

## **Pre-Paid Cards in the Czech Republic**

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

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### **Report description:**

Pre-paid cards saw the number of transactions and transaction value bounce back in 2021 and will witness a further acceleration in growth in 2022. This is largely a result of the relaxation of pandemic measures, with closed loop cards used for public transport back in use and open loop cards benefitting from the return of foreign travel. The category has also seen several new products introduced, sparking new interest in pre-paid cards. These are primarily being aimed at the youngest part of the...

Euromonitor International's Pre-Paid Card Transactions in Czech Republic 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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Merchant issued cards back in the game

##### PROSPECTS AND OPPORTUNITIES

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Opportunities for growth in e-commerce thanks to convenience and expected innovations in loyalty schemes

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