Co-Branded and Affinity Cards in the U.S., 5th Edition

Description:
Co-branded credit cards generated $809 billion in U.S. purchase value in 2014. Visa leads network operators with a 47% share, followed by MasterCard and American Express. Competition is intense, as a growing bevy of players chase a finite universe of affluent prospects with more rewards and broader, deeper card benefits. Even so, co-branded cards can be further leveraged to draw more Millennials into the mix, and (at a time when the concept of brand loyalty is on the ropes) well-positioned issuers can leverage merchants’ need for sophisticated loyalty marketing strategies.

Co-Branded and Affinity Cards in the U.S., 5th Edition provides a wealth of insight on trends shaping this increasingly competitive industry, helping market participants plan their co-branded relationships and strategies. More specifically, the report:
- Provides a market size for U.S. general purpose credit cards and co-branded credit cards, as well as market factor analysis and card program counts by operating network, issuer, and partnership segment.
- Conducts an airline guest, frequent flyer and hotel guest analysis, targeting affluent guest stays.
- Assesses co-branding card growth strategies being employed by American Express, MasterCard and Visa.
- Assesses co-brand/affinity card growth strategies employed by Alliance Data Systems, Bank of America, Barclays, Capital One, Citibank, JPMorgan Chase, Synchrony Financial Services, U.S. Bank and Wells Fargo.
- Provides case studies of credit card programs spanning several partnerships segments: Amazon, General Motors, Hilton, Ralphs, Ritz-Carlton, Sam’s Club, Southwest Airlines, Virgin Atlantic, Walmart and Wyndham—to gauge program differentiation and related features and benefits; rewards and loyalty program structure; and online/mobile positioning (demographic analysis of these companies and branded is included).
- Trends credit card usage over time by card association, focusing in HH income trends via eight-segment HH income demographic analysis. General trends are tracked back to 2006; association-based trends are tracked back to 2011. Cards in wallet trends and usage frequency trends are included.
- Trends rewards/affiliation credit card usage over time by card association and demographic, and analyzes current co-branded/affinity card usage and active usage by card association and demographic. We also gauge usage of 15 types of co-branded/affinity cards.
- Assesses the importance co-branded credit card users give to a range of features and benefits when signing up for their last co-branded credit card. The section analyzes the importance cardholders attribute to a range of 15 card features & benefits, as well as five additional “follow-up” card feature and benefit categories (extra points/rewards, card reward program, discounts, special perks and services, and travel benefits).

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