

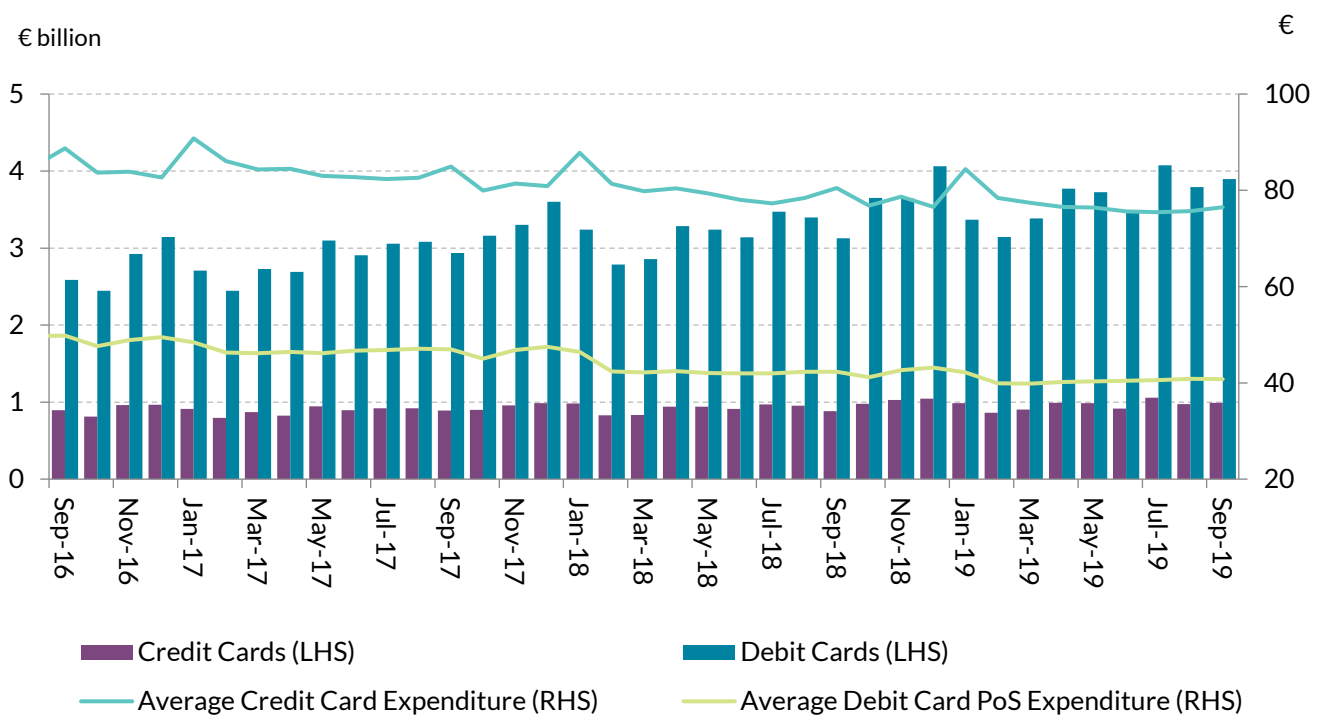


## Credit and Debit Card Statistics – Q3 2019

22 November 2019

The total quarterly value of all card transactions (including ATM transactions) increased by 10 per cent in year-on-year terms to €19.9 billion in Q3 2019. Debit card expenditure at Point of Sale (PoS) and ATM were 5.6 times the value of credit card spending over the quarter. The total number of active<sup>1</sup> debit and credit cards in issue stood at 6.2 million at the end of Q3 2019, with debit cards accounting for 75 per cent of this number.

**Chart 1: Point of Sale (PoS) Card Expenditure<sup>2</sup>**



Over Q3 2019 debit cards were used in 289 million individual PoS transactions, with an average spend of €40.73 per transaction. In comparison, the number of transactions with individual credit cards totalled 40 million, with an average spend of €75.86 per transaction.

Debit card PoS spending rose by 24 per cent in year-on-year terms in September 2019, to nearly €3.9 billion (Chart 1). Credit card spending increased by 12 per cent in year-on-year terms, and stood at €992 million end-September 2019.

<sup>1</sup> The total number of cards in issue where there has been a customer-generated transaction in the previous six months.

<sup>2</sup> All debit card figures and percentages relate to PoS transactions unless otherwise stated. Total credit card expenditure includes both PoS spending and ATM transactions.

Growth in debit card PoS expenditures was recorded across all categories. Spending in the retail sector increased by 11 per cent (€180 million) year-on-year in September (Table 1), with groceries/perishables accounting for 51 per cent of this increase. The services sector grew by an annual rate of 15 per cent (€120 million), the social sector by 24 per cent (€80 million). Restaurants/dining and entertainment recorded the highest annual growth rates of all sub-categories, rising both by 24 per cent.

