

# Store Cards in France

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Revival of MICE/business tourism boosts the use of charge cards  
Merchant acceptance also contributes to the progression of charge cards  
CB maintains its overall place thanks to co-branding, while Amex becomes stronger

### PROSPECTS AND OPPORTUNITIES

Good omens for the short term: ongoing structural growth, the Olympic Games, and the continuous success of local tourism  
Mobile payments and digital wallets will help to support the growth in charge cards  
FrenchSys and other players to distance themselves from the CB system

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## [Credit Cards in France - Category analysis](#)

## [Credit Cards in France - Company Profile](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Credit faces serious challenges in France, thus also affecting credit cards

Consumers switch from FMCGs to second-hand and refurbished – although services continue to perform

Banks and credit institutions struggle in the economic climate

#### PROSPECTS AND OPPORTUNITIES

Ongoing price-sensitivity and an aversion to credit means a gloomy outlook in the short term

More potential for online banks and neo-bank credit cards – despite their weak profitability

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#### 2023 DEVELOPMENTS

Surprising increase of the number of debit cards and their sales – thanks to MICE and inflation

Digital payments go from strength to strength

CB maintains overall dominance due to co-branding, while competitors continue to take advantage of regulatory changes

#### PROSPECTS AND OPPORTUNITIES

Ongoing digitisation will support debit cards' growth, but competition from other options remains on the horizon  
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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth supported by ongoing digitalisation of closed loop pre-paid gift cards and those for travel  
Open loop pre-paid cards see continuous digitalisation, despite the resilience of paper luncheon vouchers  
Players in pre-paid cards benefit from ongoing digitisation

### PROSPECTS AND OPPORTUNITIES

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Ongoing decline in store cards – notably due to the sluggish performance of retailing  
 Cannibalisation from more modern options and concerns around BNPL impact store cards  
 Some interesting initiatives hold promise, but most issuers tend to struggle

### PROSPECTS AND OPPORTUNITIES

Uncertain outlook in retail means uncertainty about store cards – despite developments in m-commerce  
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