This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the credit card market.
- Changes in credit card payment trends due to the pandemic.
- Transformations in credit card products and marketing, adapting to new consumer preferences.
- Motivations to apply for a credit card.
- Attitudes towards rewards and redemption styles.

Credit cards are one of the most popular financial services products among US consumers, with approximately half of US adults regularly using not just one, but multiple credit cards. While the COVID-19 pandemic caused a temporary drop-off in credit card acquisition activity, competition has ramped back up as issuers attempt to capture cardholder spend with products tailored to the current landscape, in which customer spend behaviors are frequently shifting.

“In the aftermath of COVID-19, consumers altered spend tendencies, electing to pay down existing balances and shift credit card spend away from travel and entertainment categories towards everyday goods and services.”

– Patrick Rahlfs, Senior Research Analyst
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