Germany 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.

Germany cards and payments market overview

Germany's population grew steadily from 80.5 million in 2012 to 81.1 million in 2014 and is expected to reach 82.3 million by 2020. This increase in population is expected to encourage card spending over the forecast period. Also the percentage of the urban population in total population grew from 74.7% in 2012 to 75.2% in 2014 and is expected to grow further to 76.2% by 2020. Increase in urbanization will lead to increase in number of cards and its use.

A total of 76.8% of 134 million payment cards in Germany in 2014 were debit cards, which amounts to around 102.8 million cards. The growth rate of total payment card in circulation for the period 2015-2020 is expected to be around 0.5% and the contribution of debit cards in the payment cards market is expected to remain the same. The debit card transaction value at ATM remained considerably higher than the transaction value at POS terminals. The transaction value of debit cards at ATM accounted for 65.8% of the total debit card transaction value in 2014, which states that consumers prefer to use debit cards at ATMs for higher value transactions, rather than at POS terminals.

The total number of credit cards in Germany increased at a CAGR of 15.3% during the period 2012-2014. However during the forecast period, the growth is expected to slow down to a CAGR of 6.0%. The average credit card transaction value in Germany declined from EUR 88.5 in 2012 to EUR 69.3 in 2014, at a CAGR of -11.5%. The average transaction value is also anticipated to decrease during the forecast period. In contrary to debit cards, the credit card frequency of use increased at a CAGR of 21.0% during 2012-2014 and the frequency of transaction is expected to reach up to 27.9 times by 2020.

Key players in the Germany cards and payments market:

- DSGV
- BVR
- Deutsche bank
- Commerzbank
- Targobank

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