

# Credit Cards in Australia

November 2024

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## Charge Cards in Australia - Company Profile

#### **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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#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Increasing use of credit cards as high cost of living impacts consumer behaviour 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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## PROSPECTS AND OPPORTUNITIES

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Pre-Paid Cards in Australia - Company Profile

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Store Cards in Australia - Category analysis

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