

# Global Payment Cards Data and Forecasts to 2026

## Executive Report and Market Database

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[www.rbrlondon.com](http://www.rbrlondon.com)

## Only RBR provides the cards and payments industry with comprehensive coverage, consistent data, reliable forecasts and deep market insights

### Comprehensive coverage

- ▶ Robust analysis and real insights on issuing, acquiring, contactless, e-commerce and more
- ▶ Covers 99.5% of global card purchase volume
- ▶ Only RBR fully addresses domestic networks, private label cards, Visa Electron, Maestro etc.

### Consistent, accurate data

- ▶ Proprietary research with multiple sources synthesised to ensure market sizes and shares reflect standardised definitions across countries
- ▶ Reliable forecasts based on repeatable methodology and robust review

### Deep market understanding

- ▶ Multilingual in-house team, with deep industry focus and country expertise
- ▶ Research, analysis and writing integrated – engage directly with RBR's experts to add value to published research

### Long-term commitment

- ▶ Clear focus on banking and retail; covering cards and payments for >35 years
- ▶ Reputation for integrity and independence
- ▶ The authoritative research provider trusted by the industry's major players

*"RBR's cards research provides us with strategic industry benchmark data of a quality which is heads above anything else available"*

Mastercard

*Global Payment Cards Data and Forecasts* provides comprehensive data and insightful commentary across all aspects of the market

	Topics					
	Card issuing	Card usage	Contactless	e-Commerce	Acceptance	Cashless payments
Geographies	Global coverage with data for <b>65 country markets</b> across <b>4 regions</b>					
Card types	Figures for <b>credit, debit</b> and <b>prepaid</b>					
Metrics	Volume of <b>payments</b> , number of <b>payments</b> , number of <b>cards</b> , number of <b>POS terminals</b> , number of <b>merchant outlets</b> etc.					
Card schemes	Details by <b>network</b> and <b>brand</b> : American Express, Discover, Diners Club, Domestic, JCB, Maestro, Mastercard, Mastercard Electronic, Private Label, UnionPay, Visa, Visa Electron, V PAY					
Time periods	Actual data for <b>2016-2020</b> ; forecasts for <b>2021-2026</b>					

Complete data scope can be found at [www.rbrlondon.com/global-cards](http://www.rbrlondon.com/global-cards)

## RBR's *Global Payment Cards Data and Forecasts* comes in easy-to-use formats, and includes access to RBR analysts

Three study deliverables collectively address clients' core market intelligence needs

### Executive Report

- ▶ Key market statistics, trends and commentary
- ▶ Country reports and global/regional comparative analyses
- ▶ Familiar PowerPoint format facilitates use of material
- ▶ A presentation to executives can be arranged

### Market Database

- ▶ Comprehensive figures allowing easy extraction of data for further analysis
- ▶ Table and charting tool to allow users to easily produce bespoke outputs

