

# Global Private Label Card Market: Trends & Opportunities (2016-2020)

April 2016



# Global Private Label Card Market Report

## Scope of the Report

The report titled "Global Private Label Card Market: Trends & Opportunities (2016-2020)", provides an in-depth analysis of the global private label card market by value and by volume. The report also gives an insight of the global card market by value, by volume etc. The report provides a regional analysis of the private label cards, including the following regions: US and Europe.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. The competition in the global private label card market is dominated by Alliance Data Systems, JP Morgan Chase & Co, Wells Fargo & Co and Capital One Financial Corp. Further, key players of the private label cards market, Alliance Data Systems, JP Morgan Chase & Co, Wells Fargo & Co and Capital One Financial Corp are also profiled with their financial information and respective business strategies.

## Country Coverage

America

Europe

## Company Coverage

Alliance Data Systems

JP Morgan Chase & Co.

Wells Fargo & Co.

Capital One Financial Corp

# Global Private Label Card Market Report

## Executive Summary

Payment cards allow the card holders to make payments by electronic fund transfer. These cards are classified into credit cards and debit cards. The debit cards are cards in which the card holder directly transfers money from their bank account to make payment for the purchase. Credit cards are the cards issued by the banks, allowing the holder to purchase goods and services on credit. The credit cards are further classified into private label cards and other credit cards.

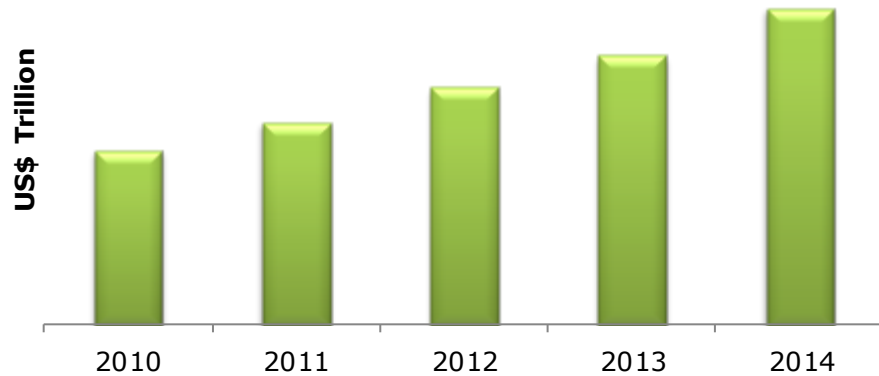
Private label credit cards or store cards or proprietary cards are branded for a specific retailer or a manufacturer. The retailer can manage the cards in house or can be managed or issued by a third party processor, who in turn collects the payments from the card holders. Terms and conditions for private label cards are made by the contract between the retailer and the third party processor. Retailers prefer to have their own cards, thus enabling the consumers to shop at their stores. Private label cards are used in retail outlets, mostly to attract the consumers and giving them another reason to shop at particular stores. The private label cards, however, have a lower credit limit and a high interest rates.

The private label cards have different advantages to customers, to retailers and to business. The disadvantages of private label cards are high interest rates and harm to the credit score.

The private label card market is driven by rising global population, increasing urbanization, rewards and incentive programs, increasing mobile payments, increasing global GDP per capita and increasing retail sales.

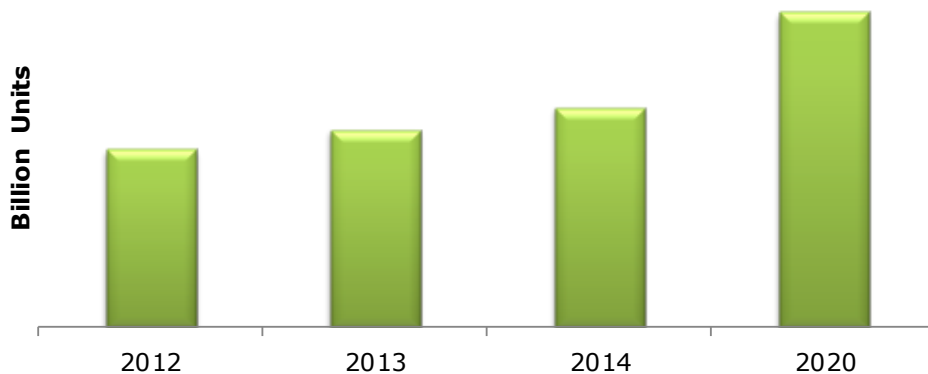
# Global Card Market Overview

## Global Card Market by Value; 2012-2014 (US\$ Trillion)



The global card market in 2014 was valued at US\$... trillion, up by ...% as compared to 2013. The increase in card market is expected due to increasing demand for..... There are two segments in global cards market debit cards and credit cards. The larger segments is .... with ...% of share in global cards market market in 2014.

