

Global Commercial Cards

RESEARCH OVERVIEW

RBR Data Services research delivers market and competitive intelligence to support regular and ad-hoc strategic planning

RBR Data Services provides clients with independent and reliable data and insights through published research, consulting and bespoke data services. Its global research covers the cards and payments, retail technology and banking automation sectors and is used by leading market participants, analysts and regulators as the authoritative source of industry and competitor benchmark data.

Datos Insights is the advisor of choice to the banking, insurance, securities, and retail technology industries – both the financial institutions and the technology providers who serve them. We help our clients make better technology decisions so they can protect and grow their customers' assets.

For more information, visit www.datos-insights.com

Contact

Datos Insights
393 Richmond Road
London TW1 2EF, UK
rbr@datos-insights.com

Global Commercial Cards 2024 helps industry stakeholders to identify opportunities in this underdeveloped market

Commercial cards represent a substantial underexploited market opportunity

- Commercial cards account for just 7% of global card purchase volume, and represent a major opportunity for networks, banks, specialist issuers, processors and fintechs
- Across the world, there is uneven development of offerings for small and medium businesses, travel and entertainment purposes, and business-to-business procurement

Global Commercial Cards 2024 is an invaluable tool for strategic planning

- Global Commercial Cards 2024 provides comprehensive data and deep market insight
- It delivers country-by-country analysis including market sizes, segmentation and forecasts
- The study highlights market trends and key developments in each country

Global Commercial Cards 2024 provides detailed quantitative and qualitative analysis of SMB, T&E and B2B segments

Quantitative

| | | | |
|--------------------|--|---|--|
| Metric | Purchase volume on card products with a commercial BIN | | |
| Segments | Small and Medium Business (Business) | Travel and Entertainment (Corporate / Lodge) | Business to Business (Purchasing / Fleet / Fuel / Travel Wholesale) |
| Card types | Credit, debit and prepaid | | |
| Geographies | 33 countries covered individually, plus aggregate figures for other markets in each region See slide 5 | | |
| Timeframe | Annual data for 2019-2022; forecasts for 2023-2028 | | |
| Networks | American Express, Diners Club/Discover, Domestic, Mastercard, JCB, Private Label, UnionPay, Visa | | |

