



Charge Cards in the US

February 2025

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2024 DEVELOPMENTS

Capital One announces intention to purchase Discover Financial Services
Uncertainty about the future of interest rates could play in favour of charge cards
American Express remains the overwhelming face of charge cards in the US

PROSPECTS AND OPPORTUNITIES

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Rewards scene remains robust in the US, as the market remains a global leader

PROSPECTS AND OPPORTUNITIES

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[Debit Cards in the US - Category analysis](#)

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[Store Cards in the US - Category analysis](#)

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Store cards remain a crutch for many still struggling in the post-inflationary economy

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