## Global Card Market by Installed Base; 2012-2020 (Billion Units)

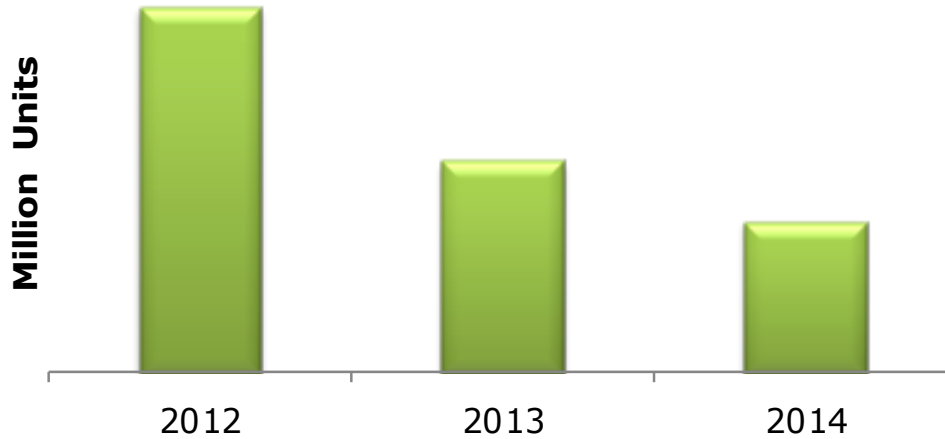


## Global Card Market by Segments; 2014

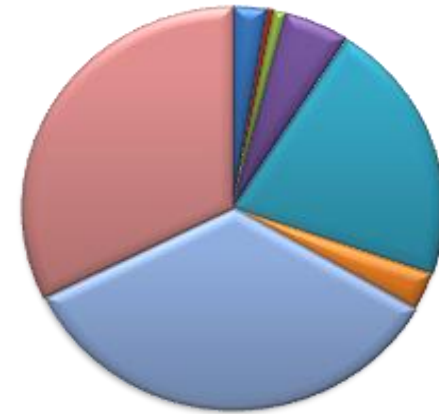


# Global Private Label Card Market Segments Overview

Global Private Label Card Market by Installed Base; 2012-2014 (Million Units)



Global Private Label Card Market by Share in Global Cards Market; 2014



The global private label card market share in global card market is.....in 2014 and global private label card market by installed base is..... million units in 2012-2014. This decrease is expected due to ..... There are two segments of private label cards market that are...&....

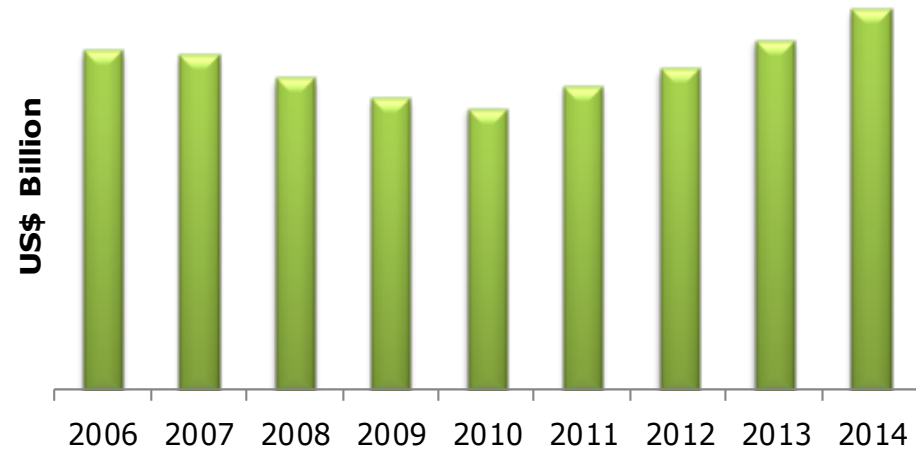
# Global Private Label Card Market: Regional Overview

America Private Label Card Market by Share in America's Card Market (Installed Base); 2014



The America's Private label card market as a share in America's card market in 2014, is valued at....%. The US private label card market by payment volume has increased at ..... US\$ billion in 2014 up from .....US\$ billion in 2013. The Europe's private label card market by share in total value of card is.....% in 2014.

US Private Label Card Market by Payment Volume; 2006-214 (US\$ Billion)



Europe's Private Label Card Market by Share in Total Value of Card; 2014

