



**Euromonitor
International**

Debit 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

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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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KEY DATA FINDINGS

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