card Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Card Type (G...

Global Credit Card market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influencing Credit Card Availing Decision
- 4.3. Challenges Faced
- 4.4. Customer Satisfaction

5. GLOBAL CREDIT CARD MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast

- 5.2.1. By Card Type Market Share Analysis (General Purpose, Private Label)
- 5.2.2. By Provider Market Share Analysis (Visa, Mastercard, Others)
- 5.2.3. By Application Market Share Analysis (Food & Groceries, Health & Pharmacy, Consumer Electronics, Others)
- 5.2.4. By Regional Market Share Analysis
 - 5.2.4.1. North America Market Share Analysis
 - 5.2.4.2. Europe Market Share Analysis
 - 5.2.4.3. Asia-Pacific Market Share Analysis
 - 5.2.4.4. Middle East & Africa Market Share Analysis
 - 5.2.4.5. South America Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Credit Card Market Mapping & Opportunity Assessment
 - 5.3.1. By Card Type Market Mapping & Opportunity Assessment
 - 5.3.2. By Provider Market Mapping & Opportunity Assessment
 - 5.3.3. By Application Market Mapping & Opportunity Assessment
 - 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA CREDIT CARD MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Card Type Market Share Analysis
 - 6.2.2. By Provider Market Share Analysis
 - 6.2.3. By Application Market Share Analysis
 - 6.2.4. By Country Market Share Analysis
 - 6.2.4.1. United States Credit Card Market Outlook
 - 6.2.4.1.1. Market Size & Forecast
 - 6.2.4.1.1.1. By Value
 - 6.2.4.1.2. Market Share & Forecast
 - 6.2.4.1.2.1. By Card Type Market Share Analysis
 - 6.2.4.1.2.2. By Provider Market Share Analysis
 - 6.2.4.1.2.3. By Application Market Share Analysis
 - 6.2.4.2. Canada Credit Card Market Outlook
 - 6.2.4.2.1. Market Size & Forecast
 - 6.2.4.2.1.1. By Value
 - 6.2.4.2.2. Market Share & Forecast
 - 6.2.4.2.2.1. By Card Type Market Share Analysis
 - 6.2.4.2.2.2. By Provider Market Share Analysis

- 6.2.4.2.2.3. By Application Market Share Analysis
- 6.2.4.3. Mexico Credit Card Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Card Type Market Share Analysis
 - 6.2.4.3.2.2. By Provider Market Share Analysis
 - 6.2.4.3.2.3. By Application Market Share Analysis

7. EUROPE CREDIT CARD MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Card Type Market Share Analysis
 - 7.2.2. By Provider Market Share Analysis
 - 7.2.3. By Application Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. France Credit Card Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Card Type Market Share Analysis
 - 7.2.4.1.2.2. By Provider Market Share Analysis
 - 7.2.4.1.2.3. By Application Market Share Analysis
 - 7.2.4.2. United Kingdom Credit Card Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Card Type Market Share Analysis
 - 7.2.4.2.2.2. By Provider Market Share Analysis
 - 7.2.4.2.2.3. By Application Market Share Analysis
 - 7.2.4.3. Italy Credit Card Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Card Type Market Share Analysis
 - 7.2.4.3.2.2. By Provider Market Share Analysis
 - 7.2.4.3.2.3. By Application Market Share Analysis

- 7.2.4.4. Germany Credit Card Market Outlook
 - 7.2.4.4.1. Market Size & Forecast
 - 7.2.4.4.1.1. By Value
 - 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Card Type Market Share Analysis
 - 7.2.4.4.2.2. By Provider Market Share Analysis
 - 7.2.4.4.2.3. By Application Market Share Analysis
- 7.2.4.5. Spain Credit Card Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Card Type Market Share Analysis
 - 7.2.4.5.2.2. By Provider Market Share Analysis
 - 7.2.4.5.2.3. By Application Market Share Analysis

8. ASIA-PACIFIC CREDIT CARD MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Card Type Market Share Analysis
 - 8.2.2. By Provider Market Share Analysis
 - 8.2.3. By Application Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Credit Card Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Card Type Market Share Analysis
 - 8.2.4.1.2.2. By Provider Market Share Analysis
 - 8.2.4.1.2.3. By Application Market Share Analysis
 - 8.2.4.2. India Credit Card Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Card Type Market Share Analysis
 - 8.2.4.2.2.2. By Provider Market Share Analysis
 - 8.2.4.2.2.3. By Application Market Share Analysis
 - 8.2.4.3. Japan Credit Card Market Outlook

- 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Card Type Market Share Analysis
 - 8.2.4.3.2.2. By Provider Market Share Analysis
 - 8.2.4.3.2.3. By Application Market Share Analysis
- 8.2.4.4. Australia Credit Card Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Card Type Market Share Analysis
 - 8.2.4.4.2.2. By Provider Market Share Analysis
 - 8.2.4.4.2.3. By Application Market Share Analysis
- 8.2.4.5. South Korea Credit Card Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Card Type Market Share Analysis
 - 8.2.4.5.2.2. By Provider Market Share Analysis
 - 8.2.4.5.2.3. By Application Market Share Analysis
- 8.2.4.6. Indonesia Credit Card Market Outlook
 - 8.2.4.6.1. Market Size & Forecast
 - 8.2.4.6.1.1. By Value
 - 8.2.4.6.2. Market Share & Forecast
 - 8.2.4.6.2.1. By Card Type Market Share Analysis
 - 8.2.4.6.2.2. By Provider Market Share Analysis
 - 8.2.4.6.2.3. By Application Market Share Analysis

