



Charge Cards in Italy

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Italian consumers and businesses still favour charge cards over credit cards
- Charge cards increasingly used for contactless transactions
- Digital payments via charge cards continue to rise

PROSPECTS AND OPPORTUNITIES

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

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

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

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KEY DATA FINDINGS

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Average spend per store card transaction continues to shrink

Carrefour and Esselunga remain the leading issuers

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

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

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