

Pre-Paid Cards in Singapore

Market Direction | 2022-12-01 | 24 pages | Euromonitor

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Report description:

In Singapore, closed-loop pre-paid cards account for the majority of transaction volumes, although the opposite is true in terms of transaction value. The vast majority of issuers and operators of closed-loop pre-paid-cards are retail and foodservice players. Closed-loop pre-paid cards offer a number of benefits for both consumers and merchants. The key advantage for the consumer is that they receive promotions and incentives that may not otherwise be available to them when shopping at particula...

Euromonitor International's Pre-Paid Card Transactions in Singapore 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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Benefits of pre-paid cards attract consumers' attention, especially within retail and foodservice

In pre-paid cards, EZ-Link sees the opportunity to earn consumers' loyalty

PROSPECTS AND OPPORTUNITIES

EZ-Link is adapting to cashless trend by allowing it to be used with SGQR, supported by the government

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