

Pre-Paid Cards in Saudi Arabia

Market Direction | 2022-12-02 | 24 pages | Euromonitor

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Report description:

Growth in pre-paid cards is supported by the increasing societal shift away from cash transactions, in a trend which started pre-pandemic and was enhanced by the time of COVID-19. In particular, the uptake of payroll pre-paid cards has increased as employers aimed to improve the payment of salaries during the pandemic - given lockdown and the convenience of receiving pay on cards, and the ability of most people to access ATMs. As card payments became more important for consumers to carry out dai...

Euromonitor International's Pre-Paid Card Transactions in Saudi Arabia 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 gift cards gain traction owing to the culture of gifting in the Kingdom

Banks give cashback incentives to make prepaid cards more appealing

PROSPECTS AND OPPORTUNITIES

Simplicity and convenience will support growth in pre-paid cards over the forecast period

Development of digital banking and emerging fintech platforms also set to support growth

Growing commitment to enhance transport industry expected to bring forth transport cards

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