

Store Cards in Australia

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards witness surge in spending over last two years of review period
American Express strengthens position as dominant charge card provider in Australia
NAB acquires Citigroup, which includes portfolio of Diners Club charge cards

PROSPECTS AND OPPORTUNITIES

Commercial charge card usage to continue driving growth in the future
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Target demographic for charge cards to remain unhindered by economic downturn

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NAB's acquisition of Citigroup is a significant boost to its share and position

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PROSPECTS AND OPPORTUNITIES

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[Debit Cards in Australia - Category analysis](#)

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Debit card usage via online channels is increasing among local consumers

Big Four banks maintain tight grip but consumers are searching for alternatives

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Return of international travel supports travel cards' return to form

Gift cards a popular choice for gifting, driving growth of pre-paid cards

PROSPECTS AND OPPORTUNITIES

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