

## **Credit Cards in Taiwan**

Market Direction | 2022-12-01 | 31 pages | Euromonitor

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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. Example 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.

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Chinatrust, Fubon and Cathay United Bank are leading credit card issuers

Commercial credit card is insignificant in Taiwan

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Credit cards to continue sustainable growth over the forecast period

New regulations may reduce insurance spend on credit cards

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