

Credit and Debit Cards - UK - July 2009

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What is this report about?

Although consumers are increasingly turning to plastic cards instead of cash, the credit and debit card markets are heading in two different directions. A more mature market, credit card business has been relatively stagnant for the past several years – the number of credit cards in issue has actually been in decline since 2005. The debit card market, on the other hand, continues to show strong growth – now accounting for nearly a quarter of all plastic card transaction volumes.

Key issues covered in the analysis

1. Understand how the financial crisis is transforming the credit and debit card market
2. Discover where new business opportunities lie in the plastic card market
3. Identify when and why people pay for items on plastic
4. Learn about how innovations in payment technology such as contactless payments will affect the plastic card market
5. Keep up to date with the changing regulatory environment
6. Find out what consumers think about using credit and debit cards

Scope of the report



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