

Global Cards Market Poised for Growth: Projected to Reach \$390.54 Billion by 2027

The Business Research Company's Cards Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK, December 11, 2023 /EINPresswire.com/ -- The global cards market is experiencing robust growth, with the market size forecasted to increase from \$271.51

“

The market size global cards is expected to grow to \$390.54 billion in 2027 at a CAGR of 7.6%.”

The Business Research Company

billion in 2022 to \$291.18 billion in 2023, at a compound annual growth rate (CAGR) of 7.2%. Over the forecast period, the market is expected to continue its upward trajectory, reaching a substantial market size of \$390.54 billion by 2027, with a CAGR of 7.6%.

Key Market Segments: Meeting Diverse Financial Needs

1.Type: The market is divided into General Purpose and Private Label cards, catering to various financial and

consumer preferences.

2.Usage: Various card usage categories include General-purpose Re-loadable Card, Government Benefit/Disbursement Card, Payroll Card, and Other Usage, providing versatile options to meet diverse financial needs.

3.End User: The market serves Retail Establishments, Corporate Institutions, Government, Financial Institutions, and Other End-Users, highlighting the wide range of applications and industries benefiting from card usage.

Explore the global cards market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=108&type=smp

Market Drivers: Rising Demand for Credit Cards

The growth of the cards market is driven by an increasing demand for credit cards. The rise in consumer demand for credit products, particularly during economic crises like the COVID-19 outbreak, contributes to the growing popularity of credit cards. As individuals face pay delays and job losses, outstanding credit card balances indicate that consumers are utilizing credit cards to cover daily expenses. Notably, in Australia, the demand for credit cards increased by 6% in June 2022 compared to June 2021, as reported by the Equifax Quarterly Consumer Credit Demand Index. Overall consumer credit demand grew by 10.2% during the same period. This surge in credit card demand propels the growth of the overall cards market.

Major Players and Market Dynamics

Key players in the cards market include Citibank, Mastercard Incorporated, The American Express Company, Visa Inc., JPMorgan Chase & Co., Kaiku Finance LLC., Mango Financial Inc., Green Dot Corporation, NetSpend Holdings, and PayPal Holdings. These industry leaders play a pivotal role in driving innovations, expanding market reach, and shaping the competitive landscape.

Technological Innovations: Transforming the Market Landscape

Technological innovations are gaining traction in the cards market, with major corporations focusing on digital prepaid card services. Companies like Grab Holdings, Inc., in collaboration with Mastercard, are launching digital prepaid cards to facilitate cashless payments in emerging economies. This trend reflects the industry's commitment to leveraging technology for digital financial solutions, expanding the reach of prepaid credit cards.

Regional Insights: Asia-Pacific Leads the Charge

Asia-Pacific emerged as the largest region in the cards market in 2022, showcasing strong market adoption and demand. Western Europe secured the second-largest market share, highlighting significant market presence in this region. The global cards market analysis report covers regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Access the complete report for an in-depth analysis of the global cards market:

<https://www.thebusinessresearchcompany.com/report/cards-global-market-report>

Cards Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Cards Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on [cards market size](#), cards market drivers and trends, cards market major players, competitors' revenues, market positioning, and market growth across geographies. The [cards market report](#) helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into



segments with the highest growth potential.

Browse Through More Similar Reports By The Business Research Company:

Prepaid Card Global Market Report 2023

<https://www.thebusinessresearchcompany.com/report/prepaid-card-global-market-report>

In-Vehicle Payment Services Global Market Report 2023

<https://www.thebusinessresearchcompany.com/report/in-vehicle-payment-services-global-market-report>

Contactless Payment Terminals Global Market Report 2022

<https://www.thebusinessresearchcompany.com/report/contactless-payment-terminals-global-market-report>

[About The Business Research Company](#)

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Email: info@tbrc.info

Check out our:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Twitter: https://twitter.com/tbrc_info

Facebook: <https://www.facebook.com/TheBusinessResearchCompany>

YouTube: https://www.youtube.com/channel/UC24_fl0rV8cR5DxICpgmyFQ

Blog: <https://blog.tbrc.info/>

Healthcare Blog: <https://healthcareresearchreports.com/>

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/673486164>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.