U.S. Cards and Payments Market - Size, Share, Development, Growth and Forecast to 2020

Description: 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.

U.S. cards and payments market overview.

In terms of number of cards in circulation, the US payment cards market grew at a CAGR of 4.5% during the period 2012-2014 and it is expected to further grow at a CAGR of 1.3% over the period 2015-2020.

The GDP per capita of US increased from USD 51,384 in 2012 to USD 54,369.8 in 2014. The GDP per capita is likely to increase further and reach USD 67,064.3 in 2020. This increase is expected to result in increased cards usage over the forecast period. Also the US population grew from 314.4 million in 2012 to 319 million in 2014, and is expected to reach 332.4 million by 2020. This increase in population is expected to encourage card spending over the forecast period.

In US, the debit card segment dominates the payment cards market in terms of number of cards in circulation. Debit cards accounted for 53.2% of the total number of payment cards in circulation in 2014. The credit cards are primarily used by consumers at POS terminals for retail purchases, rather than for cash withdrawals at ATMs. The frequency of credit card use increased at a CAGR of 3.9% during 2012-2014. The frequency of transaction is expected to reach up to 54.6 times by 2020. Visa was the leading scheme in the credit card market in 2014. In US, the private-label credit cards are issued by Synchrony Bank, Comenity Bank, Citibank, Barclaycard, Citibank, U.S. Bank and TD Bank. Synchrony Bank is the market leader in private-label credit cards.

The volume of charge card transactions at POS terminals accounted for 99.3% of the total charge card transactions in 2014. The frequency of charge card use grew at a CAGR of 3.7% during 2012-2014. The frequency of transaction is expected to reach up to 68.9 times by 2020. The average charge card transaction value decreased from USD 108.7 in 2012 to USD 106 in 2014, at a CAGR of -1.2%. The average transaction value is anticipated to grow at a CAGR of 0.4% during the period 2015-2020.

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

Key players in the U.S. debit card market:
Bank of America
Wells Fargo
JP Morgan Chase
Key players in the U.S. credit card market:
American Express
JPMorgan Chase
Citibank
Capital one
Bank of America
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