

# Payments Landscape in Italy Market 2017: Key Players –Deutsche Bank, BancoPosta, Poste Italiane, Intesa Sanpaolo, PayPal

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## SUMMARY

WiseGuyReports published new report, titled "Payments Landscape in Italy"

"Payments Landscape in Italy: Opportunities and Risks to 2021", report provides detailed analysis of market trends in the Italian cards and payments industry. It provides values and volumes for a number of key performance indicators in the industry, including credit

transfers, direct debit, cash, payment cards, and cheques during the review-period (2013-17e). The report also analyzes various payment card markets operating in the industry, and provides detailed information on the number of cards in circulation, transaction values and volumes during the review-period and over the forecast-period (2017-21f). It also offers information on the country's competitive landscape, including the market shares of issuers and schemes. The report brings together 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.

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

- Current and forecast values for each market in the Italian cards and payments industry, including debit, credit, and charge cards.
- Detailed insights into payment instruments including credit transfers, direct debit, cheques, cash, 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 Italian cards and payments industry.
- Detailed analysis of strategies adopted by banks and other institutions to market debit, credit, and charge cards.

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## Scope

- The emergence of digital banks is likely to accelerate a shift towards electronic payments in Italy. The German-based mobile-only bank N26 launched its services in Italy in December 2015, allowing consumers to conduct banking transactions entirely on their mobile phones. Similarly, in 2013 Banca Nazionale del Lavoro (BNL) launched Hello Bank!, a digital-only bank that offers customers standard banking features. In January 2017, UniCredit Bank announced plans to launch the mobile-only buddybank, which will offer current accounts, credit and debit cards, personal loans, and 24/7 personal assistance. According to the bank, buddybank will be available on the Apple App Store from January 29, 2018.
- To capitalize on the rising preference for alternative payments, international payment service providers are strengthening their presence in Italy. In May 2017, Apple launched its payment solution Apple Pay, enabling Apple users to make payments in-store, in-app, and online. In March 2015, Sweden-based company Seamless entered the Italian payments market with the launch of its Seqr mobile payment app. Similarly, in August 2015 US carrier billing service provider Boku acquired mobileview Italia, another carrier billing service provider. This acquisition provides Boku with access to 87 million mobile subscriptions. PayPal partnered with Vodafone in February 2016, enabling its customers to make contactless payments by linking their accounts to the Vodafone Wallet.
- To promote electronic payments, the No Cash Day Project was launched in 2011. The project, sponsored by the government, was launched to raise awareness and promote the benefits of electronic payments through conferences, interviews, surveys, and contests. A national project aimed at reducing cash payments was launched in 2015, in association with Maestro, Mastercard, Visa, UBI Banca, Bancomat Consortium, and Banco Popolare. As part of this, Bergamo was made a cashless city. Residents were offered discount coupons and vouchers on a daily and monthly basis for adopting electronic payment platforms. According to CartaSi, the city of Bergamo far exceeded the goal of the cashless city project by registering 611,623 cashless transactions in May 2015 against the set goal of 565,000 transactions.

## Key points to buy

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

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## About US

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