



# Charge 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

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Travel-focused benefits of charge cards key for usage

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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- Some older Australians face difficulties in applying for credit cards
- 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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[Pre-Paid Cards in Australia - Category analysis](#)

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

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

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

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Stagnation for store cards in an extremely competitive payment landscape  
Wide range of payment methods gives consumers flexibility

### PROSPECTS AND OPPORTUNITIES

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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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