

## **Pre-Paid Cards in South Africa**

Market Direction | 2022-11-30 | 26 pages | Euromonitor

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### **Report description:**

While pre-paid cards experienced a significant decline in transaction volume and value in 2020, as the country was rocked by harsh lockdown restrictions, transactions began to rebound in 2021 as consumers regained mobility outside of the home, and social gatherings resumed. In 2022, the category continues to be driven by a recovery of mobility, as many employees return to the office, while others resume in-person meetings. While this is boosting usage of Gautrain and MyCiti cards, which are used...

Euromonitor International's Pre-Paid Card Transactions in South Africa 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Pre-paid cards transaction value recovers to pre-pandemic levels, driven by public transport and social grant payments

SAPO, issuer of social grants, continues to lead pre-paid cards in South Africa

Mastercard maintains focus on accelerating strategic partnerships with fintech companies

##### PROSPECTS AND OPPORTUNITIES

Rapid Payments Programme expected to transform the grant payment system

Greater investment in route expansion and innovation will likely attract new users to public transportation

Digitalisation will drive innovation within pre-paid cards

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## EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

Demand for contactless payment solutions continues to rise, accelerated by pandemic

Rapid Payments Programme expected to launch in 2023

Competition intensifies, as digital banks continue to expand customer base, while strategic partnerships remain key

Financial cards and payments set to be driven by digitalisation and the decline of cash transactions, while load shedding is set to constrain retail sales

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