

# Store Cards in France

January 2025

**Table of Contents** 

# Charge Cards in France - Category analysis

# Charge Cards in France - Company Profile

### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Charge cards enjoy growing merchant acceptance in 2024

2024 sees continued recovery for business tourism and MICE, supporting growth for charge cards

CB remains the overall leader, though other operates are gaining ground

### PROSPECTS AND OPPORTUNITIES

Charge cards may see more modest growth during the forecast period

FrenchSys and others set to free themselves further from the CB system

Charge cards to benefit from more favourable environment for mobile payments and digital wallets

#### **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

# Credit Cards in France - Category analysis

# Credit Cards in France - Company Profile

### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

2024 sees fragile recovery of consumer credit and credit cards

Concerns remain about BNPL despite its entrenchment in local lives

CB rules in spite of low recognition, while issuers record slight improvements in 2024

### PROSPECTS AND OPPORTUNITIES

The French save more than they borrow, dampening growth for credit cards

BNPL faces uncertain future, with growing competitive threat from charge cards

Online banks and neobank credit cards have room for growth but appear increasingly fragile

#### **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 France - Category analysis

# Debit Cards in France - Company Profile

# KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Inflation subsides in 2024, with growth fuelled by high prices and continued recovery in travel Neobanks represent rising competitive threat to traditional players

Digital payments expand

# PROSPECTS AND OPPORTUNITIES

Potential for growth remains amid rising threats and challenges Digital and neobanks will rise, but their future is uncertain As digital payments expand, security comes under greater scrutiny

#### **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 France - Category analysis

# Pre-Paid Cards in France - Company Profile

### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Dematerialisation and more trips boost closed loop prepaid cards across 2023-24

Open loop pre-paid cards for luncheon vouchers see dynamism despite delayed digitalisation

Meal vouchers caught in tangled web

### PROSPECTS AND OPPORTUNITIES

Pre-paid cards faces both opportunities and threats in the forecast period Ongoing potential for open loop pre-paid gift cards Competitive landscape likely to remain volatile

# **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 France - Category analysis

# Store Cards in France - Company Profile

### **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Store cards sees possible beginnings of recovery

Category progress impacted by concerns about BNPL and cannibalisation from more contemporary options Most issuers struggling despite some promising developments

### PROSPECTS AND OPPORTUNITIES

Despite advances in m-commerce, an uncertain retail future translates to uncertainty over store cards

Consumer reluctance to go into debt curbs category growth prospects

E-wallets and m-commerce hold further growth potential

### **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 France - Industry Overview

# **EXECUTIVE SUMMARY**

Financial cards and payments in 2024: The big picture

2024 key trends

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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