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Global Retailer Cards: Co-Branded, Loyalty and Private Label Programs by Bharatbook

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Global Retailer Cards: Co-Branded, Loyalty and Private Label Programs is a report, based on a survey of 6,280 prominent retail brands in 65 countries, about the provision of payment cards and loyalty programs by major retailers around the world. Retailer participation in coalition loyalty schemes is also considered.

http://www.bharatbook.com/market-research-reports/finance-market-research-report/global-retailer-cards-co-branded-loyalty-and-private-label-programs.html

Countries covered are Argentina, Australia, Austria, Bahrain, Belgium, Bosnia-Herzegovina, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Ecuador, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Kuwait, Latvia, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Oman, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UK, Ukraine, United Arab Emirates, Uruguay, USA, and Vietnam.

In total, the research identifies 1,945 retailer payment cards, over 2,500 proprietary retailer loyalty programs and over 100 coalition loyalty schemes, thereby providing a definitive, worldwide analysis of retailer co-branded, loyalty and private label programs that goes far beyond the scope of previous published research. Moreover, the PartnerBASEâ„¢ database that accompanies the report details each of the many initiatives for retailer credit, deferred debit, debit and rechargeable pre-paid cards traced by Finaccord, specifying the operating models used by retailers, the payment networks to which the cards are affiliated and the identity of the ultimate card issuers in each case.

This report and the PartnerBASEâ„¢ that accompanies it can be used in one or more of the following ways: gain rapid access to a unique global source of intelligence covering virtually all significant retail brands across an extremely wide range of geographies; monitor the activity of key national and international competitors in the retailer payment card sector including the many subsidiaries of AEON Credit Service, Alliance Data Systems, BNP Paribas, Citigroup, CrÃ©dit Agricole, GE Capital, HSBC, IKANO, Santander and SociÃ©tÃ© GÃ©nÃ©rale; evaluate the potential for acquiring the existing cardholder portfolios of retail groups by purchasing equity stakes in captive card issuing entities; understand the potential in each country for converting existing proprietary retailer loyalty cards into fully-fledged payment cards; learn more about the growing number of coalition loyalty programs around the world including the payment cards that have been launched as a result of their popularity.Market Research

For more information kindly visit :

Global Retailer Cards: Co-Branded, Loyalty and Private Label Programs

Or

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