

Charge Cards in Malaysia

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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Report description:

Charge cards continued to struggle to appeal widely, and consumer demand remained low at the end of the review period. This situation is confirmed by the limited supply of charge cards from banking institutions in Malaysia. Indeed, many banks have dropped their offer of charge cards, especially commercial charge cards, due to limited demand in the market. Over 2022, the numbers of personal and commercial charge cards in circulation are projected to continue to drop, albeit at slower rates than i...

Euromonitor International's Charge Card Transactions in Malaysia 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: Commercial Charge Card Transactions, Personal Charge 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 Charge 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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CHARGE CARDS IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low offer and take up of charge cards

Resumption of international travel stimulates the use of charge cards

American Express is the dominant operator in charge cards

PROSPECTS AND OPPORTUNITIES

Return to international travel is expected to continue to spur spend in the forecast period

Charge cards faces growing threat from Buy Now Pay Later (BNPL)

Expected increase in spend per card as the number of cards in circulation declines

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SOURCES

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