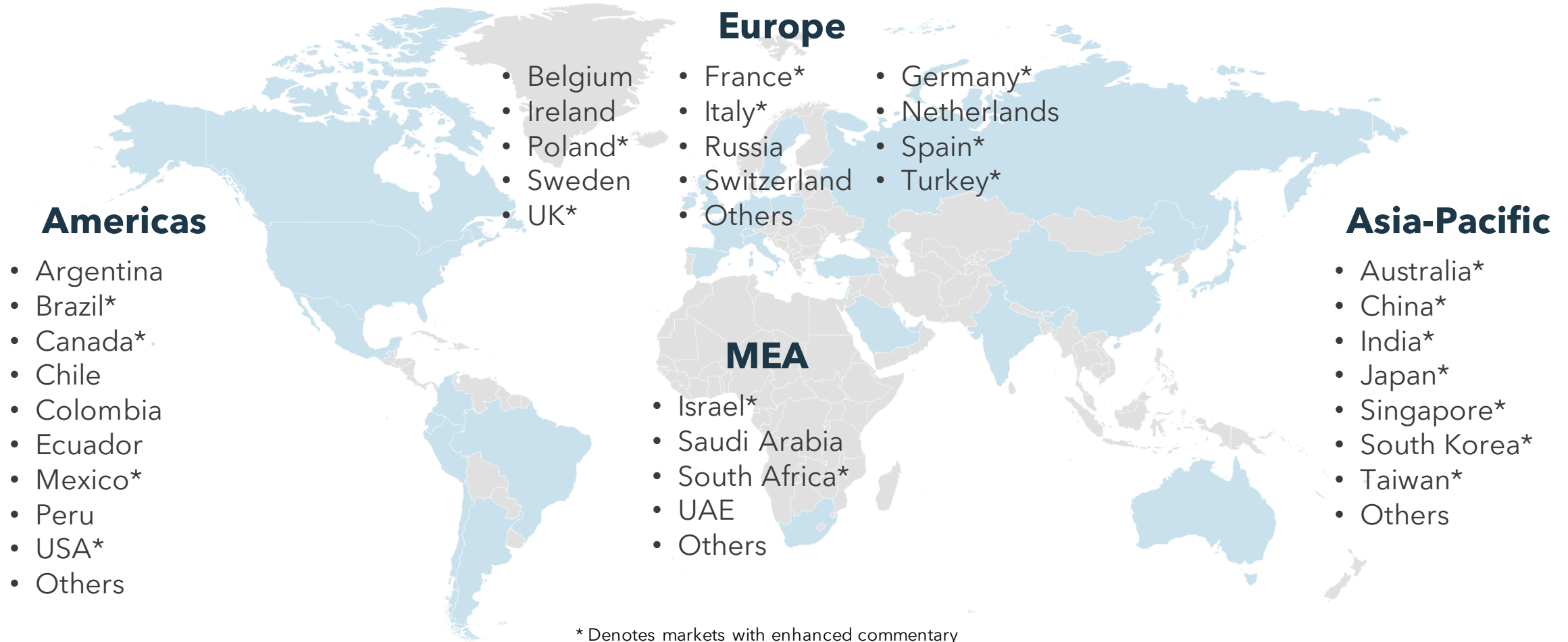
Qualitative

Commentary on market size/shape, development and growth prospects

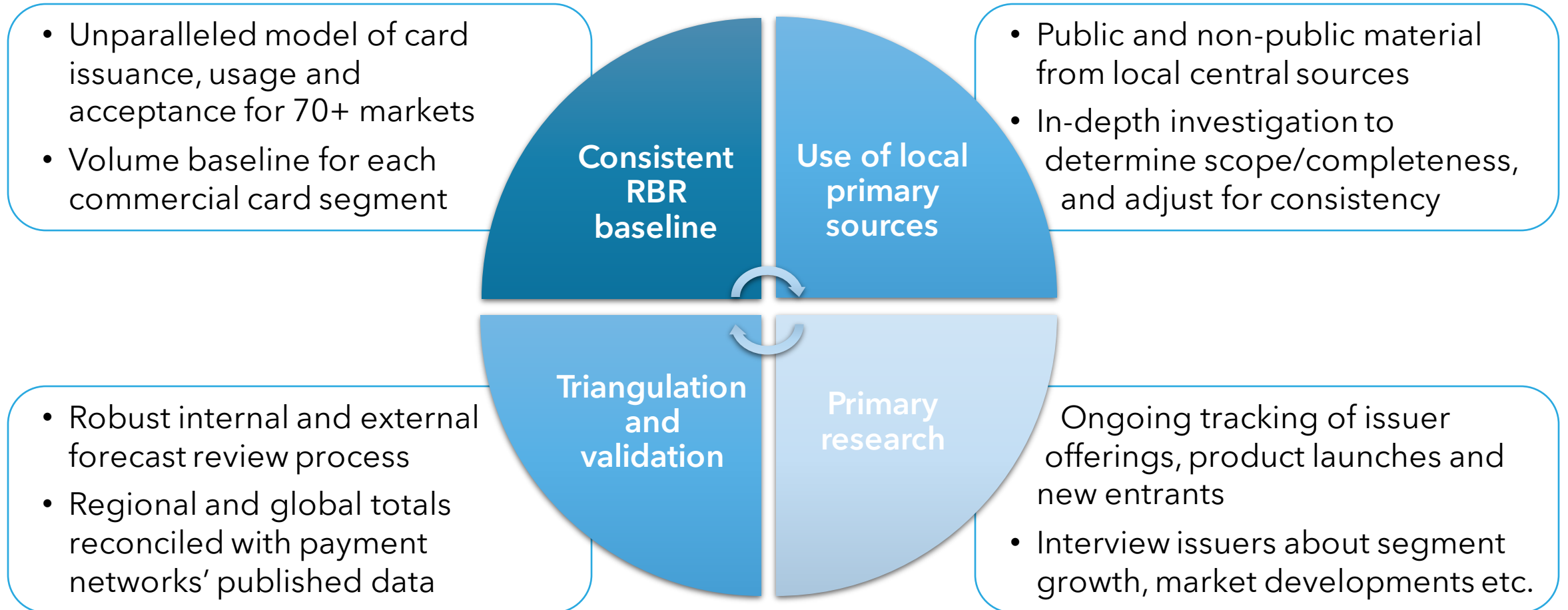
Key issuers' presence by segment

Enhanced detail in 20 major markets, with topics including
Key features of SMB products | Reporting and monitoring tools for large-market products | Revenue/employee thresholds for Corporate vs. Business cards | Regulatory considerations | Departments responsible for card programmes within businesses | Issuance of consumer cards to SMBs

Comprehensive coverage includes individual analysis of 33 countries that represent 96% of global commercial card volume




RBR Data Services synthesises diverse material from primary and secondary research, ensuring robust data and forecasts




Ease of use, and access to the RBR team, maximises value across your organisation


