



U.S. Debit Cards Projected

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Purchase volume generated for goods and services by general purpose and private label debit cards issued in the U.S. reached \$3.330 trillion in 2018, up 10.3% over 2017. Market share of debit cards for Visa at 51.86% grew from 51.54%. For Mastercard, market share increased to 21.79% from 21.26%. Visa and Mastercard debit figures include PIN-based Interlink and Mastercard transactions as well as prepaid cards that carry their brands.

EFT network cards including Star, Pulse, Nyce, and Accel generated purchase volume of \$579.03 billion last year, up 7.9%. Market share declined to 17.39% from 17.77% in 2017.

Private label debit cards settled through the ACH (automated clearing house) generated purchase volume of \$17.31 billion, up 12.0%. Those debit cards are issued by retailers, convenience stores, and gasoline sellers. They held a 0.52% market share, an increase from 0.51% the prior year. Private label prepaid cards issued by retailers, restaurants, and other businesses generated \$281.29 billion in purchase volume, up 4.5%. The market share of private label prepaid cards at 8.45% fell from 8.92%.

General purpose and private label debit and prepaid purchase volume on cards issued in the U.S. is projected to total \$4.626 trillion by 2023.

That year, Visa debit card purchase volume is projected to reach \$2.461 trillion, followed by Mastercard with \$1.028 trillion, and EFT networks at \$758.84 billion. Prepaid purchase volume on private label cards is projected to reach \$352.20 billion, with ACH debit card purchase volume at \$27.12 billion.

Combined general purpose and private label debit and prepaid card purchase transactions totaled 85.32 billion in 2018, up 8.7% over 2017.

Visa showed the biggest year-over-year (2018 vs. 2017) gain (up 3.34 billion), followed by Mastercard (up 1.80 billion), EFT networks (up 1.43 billion), private label prepaid (up 259.4 million), and ACH (up 13.5 million).

By 2023, combined general purpose and private label debit card purchase transactions are projected to reach 114.39 billion.

That year, Visa debit card purchase transactions are projected to be 59.39 billion, followed by Mastercard with 25.00 billion, EFT networks with 20.94 billion, private label prepaid at 8.68 billion, and ACH at 0.38 billion.

At year-end 2018, general purpose and private label debit cards in circulation totaled 5.84 billion, an increase of 3.8% over 2017. Debit and prepaid cards in circulation are projected to total 6.75 billion at year-end 2023, dominated by private label prepaid cards (5.82 billion), and followed by Visa (607.0 million), EFT systems (341.0 million), Mastercard (256.3 million), and ACH (33.4 million).

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