



Credit Cards in Italy

January 2025

Table of Contents

Charge Cards in Italy - Category analysis

Charge Cards in Italy - Company Profile

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

PROSPECTS AND OPPORTUNITIES

Healthy growth in transactions and circulation numbers projected for charge cards

Leading issuers expected to increase investment in digitalisation strategies

Expansion of POS infrastructure will continue to boost contactless transactions

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2019-2024

Table 2 - Charge Cards Transactions 2019-2024

Table 3 - Charge Cards in Circulation: % Growth 2019-2024

Table 4 - Charge Cards Transactions: % Growth 2019-2024

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2019-2024

Table 6 - Commercial Charge Cards Transactions 2019-2024

Table 7 - Commercial Charge Cards in Circulation: % Growth 2019-2024

Table 8 - Commercial Charge Cards Transactions: % Growth 2019-2024

Table 9 - Personal Charge Cards: Number of Cards in Circulation 2019-2024

Table 10 - Personal Charge Cards Transactions 2019-2024

Table 11 - Personal Charge Cards in Circulation: % Growth 2019-2024

Table 12 - Personal Charge Cards Transactions: % Growth 2019-2024

Table 13 - Charge Cards: Number of Cards by Issuer 2019-2023

Table 14 - Charge Cards: Number of Cards by Operator 2019-2023

Table 15 - Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 16 - Charge Cards Payment Transaction Value by Operator 2019-2023

Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2019-2023

Table 18 - Commercial Charge Cards: Number of Cards by Operator 2019-2023

Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2019-2023

Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2019-2023

Table 21 - Personal Charge Cards: Number of Cards by Issuer 2019-2023

Table 22 - Personal Charge Cards: Number of Cards by Operator 2019-2023

Table 23 - Personal Charge Cards Transaction Value by Issuer 2019-2023

Table 24 - Personal Charge Cards Transaction Value by Operator 2019-2023

Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2024-2029

Table 26 - Forecast Charge Cards Transactions 2024-2029

Table 27 - Forecast Charge Cards in Circulation: % Growth 2024-2029

Table 28 - Forecast Charge Cards Transactions: % Growth 2024-2029

Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2024-2029

Table 30 - Forecast Commercial Charge Cards Transactions 2024-2029

Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2024-2029

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2024-2029

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2024-2029

Table 34 - Forecast Personal Charge Cards Transactions 2024-2029

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2024-2029

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in transactions remains robust even as card numbers continue to decline
Commercial credit cards outperforms the personal category in volume growth terms
Innovative payment solutions help to boost credit card usage

PROSPECTS AND OPPORTUNITIES

Use of personal credit cards will continue rising despite falling circulation numbers
Digitalisation trend set to gain momentum
Commercial category will remain a focal point for investment among issuers

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2019-2024

Table 38 - Credit Cards Transactions 2019-2024

Table 39 - Credit Cards in Circulation: % Growth 2019-2024

Table 40 - Credit Cards Transactions: % Growth 2019-2024

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2019-2024

Table 42 - Commercial Credit Cards Transactions 2019-2024

Table 43 - Commercial Credit Cards in Circulation: % Growth 2019-2024

Table 44 - Commercial Credit Cards Transactions: % Growth 2019-2024

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2019-2024

Table 46 - Personal Credit Cards Transactions 2019-2024

Table 47 - Personal Credit Cards in Circulation: % Growth 2019-2024

Table 48 - Personal Credit Cards Transactions: % Growth 2019-2024

Table 49 - Credit Cards: Number of Cards by Issuer 2019-2023

Table 50 - Credit Cards: Number of Cards by Operator 2019-2023

Table 51 - Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 52 - Credit Cards Payment Transaction Value by Operator 2019-2023

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2019-2023

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2019-2023

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2019-2023

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2019-2023

Table 58 - Personal Credit Cards: Number of Cards by Operator 2019-2023

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2019-2023

Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2024-2029

Table 62 - Forecast Credit Cards Transactions 2024-2029

Table 63 - Forecast Credit Cards in Circulation: % Growth 2024-2029

Table 64 - Forecast Credit Cards Transactions: % Growth 2024-2029

Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029

Table 66 - Forecast Commercial Credit Cards Transactions 2024-2029

Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029

Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2024-2029

Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029

Table 70 - Forecast Personal Credit Cards Transactions 2024-2029

Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2024-2029

Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2024-2029

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in use of debit cards remains robust despite slowdown
Digital payments via debit cards continue to increase strongly
Issuers and operators work to improve sustainability and inclusivity credentials

PROSPECTS AND OPPORTUNITIES

Outlook for debit cards remains bright
Debit card usage will underpin further adoption of contactless and digital payments
Debit card services aimed at travellers likely to have strong growth potential