Deliverables collectively address clients’ core market intelligence needs

- 


Market Report

 - Key market statistics, trends and commentary by country
 - Regional and global comparative analyses
 - Familiar PowerPoint format facilitates re-use of material
- 

Market Database

 - Excel format enables use across your organisation
 - Charting tool facilitates production of bespoke outputs
 - Comprehensive data easily extracted for further analysis
- 

Video Conference

 - Live session to present findings and discuss implications
- 

Analyst Access

 - Ongoing access to senior RBR Data Services researchers

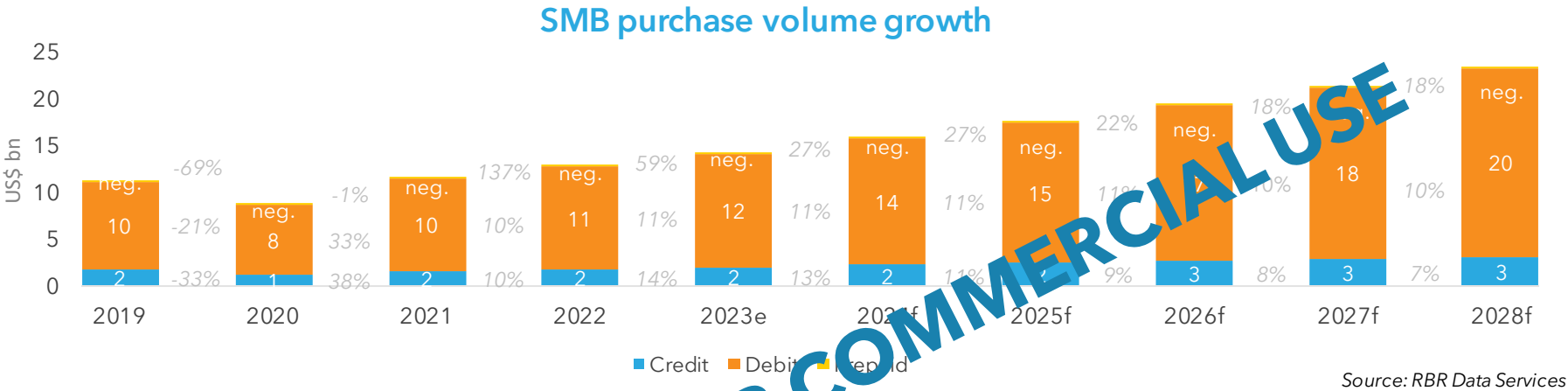
Global Report
\$89,000

Regional Reports

| | |
|--------------|----------|
| Asia-Pacific | \$30,500 |
| EMEA | \$55,000 |
| Americas | \$34,000 |