Credit card spending also experienced growth in all sub-categories year-on-year. Total spending in the social sector increased by 23 per cent, while both the retail and the services sectors grew by 11 per cent. Within the social sector, entertainment experienced the largest increase of any sub-category, with an increase of 30 per cent on the year in September 2019.

**Table 1: PoS Sectoral Card Expenditure (€000s)**

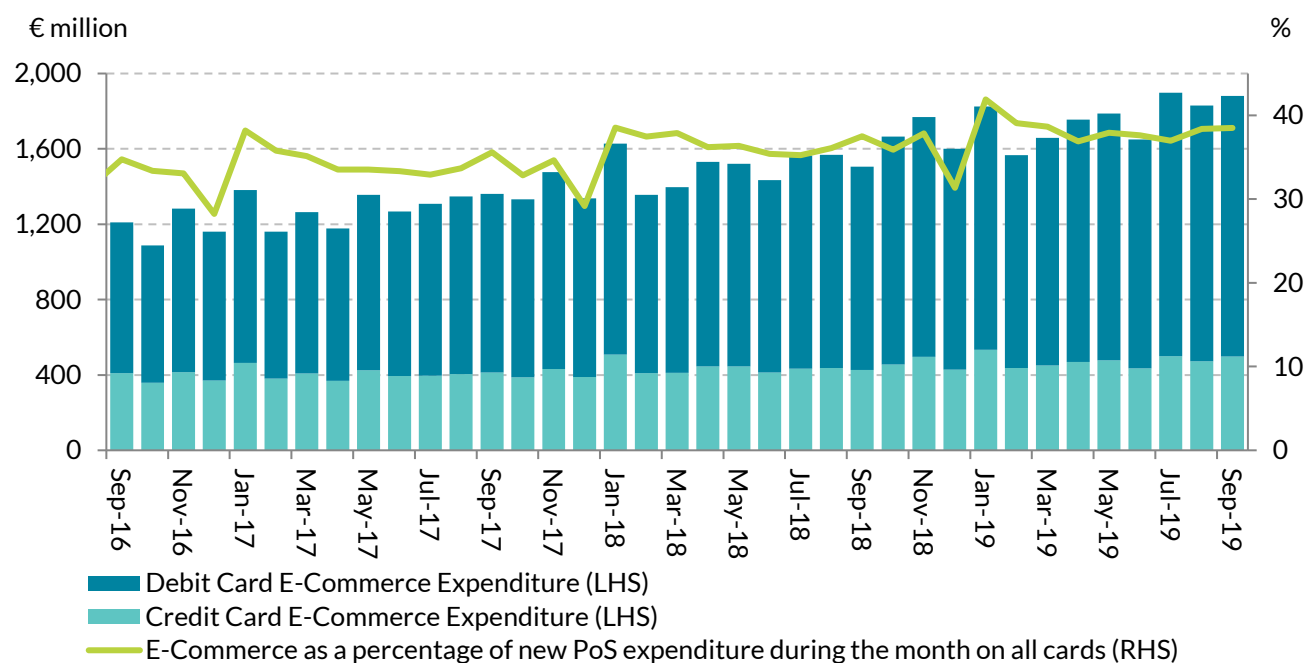
	Debit Cards			Credit Cards		
	Sep-18	Sep-19	Y-o-Y % change	Sep-18	Sep-19	Y-o-Y % change
Total PoS Spending	3,128,175	3,893,960	24%	884,360	992,372	12%
of which <sup>3</sup> :						
Total Retail	1,601,997	1,781,847	11%	330,286	365,285	11%
Groceries/Perishables	685,027	777,398	13%	75,492	86,398	14%
Clothing	171,033	184,959	8%	47,919	48,855	2%
Electrical Goods	75,001	82,814	10%	30,541	33,517	10%
Hardware	213,298	234,446	10%	46,130	50,938	10%
Total Services	782,862	903,013	15%	357,353	395,317	11%
Transport	184,970	213,229	15%	121,560	135,442	11%
Accommodation	112,108	128,961	15%	82,694	94,179	14%
Education	108,439	119,201	10%	43,697	44,050	1%
Health	73,586	84,737	15%	21,669	24,309	12%
Utilities	133,737	157,447	18%	17,905	19,984	12%
Professional Services	163,656	191,351	17%	57,650	64,192	11%
Total Social	329,811	409,342	24%	75,554	93,151	23%
Restaurants/Dining	206,176	255,827	24%	40,828	48,998	20%
Entertainment	107,279	133,154	24%	27,982	36,244	30%

In total, 77 per cent of credit card spending was split between the retail (37 per cent) and services sectors (40 per cent) in September 2019. In comparison, retail spending accounted for 46 per cent of all debit card PoS spending, which was almost double the debit card expenditure on services.

