

Fuel Card Market in Europe: Trends, Opportunities, and Competitive Landscape in 2025

The European fuel card market is growing due to the shift to digital transactions, increased use of prepaid cards, and continuous technological advancements.

WILMINGTON, DE, UNITED STATES, February 8, 2025 /EINPresswire.com/ -- According to the report, the [Europe fuel card market](#) garnered \$257.2 billion in 2017, and is expected to reach \$374.5 billion by 2025, growing a CAGR of 5.0% from 2018 to 2025. In 2017, the universal fuel card segment accounted for the highest revenue in the Europe fuel card market.



Increasing adoption of prepaid cards, rising preference for digital payments, and growing demand of fuel cards in transportation & logistic industries are the key factors contributing to growth of the industry. However, security issues regarding fuel cards would limit the growth of the market. On the other hand, technological advancements, improved convenience, and growth in prepaid & contactless card industry would create new opportunities in future.

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A fuel card is a reloadable prepaid card used for vehicle-related transactions, including fuel purchases, vehicle servicing, and maintenance. These cards have gained popularity due to their benefits, such as providing real-time expense tracking and comprehensive reporting for corporate fleets.

The adoption of fuel cards in Europe has surged over time, driven by the rise in digital transactions, the growing prepaid card industry, and the increasing need for efficient fuel management. Additionally, the expansion of the logistics and transportation sectors has further fueled market growth.

The European fuel card market is highly consolidated, with major vendors holding a significant market share. The UK and Germany are the leading consumers of fuel cards, while Italy is poised for substantial growth due to government regulations mandating e-invoicing for fuel transactions.

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A surge in digital transactions, an increase in usage of prepaid cards, rise in need for improved fuel management, and growth associated with the transportation & logistics industry are the key factors that drive the growth of the Europe fuel card market. However, security concerns associated with fuel cards such as fleet card skimming, and fraudulent transactions hamper the Europe fuel card market growth.

Based on type, the universal fuel card segment dominated the Europe market in 2017, and is expected to continue this trend during the forecast period, owing to nationwide acceptance of universal fuel cards. Furthermore, the merchant fuel card segment is expected to grow at the highest CAGR during the forecast period, due to rise in trend of merchant cards supported by partnership of fuel merchants and fuel card providers.

The Europe fuel card market was led by the UK in 2017, and is projected to maintain its dominance during the forecast period. However, Italy is expected to witness the highest growth, owing to increase in adoption of cashless fuel transactions and government legislations for e-invoicing of fuel transactions.

In 2017, the Europe fuel card market was dominated by the fuel refill application segment, and is expected to maintain this trend during the forecast period. However, the other services segment is expected to witness the highest growth, owing to rise in adoption of fuel cards to address other value-added needs such as purchasing of vehicles spare parts and accessories.

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The nationwide adoption of the universal fuel card enabled this segment to contribute nearly half of the total market revenue in 2017. This segment is expected to maintain its lead during the forecast period. However, in terms of growth rate, the merchant segment would register the fastest CAGR of 6.4% from 2018 to 2025. The branded fuel cards segment will have steady growth during forecast period.

The fuel refill application segment accounted for nearly half of the total market share in 2017 and would remain dominant by 2025. The report also analyzes parking, vehicle service, and toll charge applications. The other applications segment, which comprises fuel cards used to

manage expenses related to spare parts, accessories, and others would register the highest CAGR of 7.2% during the forecast period as adoption of fuel card for value-added services would grow significantly in future.

Leading market players

The major market players analyzed in the research include BP plc, Exxon Mobil Corporation, Engen Petroleum Ltd., FleetCor Technologies, Inc., FirstRand Bank Limited, Puma Energy, Libya Oil Holdings Ltd., U.S. Bancorp, Royal Dutch Shell plc, and WEX, Inc. These players have adopted various strategies including new product launches, joint ventures, partnerships, collaborations, mergers & acquisitions, and others to gain a stronghold in the industry.

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Italy would register the fastest CAGR of 6.5% from 2018 to 2025, owing to rise in adoption of digital transactions and supportive government policies for fuel transactions. However, the rest of Europe region generated the highest market share of nearly one-third of the European market in 2017. The other countries analyzed in the research are the U.K., Germany, and France among others.

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