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2019-2024
Table 74 - Debit Cards Transactions 2019-2024
Table 75 - Debit Cards in Circulation: % Growth 2019-2024
Table 76 - Debit Cards Transactions: % Growth 2019-2024
Table 77 - Debit Cards: Number of Cards by Issuer 2019-2023
Table 78 - Debit Cards: Number of Cards by Operator 2019-2023
Table 79 - Debit Cards Payment Transaction Value by Issuer 2019-2023
Table 80 - Debit Cards Payment Transaction Value by Operator 2019-2023
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2024-2029
Table 82 - Forecast Debit Cards Transactions 2024-2029
Table 83 - Forecast Debit Cards in Circulation: % Growth 2024-2029
Table 84 - Forecast Debit Cards Transactions: % Growth 2024-2029

[Pre-Paid Cards in Italy - Category analysis](#)

[Pre-Paid Cards in Italy - Company Profile](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Open loop category continues to dominate pre-paid cards
Modernisation of public transport fare systems reduces need for closed loop cards
Competitive strategies increasingly shaped by inclusivity and sustainability concerns

PROSPECTS AND OPPORTUNITIES

Fortunes of open loop and closed loop categories will continue to diverge
Digitalisation trend will remain highly visible in open loop pre-paid cards
Issuers expected to intensify efforts to reduce their environmental footprint

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2019-2024
Table 86 - Pre-paid Cards Transactions 2019-2024
Table 87 - Pre-paid Cards in Circulation: % Growth 2019-2024
Table 88 - Pre-paid Cards Transactions: % Growth 2019-2024
Table 89 - Closed Loop Pre-paid Cards Transactions 2019-2024
Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024
Table 91 - Open Loop Pre-paid Cards Transactions 2019-2024
Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2019-2023
Table 94 - Pre-paid Cards: Number of Cards by Operator 2019-2023
Table 95 - Pre-paid Cards Transaction Value by Issuer 2019-2023
Table 96 - Pre-paid Cards Transaction Value by Operator 2019-2023
Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023
Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023
Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029
Table 106 - Forecast Pre-paid Cards Transactions 2024-2029
Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2024-2029
Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2024-2029
Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2024-2029
Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029
Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2024-2029
Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

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

[Store Cards in Italy - Company Profile](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Use of store cards in Italy is in long-term decline
Average spend per store card transaction continues to shrink
Carrefour and Esselunga remain the leading issuers

PROSPECTS AND OPPORTUNITIES

Outlook for store cards remains poor
Development of more flexible products and services could help to boost usage levels
Digitalisation likely to be a key area for investment

CATEGORY DATA

Table 113 - Store Cards: Number of Cards in Circulation 2019-2024
Table 114 - Store Cards Transactions 2019-2024
Table 115 - Store Cards in Circulation: % Growth 2019-2024
Table 116 - Store Cards Transactions: % Growth 2019-2024
Table 117 - Store Cards: Number of Cards by Issuer 2019-2023
Table 118 - Store Cards: Payment Transaction Value by Issuer 2019-2023
Table 119 - Forecast Store Cards: Number of Cards in Circulation 2024-2029
Table 120 - Forecast Store Cards Transactions 2024-2029
Table 121 - Forecast Store Cards in Circulation: % Growth 2024-2029
Table 122 - Forecast Store Cards Transactions: % Growth 2024-2029

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

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture
Contactless payments via cards, digital wallets and wearables increasingly favoured

Digitalisation remains a focal point for investment and innovation

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 123 - Number of POS Terminals: Units 2019-2024

Table 124 - Number of ATMs: Units 2019-2024

Table 125 - Value Lost to Fraud 2019-2024

Table 126 - Card Expenditure by Location 2024

Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 128 - Domestic versus Foreign Spend 2024

MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 130 - Financial Cards by Category: Number of Accounts 2019-2024

Table 131 - Financial Cards Transactions by Category: Value 2019-2024

Table 132 - Financial Cards by Category: Number of Transactions 2019-2024

Table 133 - Consumer Payments by Category: Value 2019-2024

Table 134 - Consumer Payments by Category: Number of Transactions 2019-2024

Table 135 - M-Commerce by Category: Value 2019-2024

Table 136 - M-Commerce by Category: % Value Growth 2019-2024

Table 137 - Financial Cards: Number of Cards by Issuer 2019-2023

Table 138 - Financial Cards: Number of Cards by Operator 2019-2023

Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 142 - Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 143 - Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 144 - Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 145 - Forecast Consumer Payments by Category: Value 2024-2029

Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 147 - Forecast M-Commerce by Category: Value 2024-2029

Table 148 - Forecast M-Commerce by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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