

Financial Cards and Payments in Taiwan

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Report description:

The Taiwanese are adapting to post-pandemic life in 2022 but continue to embrace the new payment behaviours they readily adopted in pandemic period. Consumers continue to make more mobile payments and use digital wallets for a wealth of products, whilst e-commerce and food delivery have also become a part of people's daily routine. The competitive landscape in digital wallets has become more intense as retail giants PX Mart and FamilyMart enter into the arena. Making mobile payments using a cred...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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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