

Pre-Paid Cards in the Philippines

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

Pre-paid cards is rising in terms of number of cards in 2022, largely thanks to the fact that leading mobile wallets in the Philippines such as GCash (from G-Xchange), Maya (PayMaya) and GrabPay (Grab) come with an attached Visa or Mastercard pre-paid card. Thus, the growing popularity and adoption of mobile wallets in the country directly benefits growth in pre-paid cards. As of May 2022 over 60 million Filipinos are using GCash, making the player the leading fintech company in the Philippines.

Euromonitor International's Pre-Paid Card Transactions in Philippines 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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Euromonitor International

December 2022

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