

Pre-Paid Cards in France

Market Direction | 2022-12-01 | 31 pages | Euromonitor

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Report description:

Ongoing growth for open loop pre-paid cards continues in 2022, following the slumps seen during the time of pandemic restrictions. For example, during the lockdowns and venue closures, luncheon vouchers (cards included) and paper vouchers (not included in the data) dropped significantly due to the subsequent closure of foodservice outlets and working from home policies. Furthermore, the digitalisation of luncheon vouchers suddenly sped up from the middle of 2020, due to the fear of contracting C...

Euromonitor International's Pre-Paid Card Transactions in France 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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PRE-PAID CARDS IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Open loop pre-paid cards see ongoing success, but at lower rates than expected due to the ongoing use of paper vouchers
Closed loop pre-paid cards see more robust growth, as sales maintained through the era of the pandemic due to rise in demand for gift cards

Almost all players are now back in business, with Edenred looking to accelerate digitisation in luncheon cards

PROSPECTS AND OPPORTUNITIES

Open loop to forge ahead more in volume than in value, as closed loop set to see acceleration due to pending Olympic Games
Closed loop pre-paid cards -sped up digitalisation of gifts cards and the opportunities connected to working from home
Visa, Mastercard and other players need new prospects and should favour pre-paid cards, notably via mobile payment

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FINANCIAL CARDS AND PAYMENTS IN FRANCE

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