### Analyst Access

- ▶ Privileged access to RBR's senior researchers

### Purchasing Options

#### Global Report

£85,000

#### Regional Reports

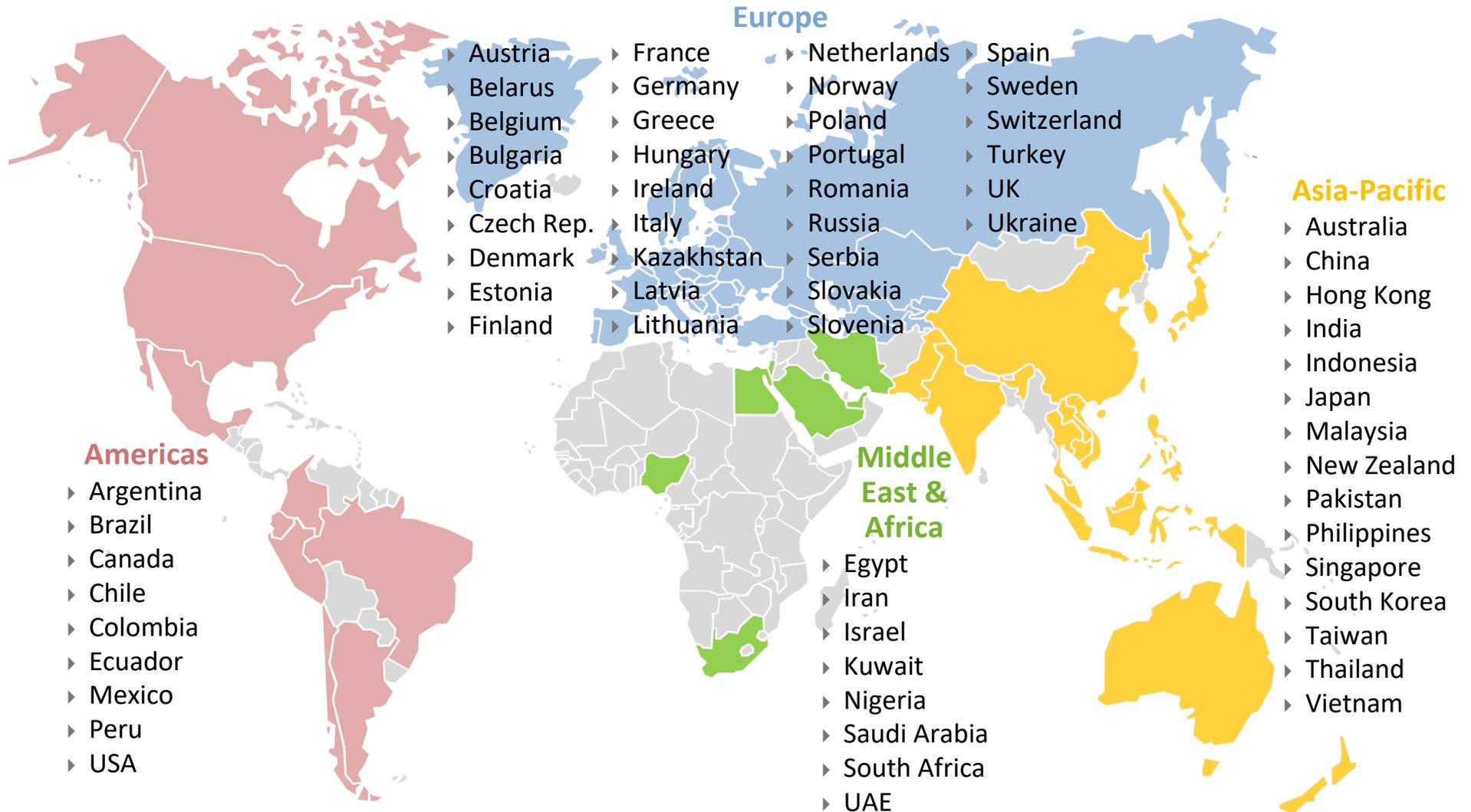
Asia-Pacific: £30,000    Europe: £49,500  
Americas: £18,000    MEA: £16,000

#### Country Reports

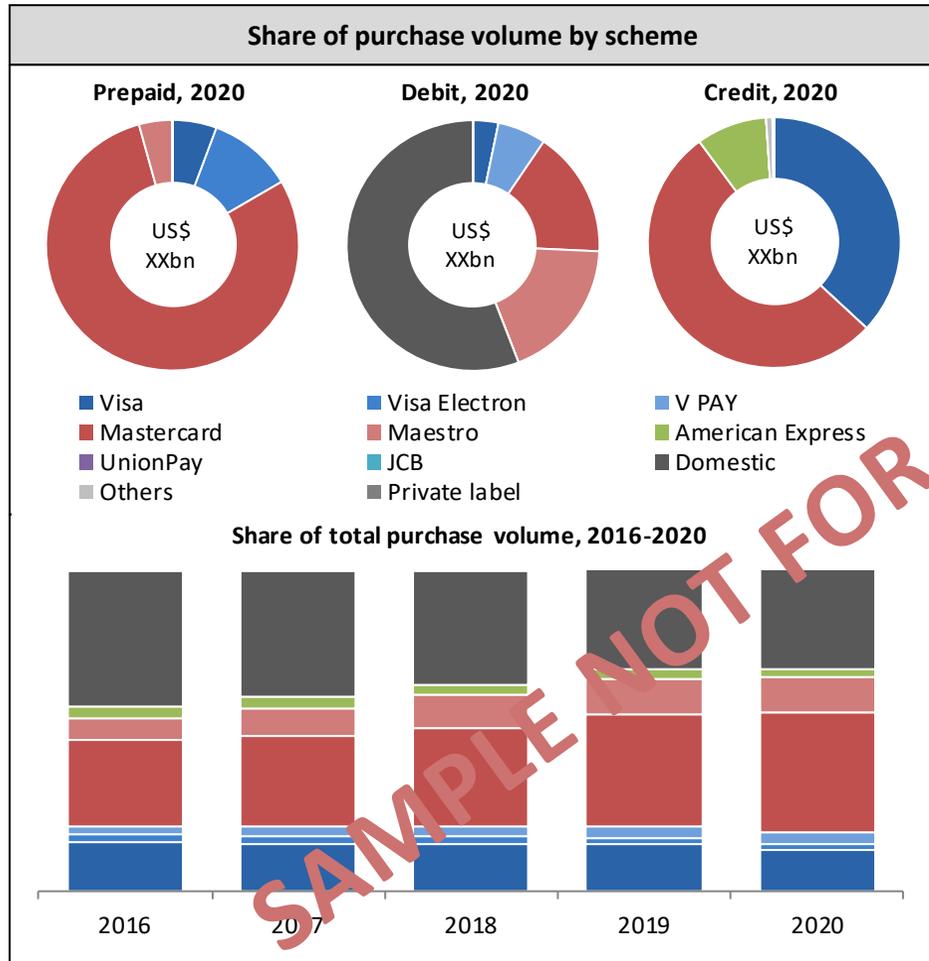
£4,500

To discuss your requirements, please contact RBR on +44 20 8831 7300 or [rbr@rbrlondon.com](mailto:rbr@rbrlondon.com)

