

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 cons...

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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Table of Contents:**Scotts International. EU Vat number: PL 6772247784**

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List Of Contents And Tables

STORE CARDS IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

App-based store card function to provide convenient payment method

Hyundai Department Store diversifies consumer reach by introducing new offers

Specific benefits and customer care for store card users

PROSPECTS AND OPPORTUNITIES

Importance of store cards to secure regular customers will continue to be highlighted

The need for store cards to develop more specific features to overcome low versatility

Increasing customer contact points through new store openings

CATEGORY DATA

Table 1 Store Cards: Number of Cards in Circulation 2017-2022

Table 2 Store Cards Transactions 2017-2022

Table 3 Store Cards in Circulation: % Growth 2017-2022

Table 4 Store Cards Transactions: % Growth 2017-2022

Table 5 Store Cards: Number of Cards by Issuer 2017-2021

Table 6 Store Cards: Payment Transaction Value by Issuer 2017-2021

Table 7 Forecast Store Cards: Number of Cards in Circulation 2022-2027

Table 8 Forecast Store Cards Transactions 2022-2027

Table 9 Forecast Store Cards in Circulation: % Growth 2022-2027

Table 10 Forecast Store Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN SOUTH KOREA

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

Relaxing of restrictions drives up stronger usage of commercial cards, while open loop pre-paid loses momentum following withdrawal of national relief fund

Remote payments accelerated by mobile m-commerce

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 11 Number of POS Terminals: Units 2017-2022

Table 12 Number of ATMs: Units 2017-2022

Table 13 Value Lost to Fraud 2017-2022

Table 14 Card Expenditure by Location 2022

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 16 Domestic versus Foreign Spend 2022

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 18 Financial Cards by Category: Number of Accounts 2017-2022

Table 19 Financial Cards Transactions by Category: Value 2017-2022

Table 20 Financial Cards by Category: Number of Transactions 2017-2022

Table 21 □Consumer Payments by Category: Value 2017-2022

Table 22 □Consumer Payments by Category: Number of Transactions 2017-2022

Table 23 □M-Commerce by Category: Value 2017-2022

Table 24 □M-Commerce by Category: % Value Growth 2017-2022

Table 25 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 26 □Financial Cards: Number of Cards by Operator 2017-2021

Table 27 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 28 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 29 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 30 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 31 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 32 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 33 □Forecast Consumer Payments by Category: Value 2022-2027

Table 34 □Forecast Consumer Payments by Category: Number of Transactions 2022-2027

Table 35 □Forecast M-Commerce by Category: Value 2022-2027

Table 36 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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