

# Pre-Paid Cards in Italy

November 2023

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## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Continued strong performance for charge cards
Contactless charge cards on the rise
Greater security in the digital arena

## PROSPECTS AND OPPORTUNITIES

Positive outlook for charge cards, thanks to rise of proximity payments

Flexibility of charge cards will continue to be a draw, although growing competition in the form of BNPL schemes is a significant threat Towards a sustainable future

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# Credit Cards in Italy - Company Profile

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Strong performance for credit cards, despite increasing use of BNPL services, thanks to roll-out of contactless technology Commercial credit cards benefit from resumption of business travel

Players explore new partnerships in a bid to expand their payment networks

# PROSPECTS AND OPPORTUNITIES

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Product innovation will be key growth strategy

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Sustainability on the rise

Growing acceptance of debit cards amongst SMEs

## PROSPECTS AND OPPORTUNITIES

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# Pre-Paid Cards in Italy - Category analysis

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## 2023 DEVELOPMENTS

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Decline in popularity of closed-loop pre-paid cards

Postepay continues as leader of pre-paid cards

## PROSPECTS AND OPPORTUNITIES

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# Store Cards in Italy - Category analysis

# Store Cards in Italy - Company Profile

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Growing popularity of online payments

Carrefour and Esselunga hold sway in a declining market

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