

Credit Cards in Malaysia

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

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Report description:

The significant improvement in the Coronavirus (COVID-19) situation and relaxation of pandemic-related measures resulted in a rebound in the use of credit cards, which subsequently saw the category start to recover by the end of the review period. Major issuers like CIMB Bank and Citibank supported the recovery of the category by making it more convenient for consumers to apply for credit cards through online applications. The linkage between credit cards and e-wallets like ShopeePay and GrabPay...

Euromonitor International's Credit 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 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.

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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Players work hard to stimulate recovery for credit cards in Malaysia

New credit card launches target online shoppers

Virtual credit cards become a more significant presence

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Linkage between credit cards and mobile payment apps is becoming more common

Strong competition from Buy Now Pay Later (BNPL)

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