



Credit Cards in Australia

November 2023

Table of Contents

Charge Cards in Australia - Category analysis

Charge Cards in Australia - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards witness surge in spending over last two years of review period
American Express strengthens position as dominant charge card provider in Australia
NAB acquires Citigroup, which includes portfolio of Diners Club charge cards

PROSPECTS AND OPPORTUNITIES

Commercial charge card usage to continue driving growth in the future
American Express expected to remain unchallenged as premier charge card provider
Target demographic for charge cards to remain unhindered by economic downturn

CATEGORY DATA

- Table 1 - Charge Cards: Number of Cards in Circulation 2018-2023
- Table 2 - Charge Cards Transactions 2018-2023
- Table 3 - Charge Cards in Circulation: % Growth 2018-2023
- Table 4 - Charge Cards Transactions: % Growth 2018-2023
- Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023
- Table 6 - Commercial Charge Cards Transactions 2018-2023
- Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023
- Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023
- Table 9 - Personal Charge Cards: Number of Cards in Circulation 2018-2023
- Table 10 - Personal Charge Cards Transactions 2018-2023
- Table 11 - Personal Charge Cards in Circulation: % Growth 2018-2023
- Table 12 - Personal Charge Cards Transactions: % Growth 2018-2023
- Table 13 - Charge Cards: Number of Cards by Issuer 2018-2022
- Table 14 - Charge Cards: Number of Cards by Operator 2018-2022
- Table 15 - Charge Cards Payment Transaction Value by Issuer 2018-2022
- Table 16 - Charge Cards Payment Transaction Value by Operator 2018-2022
- Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022
- Table 18 - Commercial Charge Cards: Number of Cards by Operator 2018-2022
- Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022
- Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022
- Table 21 - Personal Charge Cards: Number of Cards by Issuer 2018-2022
- Table 22 - Personal Charge Cards: Number of Cards by Operator 2018-2022
- Table 23 - Personal Charge Cards Transaction Value by Issuer 2018-2022
- Table 24 - Personal Charge Cards Transaction Value by Operator 2018-2022
- Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028
- Table 26 - Forecast Charge Cards Transactions 2023-2028
- Table 27 - Forecast Charge Cards in Circulation: % Growth 2023-2028
- Table 28 - Forecast Charge Cards Transactions: % Growth 2023-2028
- Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028
- Table 30 - Forecast Commercial Charge Cards Transactions 2023-2028
- Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028
- Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028
- Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028
- Table 34 - Forecast Personal Charge Cards Transactions 2023-2028
- Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028
- Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

Credit Cards in Australia - Category analysis

Credit Cards in Australia - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit card usage rises amid cost-of-living crisis

NAB's acquisition of Citigroup is a significant boost to its share and position

New credit card accounts continue to decline as consumers choose alternative lending options

PROSPECTS AND OPPORTUNITIES

Credit card spend set to decline as cost of living stabilises

Rewards will be key component for credit cards to stand out from competition

Banks adopting BNPL could limit incentives for consumers to apply for a credit card

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 38 - Credit Cards Transactions 2018-2023

Table 39 - Credit Cards in Circulation: % Growth 2018-2023

Table 40 - Credit Cards Transactions: % Growth 2018-2023

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 42 - Commercial Credit Cards Transactions 2018-2023

Table 43 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 44 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 46 - Personal Credit Cards Transactions 2018-2023

Table 47 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 48 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 49 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 50 - Credit Cards: Number of Cards by Operator 2018-2022

Table 51 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 52 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 58 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 62 - Forecast Credit Cards Transactions 2023-2028

Table 63 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 64 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 66 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 70 - Forecast Personal Credit Cards Transactions 2023-2028

Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers increasingly dependent on debit cards as cash continues to decline

Debit card usage via online channels is increasing among local consumers

Big Four banks maintain tight grip but consumers are searching for alternatives

PROSPECTS AND OPPORTUNITIES

Potential for disruption in commercial debit cards

Foreign debit card spend exceeds pre-pandemic levels and is expected to continue growing

