Australia Cards and Payments Market - Size, Share, Development, Growth and Forecast to 2020

Description:

Report coverage

Historical market size for the period 2012-2014 and forecast for the period 2015-2020.
Number of cards in circulation, and value and volume of transactions.
Number of terminal, and value and volume of transactions.
Industry trends, drivers, and opportunities.
Competitive landscape of card issuers for both, debit cards and credit cards.
Major schemes, debit and credit cards by customer segments.

Research Methodology

The study is based on extensive secondary and primary research. The various sources studied during the secondary research include websites of payment/banking/industry associations, industry regulatory bodies, banks, and card issuers. The primary research included in-depth interviews with industry experts and key opinion leaders.

Australia cards and payments market overview

In terms of number of cards in circulation, the Australian payment cards market grew at a CAGR of 4.1% during the period 2012-2014. The growth of cards in circulation during the period 2012-2014 can be attributed to a rising banked population, growing disposable income, the expansion of ATMs and POS terminals, and greater acceptance of payment cards in the country. During the forecast period, the payment card transactions in Australia is expected to grow at 5% CAGR.

Food and drinks were the most frequently purchased items in Australia, using both debit and credit cards. The food and drinks category was followed by clothing and footwear in second position, which accounted for 14.6% of total transactions in the debit card category and 14.1% in the credit card category.

In Australia, the debit cards dominate the payment cards market in terms of number of cards in circulation. Debit cards are being used by consumers to shop at retail outlets, withdraw cash from ATMs and make online payments. Debit card frequency of use increased from 103.3 in 2012 to 110.6 in 2014, at a CAGR of 3.5%. Credit cards are primarily used by consumers at POS terminals for retail purchases, rather than for cash withdrawals at ATMs. In 2014, transactions at POS terminals accounted for 99% of total credit card transactions in Australia. MasterCard was the leading scheme in the credit card market in 2014. The frequency of credit card use increased at a CAGR of 5.3% during 2012-2014. The frequency of transaction for credit card is expected to reach up to 109.8 times by 2020.

The value of charge card transactions at POS terminals represented 99.4% of total charge cards transaction value in 2014.

Key players in the Australia cards and payments market:

Commonwealth Bank of Australia
Australia and New Zealand Bank
Westpac Bank
ANZ

Contents:

1. Definitions
2. Research Methodology
   2.1 Research Process
   2.2 Phases Of Research Process
   2.2.1 Cards Market Sizing
2.2.2 Competitor Analysis
2.2.3 Market Forecasting
2.2.4 Quality Control Process

3. Executive Summary

4. Key Industry Drivers

5. Asia-Pacific Payment Card Penetration
   5.1 Asia-Pacific Payment Card Penetration - 2014
   5.2 Asia-Pacific Debit Card Penetration - 2014
   5.3 Asia-Pacific Credit Card Penetration - 2014

6. Payment Channels
   6.1 Market Share Of Payment Channel, In Terms Of Volume And Value

7. Terminal Statistics
   7.1 Number Of Terminals
   7.2 Transactions At Atm Terminals
   7.3 Transactions At Pos Terminals

8. Payment Card Market Analysis
   8.1 Payment Cards Market Size And Forecast (2012-2020)
   8.2 Payment Cards In Circulation (2012-2020)
   8.2.1 Payment Cards In Circulation, By Card Type (2012-2020)
   8.3 Payment Card Transaction Volume And Value (2012-2020)
   8.3.1 Payment Card Transaction Volume, By Card Type (2012-2020)
   8.3.2 Payment Card Transaction Value, By Card Type (2012-2020)

9. Debit Card Market Analysis
   9.1 Debit Cards Market Size And Forecast (2012-2020)
   9.2 Debit Cards In Circulation (2012 - 2020)
   9.3 Debit Cards Transaction Volume At Atm And Pos (2012 - 2020)
   9.4 Debit Cards Transaction Value At Atm And Pos (2012 - 2020)
   9.5 Debit Cards Market Share, By Scheme (2014)
   9.6 Debit Cards Market Share, By Card Issuer (2014)
   9.7 Comparison Of Debit Cards Offered By Various Banks

10. Credit Card Market Analysis
    10.1 Credit Cards Market Size And Forecast (2012-2020)
    10.2 Credit Cards In Circulation (2012 - 2020)
    10.3 Credit Cards Transaction Volume At Atm And Pos (2012 - 2020)
    10.4 Credit Cards Transaction Value At Atm And Pos (2012 - 2020)
    10.5 Credit Cards Market Share, By Scheme (2014)
    10.6 Credit Cards Market Share, By Card Issuer (2014)
    10.7 Credit Cards Balance Outstanding, By Card Issuer (2014)
    10.8 Comparison Of Credit Cards Offered By Various Banks

11. Charge Card Market Analysis
    11.1 Charge Cards Market Size And Forecast (2012 - 2020)
    11.2 Charge Cards In Circulation (2012 - 2020)
    11.3 Charge Card Transactions At Atm And Pos (2012-2020)
    11.4 Charge Card Market Share, By Scheme (2014)

12. Card Fraud

13. Acquirer’S Transaction Value

14. Prepaid Card Market Analysis
    14.1 Prepaid Cards Market Size And Forecast (2012 - 2020)
    14.2 Comparison Of Prepaid Cards Offered By Various Banks

15. Card Market By Customer Segments
15.1 Targeted Customer Segments
15.2 Cards Targeted At High End Consumers
15.3 Cards Targeted At Travelers
15.4 Cards Targeted At Young Population And Students
15.5 Cards Targeted At Shoppers
15.6 Cards Targeted At Corporate

16. Competitive Landscape
16.1 Key Industry Players
16.1.1 Commonwealth Bank Of Australia
16.1.2 Westpac Banking Corporation
16.1.3 National Australia Bank
16.1.4 ANZ Bank
16.1.5 Citibank Australia
16.2 Key Developments In The Market

17. Appendix
17.1 Payment Card Market Size And Forecast, In USD (2012-2020)
17.2 Payment Card Market Size And Forecast, In USD (2012-2020)
17.3 Credit Card Market Size And Forecast, In USD (2012-2020)
17.4 Charge Card Market Size And Forecast, In USD (2012-2020)

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