

## France Cards and Payments Market 2020 Emerging Trends & Forecasts Report

*Latest market research report on "The Cards and Payments Industry in France: Emerging Trends and Opportunities to 2020" published at OrbisResearch.com*

Latest market research report on "The Cards and Payments Industry in France: Emerging Trends and Opportunities to 2020" published at OrbisResearch.com Dallas, United States - April 20, 2017 /MarketersMedia/ -- GlobalData's "The Cards and Payments Industry in France: Emerging Trends and Opportunities to 2020", report provides detailed analysis of market trends in the French cards and payments industry. It provides values and volumes for a number of key performance indicators in the industry, including credit transfers, direct debits, check payments, payment cards and cash transactions during the review period (2012-2016).

The report also analyzes various payment card markets operating in the industry, and provides detailed information on the number of cards in circulation, and transaction values and volumes during the review period and over the forecast period (2016-2020). It also offers information on the country's competitive landscape, including the market shares of issuers and schemes.

The report brings together GlobalData's research, modeling, and analysis expertise to allow banks and card issuers to identify segment dynamics and competitive advantages. The report also covers details of regulatory policy and recent changes in the regulatory structure.

Banks and payment solution providers are launching new solutions to benefit from a growing preference for alternative payments. In March 2015 Sweden-based mobile payment (m-payment) solution provider Seamless launched its mobile app, Seqr. Following which, the functionality of Paylib was expanded in May 2016, allowing users with compatible Android mobile phones to make contactless m-payments of up to US\$19.0 (EUR20) at 470,000 merchants. Apple launched Apple Pay in July 2016 in partnership with some of the country's largest financial institutions. Request a sample of the report @ <http://www.orbisresearch.com/contacts/request-sample/267068> .

The emergence of digital only banks is likely to accelerate a shift towards electronic payments in France. In January 2016, telecom operator Orange France acquired Groupama Banque to create Orange Bank. Orange mobile phone customers can directly subscribe to banking services through the network's mobile app, via the website, or at 140 accredited stores. In December 2015, German-based financial service provider Number 26 launched its mobile-only bank in France.

The introduction of maintenance fee on saving and current accounts by major banks is anticipated to bring more competition in the French debit cards market. With profit margins shrinking and interest rates low, banks are introducing account fees. BNP Paribas introduced a US\$2.4 (EUR2.5) basic account fee in November 2015. Similarly, BNP Paribas, Société Générale and Caisse d'Epargne Île-de-France introduced current account fees in the range of US\$14.3-28.5 (EUR15-30) in February 2016. Banque Postale raised account fees from US\$4 (EUR4.2) to US\$5.9 (EUR6.2).

This report also provides top-level market analysis, information and insights into the French cards and payments industry, including -

- Current and forecast values for each market in the French cards and payments industry, including debit, credit and charge cards.
- Detailed insights into payment instruments including credit transfers, direct debits, cash transactions, checks and payment cards. It also, includes an overview of the country's key alternative payment instruments.
- E-commerce market analysis and payment methods.
- Analysis of various market drivers and regulations governing the French cards and payments

industry.

- Detailed analysis of strategies adopted by banks and other institutions to market debit, credit and charge cards.
- Comprehensive analysis of consumer attitudes and buying preferences for cards.
- The competitive landscape in the French cards and payments industry.

Scope

- This report provides a comprehensive analysis of the French cards and payments industry.
- It provides current values for the French cards and payments industry for 2016, and forecast figures to 2020.
- It details the different demographic, economic, infrastructural and business drivers affecting the French cards and payments industry.
- It outlines the current regulatory framework in the industry.
- It details marketing strategies used by various banks and other institutions.

Reasons to buy

- Make strategic business decisions, using top-level historic and forecast market data, related to the French cards and payments industry and each market within it.
- Understand the key market trends and growth opportunities in the French cards and payments industry.
- Assess the competitive dynamics in the French cards and payments industry.
- Gain insights into marketing strategies used for various card types in France.
- Gain insights into key regulations governing the French cards and payments industry.

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Contact Info: Name: Hector Costello Organization: Orbis Research Address: 4144N Central Expressway, Suite 600 Phone: +1 (214) 884-6817 Source URL: <http://marketersmedia.com/france-cards-and-payments-market-2020-emerging-trends-forecasts-report/188394> For more information, please visit <http://www.orbisresearch.com/reports/index/the-cards-and-payments-industry-in-france-emerging-trends-and-opportunities-to-2020> Source: MarketersMedia Release ID: 188394

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