Buy Now Pay Later regulation could force more customers back to debit cards

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2018-2023

Table 74 - Debit Cards Transactions 2018-2023

Table 75 - Debit Cards in Circulation: % Growth 2018-2023

Table 76 - Debit Cards Transactions: % Growth 2018-2023

Table 77 - Debit Cards: Number of Cards by Issuer 2018-2022

Table 78 - Debit Cards: Number of Cards by Operator 2018-2022

Table 79 - Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 80 - Debit Cards Payment Transaction Value by Operator 2018-2022

Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 82 - Forecast Debit Cards Transactions 2023-2028

Table 83 - Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 84 - Forecast Debit Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Public transport cards receive boost throughout 2022 and 2023

Return of international travel supports travel cards' return to form

Gift cards a popular choice for gifting, driving growth of pre-paid cards

PROSPECTS AND OPPORTUNITIES

More states to join NSW in allowing customers to pay for public transport with bank cards

Pre-paid cards set to be used for digital payments more often than other financial cards

Banks to rely more on gift cards rather than travel cards for success in the pre-paid space

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 86 - Pre-paid Cards Transactions 2018-2023

Table 87 - Pre-paid Cards in Circulation: % Growth 2018-2023

Table 88 - Pre-paid Cards Transactions: % Growth 2018-2023

Table 89 - Closed Loop Pre-paid Cards Transactions 2018-2023

Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 91 - Open Loop Pre-paid Cards Transactions 2018-2023

Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 94 - Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 95 - Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 96 - Pre-paid Cards Transaction Value by Operator 2018-2022
Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 106 - Forecast Pre-paid Cards Transactions 2023-2028
Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028
Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Store cards stagnate as consumer preferences benefit other payment options
Fewer store cards available in the market as brands close applications
Caltex leads store cards in total spend

PROSPECTS AND OPPORTUNITIES

Store cards projected to decline further over the forecast period
Competitive landscape for store cards likely to remain unchanged

CATEGORY DATA

Table 113 - Store Cards: Number of Cards in Circulation 2018-2023
Table 114 - Store Cards Transactions 2018-2023
Table 115 - Store Cards in Circulation: % Growth 2018-2023
Table 116 - Store Cards Transactions: % Growth 2018-2023
Table 117 - Store Cards: Number of Cards by Issuer 2018-2022
Table 118 - Store Cards: Payment Transaction Value by Issuer 2018-2022
Table 119 - Forecast Store Cards: Number of Cards in Circulation 2023-2028
Table 120 - Forecast Store Cards Transactions 2023-2028
Table 121 - Forecast Store Cards in Circulation: % Growth 2023-2028
Table 122 - Forecast Store Cards Transactions: % Growth 2023-2028

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

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture
Buy Now Pay Later to face regulation after years of scrutiny
Electronic direct payments post strong growth in 2023

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 123 - Number of POS Terminals: Units 2018-2023

Table 124 - Number of ATMs: Units 2018-2023

Table 125 - Value Lost to Fraud 2018-2023

Table 126 - Card Expenditure by Location 2023

Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 128 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 130 - Financial Cards by Category: Number of Accounts 2018-2023

Table 131 - Financial Cards Transactions by Category: Value 2018-2023

Table 132 - Financial Cards by Category: Number of Transactions 2018-2023

Table 133 - Consumer Payments by Category: Value 2018-2023

Table 134 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 135 - M-Commerce by Category: Value 2018-2023

Table 136 - M-Commerce by Category: % Value Growth 2018-2023

Table 137 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 138 - Financial Cards: Number of Cards by Operator 2018-2022

Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 142 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 143 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 144 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 145 - Forecast Consumer Payments by Category: Value 2023-2028

Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 147 - Forecast M-Commerce by Category: Value 2023-2028

Table 148 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/credit-cards-in-australia/report.