

Mastercard Inc in Consumer Finance

September 2022

Table of Contents

SCOPE OF THE REPORT

Scope

STRATEGIC EVALUATION

Key company facts

Financial assessment: Balance sheet

Financial assessment: Revenue analysis

Mastercard partnerships and agreements

Expanding products and services / acquisitions

SWOT: Mastercard Inc

Key opportunities and challenges

COMPETITIVE POSITIONING

Global operator landscape

Mastercard fares better than global trends during first year of recovery

International network product breakdown

MARKET ASSESSMENT

International Assessment

Product Mix

GEOGRAPHIC AND CATEGORY OPPORTUNITIES

Buy now pay later continues its growth, but challenges are on the horizon

Extending services and protections as the network of the future

Commercial payments continue to be underpenetrated by card transactions

BRAND STRATEGY

Brand strategy

Comparative brand investment

RECOMMENDATIONS

Recommendations

Data parameters and report definitions

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/mastercard-inc-in-consumer-finance/report.