Cards and Payments in Switzerland Market 2017 Share, Trend, Segmentation and Forecast to 2022

Cards and Payments in Switzerland Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Market Forecast to 2022

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PUNE, INDIA, May 9, 2017 /EINPresswire.com/ -- Synopsis
'The Cards and Payments Industry in Switzerland: Emerging Trends and Opportunities to 2020' report provides detailed analysis of market trends in the Swiss cards and payments industry. It provides values and volumes for a number of key performance indicators in the industry, including direct debits, check payments, payment cards and credit transfers during the review period (2011–2015).

The report also analyzes various payment card markets operating in the industry, and provides detailed information on the number of cards in circulation, and transaction values and volumes during the review period and over the forecast period (2016–2020). It also offers information on the country's competitive landscape, including the market shares of issuers and schemes.

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The report brings together modeling and analysis expertise to allow banks and card issuers to identify segment dynamics and competitive advantages. The report also covers details of regulatory policy and recent changes in the regulatory structure.

Summary
'The Cards and Payments Industry in Switzerland: Emerging Trends and Opportunities to 2020' report provides top-level market analysis, information and insights into the Swiss cards and payments industry, including:
• Current and forecast values for each market in the Swiss cards and payments industry, including debit card, credit and charge cards.
• Detailed insights into payment instruments including direct debit, credit transfers, checks and payment cards. It also, includes an overview of the country's key alternative payment instruments.
• E-commerce market analysis.
• Analysis of various market drivers and regulations governing the Swiss cards and payments industry.

• Detailed analysis of strategies adopted by banks and other institutions to market debit, credit and charge cards.
• Comprehensive analysis of consumer attitudes and buying preferences for cards.
• The competitive landscape in the Swiss cards and payments industry.

Scope
This report provides a comprehensive analysis of the Swiss cards and payments industry.
• It provides current values for the Swiss cards and payments industry for 2015, and forecast figures to 2020.
• It details the different demographic, economic, infrastructural and business drivers affecting the Swiss cards and payments industry.
• It outlines the current regulatory framework in the industry.
• It details marketing strategies used by various banks and other institutions.

Reasons to Buy
• Make strategic business decisions, using top-level historic and forecast market data, related to the Swiss cards and payments industry and each market within it.
• Understand the key market trends and growth opportunities in the Swiss cards and payments industry.
• Assess the competitive dynamics in the Swiss cards and payments industry.
• Gain insights into marketing strategies used for various card types in Switzerland.
• Gain insights into key regulations governing the Swiss cards and payments industry.

Key Highlights
• The Swiss Competition Commission (Comco) lowered the interchange fees of Visa and MasterCard credit cards from August 1, 2015. Under the new regulation, the interchange fee for credit cards is capped at 0.70%; reduced from the existing 0.95%. The Comco is planning to further reduce it to 0.44% from August 1, 2017. According to Comco, the reduction in fees is expected to result in a saving of US$52–62.3 million (CHF50–60 million) annually for merchants. However, it is anticipated to have a major impact on the profitability of the card issuers over the forecast period (2016–2020). With a reduction in revenue, issuers are likely to cut down on card offerings and benefits for consumers.

• The uptake of alternative payments among Swiss consumers is gaining traction due to the availability of a number of options, such as PayPal and Sofort. Most recently, in July 2016, Apple launched its mobile payment (m-payment) service, Apple Pay, allowing consumers to make contactless m-payments and online payments. Prominent retailers accepting Apple Pay in Switzerland include Aldi, Avec, C&A, k kiosk, Mobile Zone, P&B, Spar and TopCC. In February 2016, SIX Payment Services Ltd, a Swiss card-based electronic payment transaction company, expanded the scope of its Paymit service, enabling users to make m-payments using QR codes. Similarly, PostFinance and MasterCard launched their respective digital wallets – Twint and MasterPass – in 2015. The entry of new payment solutions is likely to intensify competition in the Swiss alternative payments market.

• Contactless technology is gaining prominence among Swiss consumers, as banks, card issuers and technology providers are introducing this technology in their product offerings. According to the Swiss National Bank (SNB) – the central bank of Switzerland, the number of contactless cards was 7.1 million in 2015, and this is expected double to reach 14.2 million by 2020, as banks and card issuers are keen on promoting contactless cards. All major banks in the country – including UBS, Credit Suisse and PostFinance – offer payment cards with a contactless functionality. To benefit from this trend, retailers such as IKEA, Jumbo, kkiosk, Coop, Migros and McDonalds are also accepting contactless payments.

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