<sup>3</sup> The Sectors Retail, Services, and Social sectors will not sum to Total PoS Spending. The sub-category items pertaining to these sectors represent a subset of the full granularity, and will not sum to the respective 'Total' category.

Total e-commerce<sup>4</sup> expenditure increased on an annual basis in September 2019, rising by 25 per cent to €1.9 billion. Of this, €1.4 billion and €497 million is attributable to debit and credit cards respectively (Chart 2). E-commerce accounted for 25 per cent of all debit card expenditure, and 50 per cent of all credit card spending in September 2019.

**Chart 2: E-Commerce Card Expenditure**



Credit and debit card expenditure outside Ireland (when the card is physically present) provides an indication of spending abroad by Irish tourists.<sup>5</sup> Significant seasonal effect can be seen in the data, particularly for debit cards, with higher expenditures outside Ireland recorded in the summer months compared to the winter months.

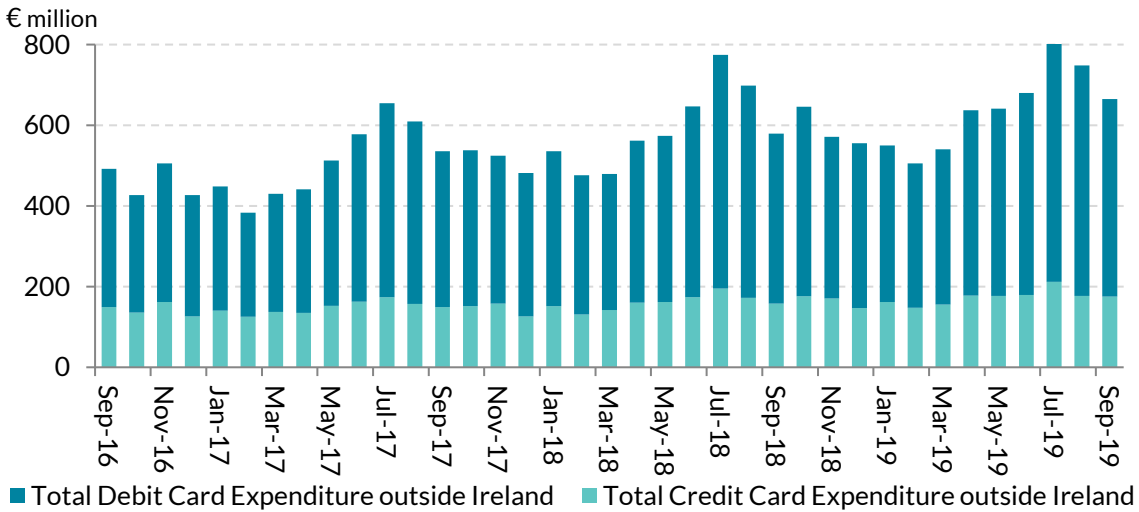
Card expenditure (including ATM transactions) outside Ireland averaged €755 million over the three months to end-September 2019 (Chart 3), up 10 per cent on the same period the previous year.

Expenditure abroad accounted for 10 per cent of total debit card spending, and 19 per cent of credit card expenditure in Q3 2019. Debit card expenditure abroad (including ATM transactions) amounted to €1.7 billion in the third quarter of 2019, an increase of 11 per cent on the same quarter the previous year. Credit card expenditure abroad rose by 8 per cent year-on-year to €565 million in Q3 2019.

<sup>4</sup> Expenditure where the physical card is not present during the transaction provides a proxy for e-commerce. It includes instances where card details are communicated online, or by other communication means, such as telephone orders.

<sup>5</sup> Only total figures are available for expenditure outside of Ireland.

**Chart 3: Card Expenditure outside of Ireland<sup>6</sup>**



**Note:**

The primary aim of the data collected in the Credit/Debit Card Return is to inform national and euro-area policy making, and to enhance understanding of the role of credit/debit cards in the domestic financial system. Monthly data is collected from the largest issuers of credit/debit cards resident in Ireland. Only euro-denominated cards issued by these providers to Irish residents are included. Cards issued to Irish residents by issuers that are not resident in Ireland are not included in the compilation of data.

The sectoral breakdown is compiled referencing the merchant category code (MCC) system for retail financial services. A MCC is generally a four-digit number assigned to a business by credit card companies (e.g. American Express, MasterCard or Visa) when an entity first begins to accept one of these cards as a form of payment. The MCC is used to classify the business by the type of goods or services it typically provides.

<sup>6</sup> Card expenditure outside of Ireland includes ATM transactions.