

Charge Cards in Taiwan

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

Charge cards are not extensively used by the Taiwanese, remaining a relatively niche area in terms of card payments, accounting for a tiny fraction of overall card transactions. Users of charge cards must settle their outstanding balance by the end of the billing month, meaning they have less flexibility than credit cards. As such the number of charge cards in circulation in Taiwan is small and shrinking. COVID-19 dealt a further blow to charge card transactions in terms of both commercial and p...

Euromonitor International's Charge Card Transactions in Taiwan 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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Euromonitor International
January 2023

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Charge cards are no longer popular

Charge cards remain a niche for high-end customers

American Express is the main charge card issuer in Taiwan

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American Express Taiwan woos elite with black card account

Premium credit card is more flexible to customers

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