Debit Cards in Spain

Description: As GDP increased and unemployment rates slowly declined in 2016, consumption increased and debit card retail sales saw important growth. Debit cards are the cards most used by Spaniards, mainly for daily purchases. Moreover, when opening a new account, debit cards are usually offered to new customers. In previous years, during the financial crisis, many Spanish people had to close their bank accounts so they would not have to pay bank fees if they became unemployed.

The Debit Transactions in Spain report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Debit Transactions market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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DEBIT CARDS IN SPAIN
November 2016

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