



# Store Cards in Spain

November 2023

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E-commerce and travel support growth in charge cards

Contactless payments on the rise

BNPL is changing the landscape

#### PROSPECTS AND OPPORTUNITIES

Uncertain economic situation set to restrict growth in card payments

Electronic payments, such as the Bizum platform, will directly compete with charge cards

New players in credit cards could drive a shift from charge cards to credit cards

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Store cards hold a relatively small and declining share of card payment transactions  
Consumers increasingly prefer debit and credit cards  
The leading player moves out of store cards in 2023

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