KEY DATA FINDINGS

2023 DEVELOPMENTS
Charge cards continue to fall out of favour
Financial pressures dampen charge card Appeal
Charge card transactions remain cautious

PROSPECTS AND OPPORTUNITIES
Small businesses offer opportunities for charge card development
Personal charge cards face a downward trend
Lack of acceptance to seriously hamper growth

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Newcomers fuel credit card growth in 2023
Credit card dependence remains strong amid financial uncertainties
Delinquency on the rise

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Players set to invest more in rewards programmes, while m-commerce holds potential
Credit card balances may fall

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Debit Cards in Canada - Category analysis

Debit Cards in Canada - Company Profile

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2023 DEVELOPMENTS
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Canadians lured by debit card rewards
Credit crunch fuelling debit dominance for new businesses

PROSPECTS AND OPPORTUNITIES
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Business will see greater tech-riven debit growth

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Pre-Paid Cards in Canada - Category analysis

Pre-Paid Cards in Canada - Company Profile

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Open loop cards as firm favourites
Pre-paid cards find greater favour with retailers

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Store Cards in Canada - Category analysis

Store Cards in Canada - Company Profile

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2023 DEVELOPMENTS

Store cards sees muted growth, facing threat from BNPL
Digital pivot provides some life to store cards
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Financial Cards and Payments in Canada - Industry Overview

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