



**Euromonitor
International**

Financial Cards and Payments in the US

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EXECUTIVE SUMMARY

Geopolitical uncertainty and regulatory changes shape demand

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INDUSTRY PERFORMANCE

Regulatory realignment and premiumisation shape the evolution of US financial cards and payments in 2025
Regulatory shifts impact the US payment landscape during the political transition
Artificial intelligence reshapes fraud, commerce and decision-making across the US payments landscape

WHAT'S NEXT?

Regulatory realignment is expected to influence financial cards and payments in the US
Premium competition and network uncertainty is set to intensify across the forecast period
The role of AI is set to expand across fintech and commerce

COMPETITIVE LANDSCAPE

Market leadership in US financial cards is shaped by scale and premium positioning
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Premium rewards and corporate spend drive charge card growth in 2025

INDUSTRY PERFORMANCE

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Continued growth in US charge card transactions is driven by rewards and corporate spend

WHAT'S NEXT?

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US credit card market sees strong growth, consolidation, and regulatory shifts in 2025

INDUSTRY PERFORMANCE

Steady growth in US credit card circulation driven by personal and commercial sectors in 2025

Robust growth in US credit card transactions is driven by rewards-seeking consumers

WHAT'S NEXT?

Ongoing growth in US credit card transactions will be driven by rewards and premium offerings

Capital One completes Discover acquisition, creating a major shift in US credit cards over the forecast period

Proposed Visa and Mastercard settlement marks a potential turning point in long-running US swipe fee litigation

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Rising transaction volumes reflect evolving spending patterns among younger consumers

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Regulation developments are expected to shape the future of debit cards

The evolving role of debit in AI-driven payment ecosystems and consumer platforms

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