

# IDEMIA PayCheck November: Premiumization transforming payments into a symbol of lifestyle

Insights into recent developments in the payment eco-systems, and examples how card issuers can leverage these trends

# PAYMENT

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## PREMIUMIZATION

**Premiumization** is about consumers being willing to pay a premium for goods and services that are compatible with their lifestyles and values - one example being products having an elegant design crafted out of high-quality materials.

Banks around the world ride the "premiumization" wave by issuing **metal cards**. Through a combination of new technologies and changing consumer preferences, the usage of metal cards has evolved from the High-Net-Worth customer only, to the growing **mass affluent segmentation**.

TRANSFORMING PAYMENTS INTO A SYMBOL OF LIFESTYLE

... of consumers worldwide would like to have a **metal card**, even if there were no services associated<sup>1</sup>

... of global consumers are ready to **change bank** to get a metal card<sup>1</sup>

Source: 1. Global study independently led by "Data 2 decisions" (Dentbu Aegis Network) in April 2020, on 2791 respondents representative of more than 2.3 billion people on the following markets: Brazil, France, India, Japan, Malaysia, Mexico, South Africa, UAE, UK, and USA

Offers a complete suite of metal cards, enabling issuers to provide different groups of customers with the card that suits the portfolio segmentation best

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**SMART METAL ART**  
A card made out of a stainless steel metal layer and clear PVC allowing very innovative artworks

**METAL VENEER**  
Straightforward metal composite construction and great flexibility to incorporate graphical elements