Credit Cards Usage Analytics by Merchant Category: India

Description: Summary

Credit Cards Usage Analytics by Merchant Category: India; is an exhaustive research report outlaying Credit Cards usage in India. The report provides year on year statistics on Average Transaction Value, Frequency of Use and Number of Transactions, Turnover per card and more on market segments including Airline and Hotels, Books and Games including CD’s/DVD’s, Clothing and Footwear, Food and Beverages, Electrical Goods, Gardening Homewares, Health and Beauty, Motor Fuel, Mobile Top-ups, Downloads and others.

Key Findings

The author considers Credit Card as a revolving payment card providing consumers with access to a line of credit. Consumers make payments using their card and receive a bill at the end of the billing cycle. The card issuer usually demands a minimum payment against the outstanding balance, but beyond this the customer can choose how much of the bill he wishes to repay, up to and including 100% of the balance outstanding. Any balances that are not repaid within the interest-free period offered by the card incur interest at the rate advertised by the card issuer. A revolving credit card may or may not be linked to a customer’s bank account.

The report "Credit Cards Usage Analytics by Merchant Category: India" report is the result of extensive market research covering the cards and payments industry in India. It provides detailed credit cards usage statistics by merchant type on parameters like Average Transactions value and Number of Transactions, Frequency of Use, Turnover per card and Value of Transactions.

"Credit Cards Usage Analytics by Merchant Category: India" report acts as an essential tool for companies active across the Indian cards and payments value chain and for new players considering entering the market. The comprehensive statistics within the report provides insight into the operating environment of Credit Cards in India and also ensures right business decision making based on historical trends.

*This is an on-demand report and will be delivered within 2 working days (excluding weekends) of the purchase.

Synopsis

"Credit Cards Usage Analytics by Merchant Category: India" provides the readers credit cards usage broken down by merchant categories for the period 2010 to 2014

In particular, it provides statistics for:

- Airlines & Hotels
- CDs/DVDs/Games/Books
- Clothing & Footwear
- DIY & Gardening
- Online Downloads
- Electrical Goods
- Food & Drinks
- Health & Beauty
- Homewares
- Mobile Top-Up
- Motor Fuel

Reasons To Buy

- Enhance your knowledge on credit card usage in India.
- Understand how the credit card market in India has performed across various merchant categories.
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