Contact us:
+44 20 8831 7300
rbr@datos-insights.com

The Market Report presents key insights on commercial card segments, types and products



SMB benchmarks

| | 2022 (US\$ bn) | | CAGR, 2022-2028 | | Share of commercial, 2022 | |
|---------|----------------|-------|-----------------|-------|---------------------------|-------|
| Credit | 1.7 | (#23) | 10% | (#13) | 8% | (#29) |
| Debit | 11.0 | (#12) | 11% | (#19) | 49% | (#6) |
| Prepaid | neg. | (#21) | 28% | (#1) | neg. | (#23) |
| Total | 12.8 | (#18) | 11% | (#15) | 57% | (#21) |

Figures in parentheses represent global ranking

Source: RBR Data Services

In 2022, SMB volume grew by 22% to total ZAR 209.5 billion (US\$12.8 billion), driven by increasing card acceptance across the market, as well as incentives and reward offerings by issuers keen to grow the sector

- In the long-term, new acquirers and low-cost acceptance solutions will continue to sustain growth, as well as the activation of existing card portfolios through optimisation initiatives
- Financial inclusion efforts through digitalisation, education and awareness will also boost volume, with new issuing opportunities through SMB platforms such as Lulalend
- Consumer cards are commonly issued to SMBs, meaning there is room for sustained growth in SMB commercial card products
- Typical features of SMB cards include online and in-person spending, the option for virtual or plastic cards, discounts and rewards, and options for Sharia-compliant accounts

The Market Database in Excel allows users to access data, produce charts and carry out bespoke analysis

Global Commercial Cards

SMB Purchase Volume by Card Type, Network and Year (Billion)

Confidential - Test Client Internal Use Only

Source: RBR Data Services

| | | | | | USD | | | | | |
|--------|---------|-----------|----------------------|--|------|------|------|------|------|------|
| Region | Country | Card Type | Network | | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
| EMEA | Belgium | Credit | TOTAL | | 3.15 | 2.45 | 2.97 | 3.40 | 3.81 | 3.42 |
| EMEA | Belgium | Credit | Visa | | | | | | | |
| EMEA | Belgium | Credit | Mastercard | | | | | | | |
| EMEA | Belgium | Credit | American Express | | | | | | | |
| EMEA | Belgium | Credit | UnionPay | | | | | | | |
| EMEA | Belgium | Credit | JCB | | | | | | | |
| EMEA | Belgium | Credit | Discover/Diners Club | | | | | | | |
| EMEA | Belgium | Credit | Domestic | | | | | | | |
| EMEA | Belgium | Credit | Private Label | | | | | | | |

Global Commercial Cards

Custom Analysis

Confidential - Test Client Internal Use Only

Source: RBR Data Services

Currency

Year

Segment

Product

Region

Sum of Volume

Column Labels

Local bn

EUR bn

RBR Data Services is the authoritative provider of cards and payments research, trusted by the industry's major players

Key Qualifications

- **35 years' experience** delivering cards and payments research to blue-chip client base
- **Dedicated commercial cards research** since 2011
- **Multilingual in-house team**, with deep industry focus and country expertise
- **Integrated research, analysis and writing** enables direct engagement with *RBR Data Services* team
- **Reputation for premium, independent research** studies funded by leading industry suppliers

Types of Client

- **Payment networks** incl. American Express, Mastercard, Visa, Discover, JCB
- **Payment processors** incl. Fiserv, Nexi, Adyen
- **Consultancies** incl. Bain & Company, Boston Consulting Group, Oxera Consulting
- **Banks** incl. Capital One, Goldman Sachs, SEB
- **Investors** incl. Ares Management, Elliott Management, Francisco Partners
- **Others** incl. European Commission

"RBR's research provides us with strategic industry benchmark data of a quality heads above anything else available"
Mastercard



datos
INSIGHTS