

Pre-Paid Cards in Nigeria

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

The introduction of transportation closed loop pre-paid cards (known as the BRT Bus Cowry Card) in Lagos last year continues to support the growth of pre-paid cards in 2022. With the full implementation of these closed loop pre-paid transportation cards, it has become pertinent for passengers to have a preloaded pre-paid card to access to the BRT bus transportation scheme. Consumers can purchase and top-up Cowry cards from any bus terminal across Lagos state and can also use a virtual version ca...

Euromonitor International's Pre-Paid Card Transactions in Nigeria 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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Introduction of Lagos Cowry card encourages consumers to use physical and virtual pre-paid options for travel

Resumption of travel and studying abroad boost demand for foreign-denomination open loop pre-paid cards

Distribution of cards to unbanked population boosts awareness of pre-paid cards

PROSPECTS AND OPPORTUNITIES

Apex Bank and financial institutions promote pre-paid cards in a bid to remove Nigerian dependence on cash payments

Greater opportunities for use while travelling will boost transaction value and volume growth

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