

Pre-Paid Cards in Turkey

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

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Report description:

In 2022, pre-paid cards expected to be the fastest growing financial cards in Turkey, in terms of number of cards in circulation. Open loop cards are driving this growth, with consumers appreciating their flexibility in terms of use and it is also an option for unbanked consumers and also younger consumers who do not have access to credit. Consumers also view open loop pre-paid cards as a good way to control spending, rather than for instance credit cards. All the same, closed loop pre-paid card...

Euromonitor International's Pre-Paid Card Transactions in Turkey 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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FINANCIAL CARDS AND PAYMENTS IN TURKEY

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