



**Euromonitor
International**

Pre-Paid 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

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Leading issuers expected to increase investment in digitalisation strategies
Expansion of POS infrastructure will continue to boost contactless transactions

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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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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

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