

Store Cards in South Korea

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

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Report description:

While the number of store cards issued in South Korea continues to rise as consumers regain their purchasing confidence and spend greater time outside of the home following an easing of pandemic-related restrictions, the main drivers of store cards, department stores, are increasingly focusing on developing their own mobile card apps, including dominant leader Hyundai Department Store through H Point Pay. The latter aims to provide a simpler payment method that offers greater convenience to consumers.

Euromonitor International's Store 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.

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.

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