# Global Payment Cards Data and Forecasts covers 65 countries across four regions



# PagoBancomat's share of debit card purchases continued to fall in 2020, owing to the strong growth of international-only debit cards



Source: RBR analysis

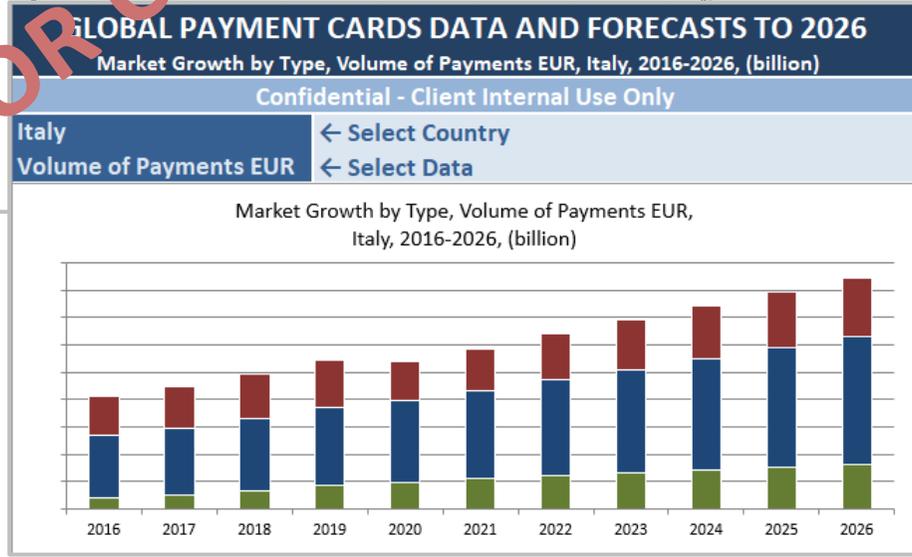
**Key insights**

- ▶ 57% of the number and 56% of the volume of debit card payments were made through the domestic scheme PagoBancomat in 2020, down from 61% and 53% respectively in 2019
- ▶ This decline was due to the strong growth of international debit cards which gained share of volume and payments at the expense of the domestic scheme
- ▶ The PagoBancomat function is used for domestic transactions, while the international function is used for e-commerce and cross-border payments
- ▶ Cardholders are offered the choice between the domestic and the international scheme on dual-badged debit cards at the point of sale. If customers reach the PagoBancomat spending limit, the international function is used for domestic transactions
- ▶ The vast majority of debit transactions with digital card wallets are processed via the international schemes
- ▶ Mastercard (including Maestro) accounted for 34% of the number and 35% of the volume of debit card purchases in 2020, while Visa made up 9% of both the number and volume of debit card payments
- ▶ There were 34 million PagoBancomat cards, mainly dual-badged with an international brand (Mastercard, Maestro and V PAY); only around 400,000 are domestic only cards
- ▶ Intesa Sanpaolo is the main issuer of PagoBancomat-only cards
- ▶ Issuers such as Nexi, UniCredit, ING, Deutsche Bank and Compass offer non-PagoBancomat debit cards, to provide enhanced functionality to cardholders and improve profitability

Comprehensive Excel market database allows users to access data, produce charts and carry out bespoke analysis in a familiar format

GLOBAL PAYMENT CARDS DATA AND FORECASTS TO 2026		Volume of Card Payments by Scheme - Dual-Badged View - 2016-2020 (billion EUR)							
Confidential - Client Internal Use Only									
Country	Scheme	2016				2017			
		Prepaid	Debit	Credit	Total	Prepaid	Debit	Credit	Total
Portugal	Visa	0.4	1.1	1.9	3.4	0.5	1.2	1.8	3.5
Portugal	Visa Electron								
Portugal	V PAY								
Portugal	Interlink								
Portugal	Mastercard								
Portugal	Maestro								
Portugal	Mastercard Electronic								
Portugal	Discover								
Portugal	UnionPay								
Portugal	Domestic								

GLOBAL PAYMENT CARDS DATA AND FORECASTS TO 2026		Number of e-commerce Card Purchase Transactions - 2016-2026 (million)						
Confidential - Client Internal Use Only								
Region	Country	2020	2021	2022	2023	2024	2025	2026
Asia-Pacific	Australia	1,503	1,895	2,250	2,621	2,955	3,218	3,490
Asia-Pacific	China							
Asia-Pacific	Hong Kong							
Asia-Pacific	India							
Asia-Pacific	Indonesia							
Asia-Pacific	Japan							
Asia-Pacific	Malaysia							
Asia-Pacific	New Zealand							
Asia-Pacific	Pakistan							



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