

Pre-Paid Cards in Austria

Market Direction | 2022-12-02 | 24 pages | Euromonitor

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Report description:

After two years of declines during the pandemic, 2022 is seeing the return to growth for pre-paid cards, which is being driven by the strong, continuing recovery of closed loop pre-paid cards. The latter is solely comprised of merchant issued gift cards in Austria, with demand benefiting from the greater resumption of socialising and more normal shopping habits. In addition, retail has been mostly spared from lockdown measures. Merchant issued gift cards remain extremely popular as presents, wit...

Euromonitor International's Pre-Paid Card Transactions in Austria 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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Role of open loop pre-paid cards for e-commerce payments crashes

Recovery of travel brings only marginal impulses for open loop pre-paid cards

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