

Debit Cards in Italy

December 2022

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Strong performance for charge cards, as consumers increasingly turn to cashless methods of payment

Convenience and flexibility are key drivers of innovation

Mastercard signals its commitment to inclusivity

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Growing popularity of digital and contactless payments

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PROSPECTS AND OPPORTUNITIES

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

[Debit Cards in Italy - Company Profile](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued strong performance for debit cards, assisted by behavioural changes facilitated by the pandemic

Growing prevalence of digital offerings contributes to improved customer experience

Government and transport operator initiatives, expand use of contactless payments

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[Pre-Paid Cards in Italy - Category analysis](#)

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2022 DEVELOPMENTS

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Innovation remains a key feature, as the leading players seek to offer consumers greater speed, convenience and ease of use

Security concerns grow in importance, given growth of e-commerce

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[Store Cards in Italy - Category analysis](#)

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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Increase in number of digital purchases fails to halt decline in store card usage
Higher expenditure per card

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[Financial Cards and Payments in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture
2022 key trends – rise in number of digital payments

Innovative digital solutions for customers and merchants
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