

Pre-Paid Cards in Malaysia

Market Direction | 2022-12-01 | 27 pages | Euromonitor

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Report description:

Open loop pre-paid cards remained much more important in Malaysia than closed loop pre-paid cards in terms of the number of cards in circulation and transaction volume and value at the end of the review period. Having expanded at its fastest rate in close to a decade during 2020, the rate of growth in the number of pre-paid cards in circulation slowed only slightly and remained robust in 2021 and 2022. The Coronavirus (COVID-19) pandemic played a role in this performance by making some local con...

Euromonitor International's Pre-Paid 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: 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.

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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Banks focus more on credit and debit cards

Stiff competition from e-wallets increases the pressure on pre-paid cards

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