

Credit Cards in Taiwan

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Report description:

Digital wallets such as Line Pay and JKoPay and staged digital wallets like Google Pay and Apple Pay often require users to link a credit card as a funding source in Taiwan. Banks offer attractive rewards to encourage users to set credit cards as the default funding source in their digital wallets. Once customers set the credit card as the default payment in their digital wallet, they are unlikely to change it. Examples of cards encouraging this are Fubon J point card with LINE Pay and the E Sun...

Euromonitor International's Credit Card Transactions in Taiwan 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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