

# Chase reports major volume improvements in Q1

Article

Chase's consumer credit and debit card volume sprang up 9% annually in Q1 2021—a significant jump compared with the 1% year over year (YoY) growth it posted in [Q4 2020](#), per its latest [earnings release](#). Chase's credit card volume specifically returned to growth in Q1, climbing 2.6% YoY after the previous quarter's 3.5% annual decline. The issuer's card volume in Q1 was likely lifted in part by [stimulus payments](#)—but [improving](#) economic conditions

toward the tail end of the quarter mean Chase could see further pandemic recovery in the coming months.

**Chase overhauled its reward offerings to encourage card spending during the pandemic.**

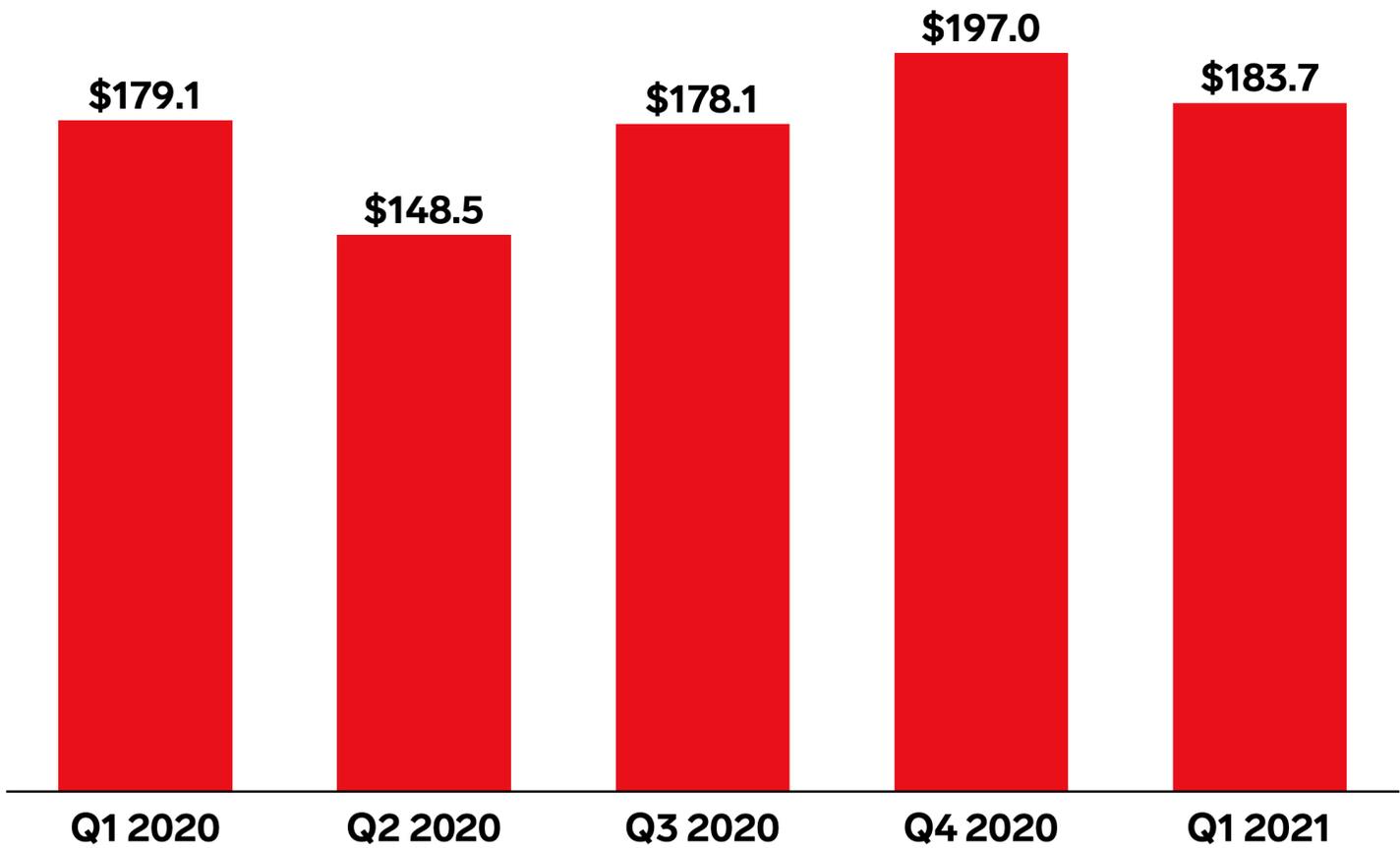
Many consumers limited credit card spending during the pandemic to avoid accruing debt during a period of uncertainty: Credit card volume [shrank](#) during the holiday shopping season, and overall in-store credit card spending dropped 5.7% YoY in 2020, [according to](#) Insider Intelligence forecasts. To encourage credit card spending, Chase periodically updated its perks and rewards to keep up with consumers' [evolving](#) shopping habits: The issuer [launched](#) Pay Yourself Back for select cards, a feature that let cardholders put idling travel points toward certain purchases. It also [introduced](#) new reward offerings like bonus points on grocery, gas, and restaurant purchases. These offerings, along with a [resurgence](#) in retail spending, might've helped Chase weather the pandemic and boost volume in Q1.

**Going forward, the issuer's new travel-related offerings can help it maintain growth momentum as the industry picks back up**

- **The issuer's brand-new travel cards should lift credit card volume even further.** Chase just launched the [United Quest Card](#), which features a limited-time 100,000-bonus-mile offer and a bevy of mile-based rewards on travel, dining, and streaming purchases. The issuer also recently [announced](#) a card with Air Canada later this year that will also feature travel rewards. These cards should help Chase take advantage of pent-up [travel demand](#) as consumers signal interest in vacationing again.
- **And its [acquisition](#) of cxLoyalty's travel platform will help it maximize growth opportunities in the coming months.** The acquisition gave Chase access to the cxLoyalty's travel and rewards businesses and could help the issuer beef up its travel booking portal, [Chase Ultimate Rewards](#). Enhancing the portal with more travel perks could attract cardholders who are interested in [booking](#) summer and fall vacations, which should help Chase capture more volume.

# JPMorgan Chase Credit Card Sales Volume

billions



*Note: data is related to Chase's card and auto business category*

*Source: JPMorgan Chase, April 2021*

*Methodology: This data is from JPMorgan Chase's quarterly earnings presentations published between April 14, 2020 and April 14, 2021.*

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