

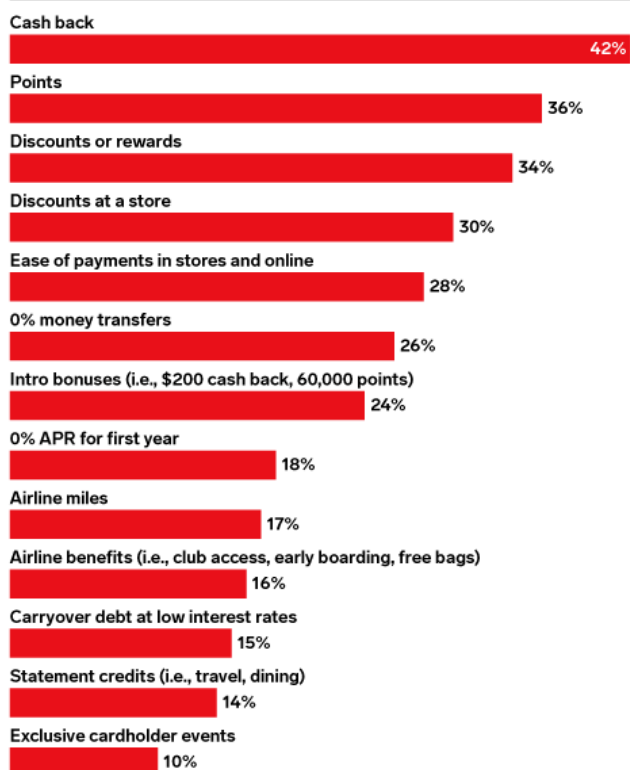
# Cash-back rewards drive consumers to open new credit cards

Article

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## Leading Motivators to Opening a New Credit Card According to Adults Worldwide, Jan 2024

% of respondents



Note: among credit card users

Source: Kantar, "Connecting with the Digital Payments Community," Mar 6, 2024

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**Key stat:** Getting cash back is the leading motivator for opening a new credit card, according to 42% of adults worldwide, per January 2024 data from Kantar.

### Beyond the chart:

- The growth rate of credit card digital account openings in the US will slow from 7.6% in 2023 to 3.2% in 2027, per our forecast.
- To help attract new customers, issuers should consider adopting a subscription model where customers pay a fixed monthly fee for the card service, according to our [Credit Card Marketing 2023](#) report. This gives customers more control and transparency over their finances.
- Credit card marketers can also highlight how their cards can integrate into digital wallets, which 161.6 million US consumers will use this year, per our forecast.

### Use this chart:

- Build out credit card perks.
- Assess the best way to market credit cards to attract new customers.
- Consider partnerships with credit card companies.

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*Methodology: Data is from the March 2024 Kantar report titled "Connecting with the Digital Payments Community." 10,000 adults ages 18+ in 10 countries were surveyed online during December 23, 2023-January 12, 2024. Approximately 1,000 respondents were surveyed in each country: Australia, Brazil, China, France, Germany, Singapore, South Africa, Spain, the UK, and the US.*