



Credit Cards in Italy

January 2025

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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

Financial cards and payments in 2024: The big picture

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