



Euromonitor
International

Pre-Paid Cards in Australia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising usage of charge cards despite decline in number of new cards
Diners Club exits market, leaving American Express as main provider of charge cards in Australia
Charge cards is mature with no competition and limited innovation

PROSPECTS AND OPPORTUNITIES

Steady growth predicted for charge cards over forecast period, driven by commercial segment
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2024 DEVELOPMENTS

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Outstanding credit card balance marginally declines as consumers focus on repaying debts

PROSPECTS AND OPPORTUNITIES

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising number of debit cards in circulation but retail value growth slows as consumers grow cautious with their spending
Value lost to fraud continues to rise, creating new opportunities for financial service providers
Limited competition in debit card space as major banks continue to dominate

PROSPECTS AND OPPORTUNITIES

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

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

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture
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