

Credit Cards - UK - August 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“People continue to use their credit cards for spending, making the most of benefits and extra protection. They are hesitant about taking on unnecessary debt and are keen to repay as soon as possible. Providers are rethinking their proposition, to meet the needs of both transactors and borrowers amid the threat of disruption from challengers.”
– Irene Salazar, Senior Financial Services Analyst

This report looks at the following areas:

- **Market focus on responsible lending and sustainable borrowing**
- **Renewed interest in credit scores**
- **Cash(back) is king**

Gross credit card lending keeps on rising, but net lending (which takes into consideration repayments) contracted in 2018 for the first time since 2012. This indicates people continue to use their cards for spending, but are hesitant about unnecessary borrowing. Amid Brexit uncertainty, Mintel expects this trend will continue over the coming years and consumers will take advantage of their credit cards to make the most of the extra benefits on offer.

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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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Market focus on responsible lending and sustainable borrowing

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Growth to continue as consumers take advantage of extra benefits

Balance transfer activity falls

Regulatory focus on protecting vulnerable borrowers

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Barclaycard is the largest individual provider

Flexible repayments offer consumers choice

Providers signal that they have customers' best interests at heart

Rethink of benefits, rewards and loyalty among established brands

Challengers continue to innovate and disrupt the credit card market

Above-the-line adspend recovers driven by high-profile TV campaigns

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Two thirds of borrowers expect to pay off credit card debt within a year

No overwhelmingly dominant reason for owning a credit card

Satisfaction is high but rates and benefits may become deal breakers

People like easy-to-access benefits and cash(back) is king

People trust traditional providers over tech giants and challengers

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