

Credit Cards - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The credit card industry is a mature one and competition for new customers is fierce. Issuers have to find ways to make their card stand out from the others or risk moving down from the top of their customers' wallets."

- Jennifer White Boehm - Associate Director - Financial Services

This report looks at the following areas:

Since growth will come primarily from young people, issuers have to find ways to appeal to this group – a difficult task since many are wary of taking on debt. Flexible incentives and embedded money management tools might help smooth the way.

- **Outstanding credit crosses the \$1 trillion mark**
- **Young people don't like credit cards**
- **Trust is still an issue**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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