

## **Charge Cards in Malaysia**

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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### **Report description:**

Charge cards continued to struggle to appeal widely, and consumer demand remained low at the end of the review period. This situation is confirmed by the limited supply of charge cards from banking institutions in Malaysia. Indeed, many banks have dropped their offer of charge cards, especially commercial charge cards, due to limited demand in the market. Over 2022, the numbers of personal and commercial charge cards in circulation are projected to continue to drop, albeit at slower rates than i...

Euromonitor International's Charge Card Transactions in Malaysia report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Charge Card Transactions market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Charge Cards in Malaysia  
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December 2022

### List Of Contents And Tables

#### CHARGE CARDS IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Low offer and take up of charge cards

Resumption of international travel stimulates the use of charge cards

American Express is the dominant operator in charge cards

##### PROSPECTS AND OPPORTUNITIES

Return to international travel is expected to continue to spur spend in the forecast period

Charge cards faces growing threat from Buy Now Pay Later (BNPL)

Expected increase in spend per card as the number of cards in circulation declines

##### CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2017-2022

Table 2 Charge Cards Transactions 2017-2022

Table 3 Charge Cards in Circulation: % Growth 2017-2022

Table 4 Charge Cards Transactions: % Growth 2017-2022

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Charge Cards Transactions 2017-2022

Table 7 Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 □Personal Charge Cards Transactions 2017-2022

Table 11 □Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 □Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 □Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 □Charge Cards: Number of Cards by Operator 2017-2021

Table 15 □Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 □Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 □Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 □Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 □Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 □Forecast Charge Cards Transactions 2022-2027

Table 27 □Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 □Forecast Charge Cards Transactions: % Growth 2022-2027

Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

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Table 30	Forecast Commercial Charge Cards Transactions 2022-2027
Table 31	Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 32	Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 33	Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 34	Forecast Personal Charge Cards Transactions 2022-2027
Table 35	Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 36	Forecast Personal Charge Cards Transactions: % Growth 2022-2027
FINANCIAL CARDS AND PAYMENTS IN MALAYSIA	
EXECUTIVE SUMMARY	
Financial cards and payments in 2022: The big picture	
2022 key trends	
Emerging trend of Buy Now Pay Later (BNPL)	
Competitive landscape	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2017-2022
Table 38	Number of ATMs: Units 2017-2022
Table 39	Value Lost to Fraud 2017-2022
Table 40	Card Expenditure by Location 2022
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 42	Domestic versus Foreign Spend 2022
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 44	Financial Cards by Category: Number of Accounts 2017-2022
Table 45	Financial Cards Transactions by Category: Value 2017-2022
Table 46	Financial Cards by Category: Number of Transactions 2017-2022
Table 47	Consumer Payments by Category: Value 2017-2022
Table 48	Consumer Payments by Category: Number of Transactions 2017-2022
Table 49	M-Commerce by Category: Value 2017-2022
Table 50	M-Commerce by Category: % Value Growth 2017-2022
Table 51	Financial Cards: Number of Cards by Issuer 2017-2021
Table 52	Financial Cards: Number of Cards by Operator 2017-2021
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 56	Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 57	Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 58	Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 59	Forecast Consumer Payments by Category: Value 2022-2027
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2022-2027
Table 61	Forecast M-Commerce by Category: Value 2022-2027
Table 62	Forecast M-Commerce by Category: % Value Growth 2022-2027
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

## Charge Cards in Malaysia

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