



**Euromonitor
International**

Financial Cards and Payments in Western Europe

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Key findings

REGIONAL OVERVIEW

Western European has the third biggest card payment transactions market

Increasing number of micropayments will mean stronger volume than value growth

Western Europe ranks third for personal payment transactions value

Continued growth expected in the coming years for personal payments

Germany the clear leader in electronic direct/ACH transactions in the region

Debit cards dominate card spending in Western Europe

Proximity payments more dynamic but remote payments still lead m-commerce

Personal paper payment transactions declining in most countries in the region

Credit cards the dominant payment method in Turkey

Personal card payment transactions are dominant in most countries

Debit cards add the most new transaction value in Western Europe in 2019-2024

Micropayments boosting usage of financial cards

LEADING COMPANIES AND BRANDS

Extremely concentrated card operators competitive landscape

Monzo and Revolut gaining share from the big banks in card issuing in the UK

Visa and Mastercard present across the region

Mastercard and Visa look to break the dominance of CB in France

FORECAST PROJECTIONS

Positive but slowing growth expected for card payment transactions over 2024-2029

Debit cards will continue to lead, store cards will remain in decline

Personal paper payment transactions will continue declining

Continued growth expected for card and electronic direct/ACH payment transactions

Continued dynamic growth expected for m-commerce in Western Europe over 2024-2029

Remote payments will continue to lead despite stronger growth for proximity

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Card Payments and Competitive Landscape

Austria: Consumer Payments and M-commerce

Denmark: Market Context

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