9. MIDDLE EAST & AFRICA CREDIT CARD MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Card Type Market Share Analysis
 - 9.2.2. By Provider Market Share Analysis
 - 9.2.3. By Application Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. South Africa Credit Card Market Outlook
 - 9.2.4.1.1. Market Size & Forecast

- 9.2.4.1.1.1. By Value
- 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Card Type Market Share Analysis
 - 9.2.4.1.2.2. By Provider Market Share Analysis
 - 9.2.4.1.2.3. By Application Market Share Analysis
- 9.2.4.2. Saudi Arabia Credit Card Market Outlook
 - 9.2.4.2.1. Market Size & Forecast
 - 9.2.4.2.1.1. By Value
 - 9.2.4.2.2. Market Share & Forecast
 - 9.2.4.2.2.1. By Card Type Market Share Analysis
 - 9.2.4.2.2.2. By Provider Market Share Analysis
 - 9.2.4.2.2.3. By Application Market Share Analysis
- 9.2.4.3. UAE Credit Card Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Card Type Market Share Analysis
 - 9.2.4.3.2.2. By Provider Market Share Analysis
 - 9.2.4.3.2.3. By Application Market Share Analysis
- 9.2.4.4. Turkey Credit Card Market Outlook
 - 9.2.4.4.1. Market Size & Forecast
 - 9.2.4.4.1.1. By Value
 - 9.2.4.4.2. Market Share & Forecast
 - 9.2.4.4.2.1. By Card Type Market Share Analysis
 - 9.2.4.4.2.2. By Provider Market Share Analysis
 - 9.2.4.4.2.3. By Application Market Share Analysis

10. SOUTH AMERICA CREDIT CARD MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Card Type Market Share Analysis
 - 10.2.2. By Provider Market Share Analysis
 - 10.2.3. By Application Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Argentina Credit Card Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value

- 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Card Type Market Share Analysis
 - 10.2.4.1.2.2. By Provider Market Share Analysis
 - 10.2.4.1.2.3. By Application Market Share Analysis
- 10.2.4.2. Colombia Credit Card Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
 - 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Card Type Market Share Analysis
 - 10.2.4.2.2.2. By Provider Market Share Analysis
 - 10.2.4.2.2.3. By Application Market Share Analysis
- 10.2.4.3. Brazil Credit Card Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Card Type Market Share Analysis
 - 10.2.4.3.2.2. By Provider Market Share Analysis
 - 10.2.4.3.2.3. By Application Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL CREDIT CARD MARKET

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles
 - 14.1.1. American Express
 - 14.1.1.1. Company Details
 - 14.1.1.2. Products
 - 14.1.1.3. Financials (As Per Availability)
 - 14.1.1.4. Key Market Focus & Geographical Presence
 - 14.1.1.5. Recent Developments
 - 14.1.1.6. Key Management Personnel
 - 14.1.2. Banco Itau

- 14.1.2.1. Company Details
- 14.1.2.2. Products
- 14.1.2.3. Financials (As Per Availability)
- 14.1.2.4. Key Market Focus & Geographical Presence
- 14.1.2.5. Recent Developments
- 14.1.2.6. Key Management Personnel
- 14.1.3. Bank of America Merrill Lynch
 - 14.1.3.1. Company Details
 - 14.1.3.2. Products
 - 14.1.3.3. Financials (As Per Availability)
 - 14.1.3.4. Key Market Focus & Geographical Presence
 - 14.1.3.5. Recent Developments
 - 14.1.3.6. Key Management Personnel
- 14.1.4. Bank of Brazil
 - 14.1.4.1. Company Details
 - 14.1.4.2. Products
 - 14.1.4.3. Financials (As Per Availability)
 - 14.1.4.4. Key Market Focus & Geographical Presence
 - 14.1.4.5. Recent Developments
 - 14.1.4.6. Key Management Personnel
- 14.1.5. Bank of East Asia
 - 14.1.5.1. Company Details
 - 14.1.5.2. Products
 - 14.1.5.3. Financials (As Per Availability)
 - 14.1.5.4. Key Market Focus & Geographical Presence
 - 14.1.5.5. Recent Developments
 - 14.1.5.6. Key Management Personnel
- 14.1.6. Chase Commercial Banking
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Diners Club
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence

- 14.1.7.5. Recent Developments
- 14.1.7.6. Key Management Personnel
- 14.1.8. Hang Seng Bank
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. JP Morgan
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. Sumitomo Mitsui Banking Corporation
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Key Market Focus & Geographical Presence
 - 14.1.10.5. Recent Developments
 - 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target Card Type
- 15.3. Target Provider

16. ABOUT US & DISCLAIMER

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