

# Petrol PLAZA

## Use of fuel cards continues to grow in Austria

**Shell has the biggest share of a growing fuel card market in Austria while the new deal between Total and BP is bound to have an effect on the market.**



The latest announcement by BP and Total will allow drivers to enjoy the rewards and discounts of a Total fuel card at around 280 BP stations in Austria.

A new study reveals that the value of the Austrian fuel card market rose by 6.3% in 2016 due to an increase in fuel prices and fuel card volumes as fleets use fuel cards more frequently.

Austria has a strong network of gas stations that grew by 1.2% in 2016 totalling 2,673 sites. An increase use of fuel cards will see 22,000 new cards issued between 2017 and 2022. If growth provisions are met, in four years' time there will be 644,456 cards in the Austrian market.

Despite the fact OMV is the leading player in terms of number of stations (319 sites), Shell remained the fuel card market leader in Austria as it increased its market share in 2016 reaching 23.0% of the clientele due to its large card acceptance network, according to WiseGuyReports.

The announced cooperation by BP and Total could push other retailers such as Esso and Agip to build bridges with other fuel card operators.

The value of fuel sales has been decreasing annually since 2013, and continued this trend in 2016 falling by 1.1% to €7,489 million. In Austria, fuel consumption is expected to rise towards 2022 as vehicle park increases.