



Euromonitor
International

Financial Cards and Payments in Australia

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EXECUTIVE SUMMARY

BNPL poses challenge to credit cards

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Steady flow of new debit cards offsets decline in cards in circulation in other categories

Cautious consumer behaviour impacts overall spending

Increasing proportion of consumers make remote card payments

WHAT'S NEXT?

Debit cards will remain a key payment method in the years ahead

Cash payments will likely continue to decline

Ban on card surcharges on the horizon

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Lack of interest and high spending limits attract business users

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Declining number of cards in circulation in 2025

Transactions increase thanks to interest-free higher spending limits

WHAT'S NEXT?

Unique positioning of charge cards will ensure steady growth over the forecast period

Central bank contemplating removal of card payment surcharges

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INDUSTRY PERFORMANCE

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Major players leverage strong position despite growth of American Express

WHAT'S NEXT?

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INDUSTRY PERFORMANCE

Pre-paid cards maintain steady growth with high usage of gift cards and travel cards

Transactions increase in 2025 in both open- and closed-loop pre-paid cards

WHAT'S NEXT?

Positive forecast with consumer habits expected to remain consistent

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Store Cards in Australia - Category analysis

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Multitude of payment options makes store cards less relevant

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