

Credit Card Rewards - US - August 2019

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"The credit card industry is a well-established one, and a handful of top players dominate the industry – in terms of both market share and assets. The majority of consumers already own a credit card, and most who use them frequently own several."

- Chris Shadle, Financial Services Analyst

This report looks at the following areas:

- In a saturated market, consumers are polarized
- Simplicity is key, cash back is favored
- Indicators point to potential troubles ahead

Competition for new customers is fierce, and is driven in large part by new young consumers. Rewards provide both the allure and differentiation in a consumer's choice of card, but issuers must also combat a lack of motivation to apply as well as a reticence to take on more debt.

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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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In the age of FOMO, experiential rewards are in

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Abbreviations

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