

Charge Cards in the US

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Possible beneficiary of higher interest rates

American Express maintains its dominance of charge cards in the US

Commercial payments continue to rebound and grow

PROSPECTS AND OPPORTUNITIES

Credit interchange is under the microscope, threatening rewards rates

Popularity of charge cards lags behind that of credit cards, and BNPL is a threat

Meeting new consumers in the digital world

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2018-2023

Table 2 - Charge Cards Transactions 2018-2023

Table 3 - Charge Cards in Circulation: % Growth 2018-2023

Table 4 - Charge Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Charge Cards Transactions 2018-2023

Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 - Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 10 - Personal Charge Cards Transactions 2018-2023

Table 11 - Personal Charge Cards in Circulation: % Growth 2018-2023

Table 12 - Personal Charge Cards Transactions: % Growth 2018-2023

Table 13 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 - Charge Cards: Number of Cards by Operator 2018-2022

Table 15 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 18 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 21 - Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 22 - Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 23 - Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 24 - Personal Charge Cards Transaction Value by Operator 2018-2022

Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 26 - Forecast Charge Cards Transactions 2023-2028

Table 27 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 28 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 30 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 34 - Forecast Personal Charge Cards Transactions 2023-2028

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

Credit Cards in the US - Category analysis

Credit Cards in the US - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary environment a contributory factor to growth for credit cards
Federal Reserve raises interest rates, taming inflation but forcing credit rates higher
Apple explores ways to enter BNPL and savings

PROSPECTS AND OPPORTUNITIES

With education lending relief ending, debts likely to make their way onto credit cards
The proliferation of BNPL will bring competition, but be dwarfed by credit card use
Credit Card Competition Act continues to hang over the future of credit cards

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2018-2023
Table 38 - Credit Cards Transactions 2018-2023
Table 39 - Credit Cards in Circulation: % Growth 2018-2023
Table 40 - Credit Cards Transactions: % Growth 2018-2023
Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023
Table 42 - Commercial Credit Cards Transactions 2018-2023
Table 43 - Commercial Credit Cards in Circulation: % Growth 2018-2023
Table 44 - Commercial Credit Cards Transactions: % Growth 2018-2023
Table 45 - Personal Credit Cards: Number of Cards in Circulation 2018-2023
Table 46 - Personal Credit Cards Transactions 2018-2023
Table 47 - Personal Credit Cards in Circulation: % Growth 2018-2023
Table 48 - Personal Credit Cards Transactions: % Growth 2018-2023
Table 49 - Credit Cards: Number of Cards by Issuer 2018-2022
Table 50 - Credit Cards: Number of Cards by Operator 2018-2022
Table 51 - Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 52 - Credit Cards Payment Transaction Value by Operator 2018-2022
Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022
Table 54 - Commercial Credit Cards: Number of Cards by Operator 2018-2022
Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
Table 57 - Personal Credit Cards: Number of Cards by Issuer 2018-2022
Table 58 - Personal Credit Cards: Number of Cards by Operator 2018-2022
Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022
Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028
Table 62 - Forecast Credit Cards Transactions 2023-2028
Table 63 - Forecast Credit Cards in Circulation: % Growth 2023-2028
Table 64 - Forecast Credit Cards Transactions: % Growth 2023-2028
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
Table 66 - Forecast Commercial Credit Cards Transactions 2023-2028
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
Table 70 - Forecast Personal Credit Cards Transactions 2023-2028
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

[Debit Cards in the US - Category analysis](#)

[Debit Cards in the US - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fraud remains an important story for debit cards

The line between debit cards and other card types continues to blur

Debit sees success with younger generations due to lack of credit history

PROSPECTS AND OPPORTUNITIES

Bank account interest rates have potential to draw in new consumers

Commercial debit cards set to continue to see healthy growth

Debit card fee regulation on the horizon

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2018-2023

Table 74 - Debit Cards Transactions 2018-2023

Table 75 - Debit Cards in Circulation: % Growth 2018-2023

Table 76 - Debit Cards Transactions: % Growth 2018-2023

Table 77 - Debit Cards: Number of Cards by Issuer 2018-2022

Table 78 - Debit Cards: Number of Cards by Operator 2018-2022

Table 79 - Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 80 - Debit Cards Payment Transaction Value by Operator 2018-2022

Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 82 - Forecast Debit Cards Transactions 2023-2028

Table 83 - Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 84 - Forecast Debit Cards Transactions: % Growth 2023-2028

[Pre-Paid Cards in the US - Category analysis](#)

[Pre-Paid Cards in the US - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Transportation pre-paid cards rebounds as more workers return to the office

Pre-paid cards play an increased role in government aid and tax returns

Pre-paid cards continue to make their way into fintech

PROSPECTS AND OPPORTUNITIES

Crypto and pre-paid cards offer an interesting proposition for the future

Fraud continues to be a major issue for both open and closed loop pre-paid cards

Will pre-paid cards be a winner in the quest for lower card fees?

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 86 - Pre-paid Cards Transactions 2018-2023

Table 87 - Pre-paid Cards in Circulation: % Growth 2018-2023

Table 88 - Pre-paid Cards Transactions: % Growth 2018-2023

Table 89 - Closed Loop Pre-paid Cards Transactions 2018-2023

Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 91 - Open Loop Pre-paid Cards Transactions 2018-2023

Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 93 - Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 94 - Pre-paid Cards Transaction Value by Operator 2018-2022

Table 95 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 96 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 97 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 98 - Forecast Pre-paid Cards Transactions 2023-2028

Table 99 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 100 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 101 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 102 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 103 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 104 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

[Store Cards in the US - Category analysis](#)

[Store Cards in the US - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation again leads people to need credit to make ends meet

Competitive landscape and potential for category creep

Assessing fraud risk on store cards relative to other card types

PROSPECTS AND OPPORTUNITIES

Threat of cannibalisation by BNPL

Opportunities in terms of loyalty and integration – the need for digital development

Could store cards be a winner in a future full of proposed regulations?

CATEGORY DATA

Table 105 - Store Cards: Number of Cards in Circulation 2018-2023

Table 106 - Store Cards Transactions 2018-2023

Table 107 - Store Cards in Circulation: % Growth 2018-2023

Table 108 - Store Cards Transactions: % Growth 2018-2023

Table 109 - Store Cards: Number of Cards by Issuer 2018-2022

Table 110 - Store Cards: Payment Transaction Value by Issuer 2018-2022

Table 111 - Forecast Store Cards: Number of Cards in Circulation 2023-2028

Table 112 - Forecast Store Cards Transactions 2023-2028

Table 113 - Forecast Store Cards in Circulation: % Growth 2023-2028

Table 114 - Forecast Store Cards Transactions: % Growth 2023-2028

[Financial Cards and Payments in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

The administration takes aim: Crypto indictments and federal interest rates

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 115 - Number of POS Terminals: Units 2018-2023

Table 116 - Number of ATMs: Units 2018-2023

Table 117 - Value Lost to Fraud 2018-2023

Table 118 - Card Expenditure by Location 2023

Table 119 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 120 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 121 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 122 - Financial Cards by Category: Number of Accounts 2018-2023

Table 123 - Financial Cards Transactions by Category: Value 2018-2023

Table 124 - Financial Cards by Category: Number of Transactions 2018-2023

Table 125 - Consumer Payments by Category: Value 2018-2023

Table 126 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 127 - M-Commerce by Category: Value 2018-2023

Table 128 - M-Commerce by Category: % Value Growth 2018-2023

Table 129 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 130 - Financial Cards: Number of Cards by Operator 2018-2022

Table 131 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 132 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 133 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 134 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 135 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 136 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 137 - Forecast Consumer Payments by Category: Value 2023-2028

Table 138 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 139 - Forecast M-Commerce by Category: Value 2023-2028

Table 140 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/charge-cards-in-the-us/report.