

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

Market Direction | 2022-12-01 | 26 pages | Euromonitor

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### **Report description:**

While closed loop pre-paid cards is dominated by transportation cards, with demand set to recover and surpass pre-pandemic levels in 2022 in line with an easing of restrictions in South Korea, the smaller segment of merchant issued gift cards continues to gain share. Whilst social distancing restrictions at the height of the pandemic meant that consumers were unable to meet in person and present loved ones or friends with gifts, there has been an increasing trend for sending digital gift cards,...

Euromonitor International's Pre-Paid Card Transactions in South Korea 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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Issue of open loop pre-paid cards declines due to withdrawal of temporary national relief fund

Expanding the reach of closed loop pre-paid cards and diversifying purchase methods

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