

Store Cards in Japan

Market Direction | 2022-12-01 | 21 pages | Euromonitor

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Report description:

Store cards are often referred to as "Gaisho Cards" in Japan. Gaisho is a department most often found in department stores, positioned somewhat like direct selling. Gaisho are elite staff members with high levels of skill and experience, and these order-takers visit customers' houses regularly and take their orders directly from homes. This service is limited to a select few wealthier people. Gaisho Cards are store cards owned by users who utilise this Gaisho service, and can only be acquired by...

Euromonitor International's Store Card Transactions in Japan 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Store cards continue to target the affluent population

Store cards highly dependent on the performance of department stores

Providing unique services and experiences becoming increasingly important

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