

Pre-Paid Cards in Japan

Market Direction | 2022-12-01 | 26 pages | Euromonitor

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Report description:

In 2022, pre-paid cards is expected to maintain a similar performance to the previous year, with slight declines in both volume and value transactions. Nevertheless, the number of cards in circulation continues to rise. In the review period, increased options to charge pre-paid cards were observed, as well as various campaigns and loyalty benefits. For example, from September to November 2022, Mizuho Bank launched a campaign whereby if the user charges their Suica through its J-Coin Pay smartpho...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Pre-paid cards increasingly compete with touch-on (contactless) credit cards

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