

Market shares of store card providers

1. This appendix supplements the data on store card market shares and market size in Tables 1 and 2 of section 3 in the main report.
2. Table 1 shows market shares from 1999 to 2004 (although only limited comparable data is available for 1999). Market shares have been fairly stable over time. The main changes were associated with the conversion of many Marks & Spencer store cards to SBCCs in 2003 and the subsequent acquisition of the Marks & Spencer programme by HSBC.
3. One provider [X] suggested that our market shares by number of active accounts were inconsistent with other data. We calculated market shares by collecting data on a consistent basis from all the main store card providers. We believe that apparent inconsistencies with other data sources may arise for a number of reasons including one or more of the following: other sources may use a different definition of store cards (for instance they may include budget cards); other sources may use a different measure of activity (for instance cards in issue rather than active accounts); other sources may be unable to ensure a consistent definition of active accounts across providers and/or retailers. We acknowledge that our data does not include small in-house providers (such as Beales, Fenwicks, Fortnum & Mason and Jenners) but believe this has a very small impact on market shares.

TABLE 1 Market shares of store cards, 1999 to 2004

	<i>per cent</i>					
	1999*	2000*	2001	2002	2003	2004
<i>Active accounts at end of year</i> †						
GECF						
Creation						
Marks & Spencer‡						
JLP§						
HSBC¶						
Argos						
Ikano						
Style						
<i>Balance at end of year</i>						
GECF						
Creation						
Marks & Spencer‡						
JLP§						
HSBC¶						
Argos						
Ikano						
Style						
<i>Store card sales</i>						
GECF						
Creation						
Marks & Spencer‡						
JLP§						
HSBC¶						
Argos						
Ikano						
Style						
<i>Consumer revenue</i>						
GECF						
Creation						
Marks & Spencer‡						
JLP§						
HSBC¶						
Argos						
Ikano						
Style						

Source: CC estimates based on questionnaire responses by major providers for store cards. In two cases, data relates to year ended 31 March of the following year. In one of these cases, the financial year end was changed to 31 December in 2004: sales, consumer revenue and net transfers of this provider for the nine months to 31 December 2004 have been prorated to a 12-month period.

*Number of accounts and balances not available for two providers—based on CC estimates.
 †Active accounts are defined as those with a retail transaction in the last 12 months.
 ‡The store card programme of Marks & Spencer was acquired by HSBC during 2004.
 §The store card programme of JLP was acquired by HSBC during 2003.
 ¶HSBC's only programme, prior to its acquisition of the JLP programme, was Harvey Nichols.