

# Credit Card Competitive Landscape

From Speculation to Market-Verified Success



## Singapore Credit Card Landscape [Follow up]



### Scoring & Benchmarking

Computed comparative metrics and segment-specific performance averages

### Insights & Opportunity

Mapping Identified white-space opportunities, emerging feature clusters, and potential innovation levers for new product design – e.g.

- Dynamic reward tiers (spend-based accelerators)
- Cross-brand partnership incentives
- Real-time redemption options

## Deliverables



### Illustrative Benchmark Snapshot

Issuer / Card	Annual Fee	Rewards Rate	Sign-Up Bonus	Representative APR
DBS Altitude Visa	S\$192.6	1.2 miles / \$1	S\$200 miles	26.9%

### KPI Heatmap – Competitor Feature Intensity

**Insight:** Sustainability is underdeveloped across all issuers, representing a potential – ideal target for differentiation

Issuer / KPI	Rewards Value	Transparency	Flexibility	Sustainability Link	Digital UX	Bonus Strength
DBS Altitude Visa	0.8	0.7	0.6	0.3	0.8	0.7

### Opportunity Matrix

### Market Saturation

Customer Need Intensity

	Low	Medium	High
Low	Sustainability-tied cashback platform	Real-time rewards redemption	Digital subscription-linked cashback
Medium	Travel subscription bundles	Partnered lifestyle privileges	Flexible fee tiering
High	Crypto Rewards	Limited co-brands	Student/credit builder gamification

**Insight:** The “High Need + Low Saturation” cell identifies sustainable finance cards and dynamic rewards systems as prime innovation opportunities for Singapore’s next credit card wave..



### Outcome

A comprehensive, data-rich snapshot of the Singapore credit card market – revealing feature gaps, innovation patterns, and untapped customer needs that directly informed new card development and go-to-market strategies.

### Why it works

- Validated Sources: Direct from issuers, T&Cs, and live market data – not secondary research.
- Speed & Coverage: AI-led collection captures 100% of market-active products within hours.
- Structured Intelligence: Normalised KPIs create a consistent comparison framework.
- Innovation-Ready Output: Insights aligned to product design, not just market reporting

# Credit Card Competitive Landscape

From Speculation to Market-Verified Success



## The Challenge: Identify White-Spaces

A leading financial services group needed to understand the competitive landscape and identify white-space opportunities for credit card innovation.



### Their challenge

With limited time and budget, the client required a solution that could rapidly benchmark all active credit cards in-market, analyse competitor positioning, and surface innovation opportunities for new card propositions.



### The Solution

Using Concept Tide's AI-driven Benchmarking Engine, we profiled and scored hundreds of live credit card products using validated, traceable data from issuer websites, official disclosures, and promotional materials – in a fraction of the time and cost of traditional market studies.

## The Methodology

We use validated data and machine learning models to analyse what's actually in the market, not what's claimed in research.



### Real Data, not estimates

Normalised & Enriched Market View.  
Captured live data from issuer and co-brand sites, terms & conditions, and representative APR examples to ensure accuracy and transparency



### Normalised & Enriched market view

We standardised issuer data into a consistent schema across KPIs:

- Annual fees
- Rewards earning rate
- Bonus value
- FX & APR
- Eligibility
- Perks and benefits

This created a comparable, structured dataset across banks, segments, and networks



### Smart scoring & segment benchmarking

Each card was scored against segment averages (Cashback, Travel, Rewards, Premium, Credit Builder). KPIs were normalised to a 0-1 scale to highlight outliers, feature leaders, and laggards

**INSIGHTS GENERATED** We transformed these scores into insight themes – showing where innovation and differentiation could realistically occur

## Singapore Credit Card Landscape



### Discovery and Collection

Automated crawling and data extraction from issuer sites (DBS, OCBC, UOB, Standard Chartered, Citibank, HSBC, etc.), capturing:

- Product features, fees, rewards, bonuses, and eligibility terms.
- Promotional campaigns and limited-time offers.
- Legal and representative APR data.



### Enrichment & Normalisation

Parsed and standardised data into structured fields (JSON + Markdown export), enabling fast comparison and machine-readable benchmarking.