

Credit Cards in Japan

Market Direction | 2022-12-01 | 30 pages | Euromonitor

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Report description:

Contactless payment, or touch-on payment, has become increasingly common for purchases, due to its benefits in terms of smoother and speedier payment, and promotion by credit card companies. In addition, its growth was accelerated by COVID-19, as consumers turned to contactless payment for hygiene reasons. With the rising use of contactless payment, credit cards are now being used for a wider range of purposes, including payment for using public transportation. Historically, public transportatio...

Euromonitor International's Credit Card Transactions in Japan 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 Credit Card Transactions, Personal Credit 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 Credit 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Contactless (touch-on) payment increases

Loyalty programmes offer experiences, but some retailers are selective

Retailers/service providers become more selective, and players increase security

PROSPECTS AND OPPORTUNITIES

Green fintech will become a hotter topic

Government trying to accelerate the move to cashless

New players set to enter the Japanese market

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