

Pre-Paid Cards in Hong Kong, China

Market Direction | 2022-12-01 | 23 pages | Euromonitor

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Report description:

Continuing from the previous year, the Hong Kong government has rolled out another Consumer Voucher Scheme, with a total value of HKD66 billion, to boost consumer spending and lift the overall economy in Hong Kong. Although the government has provided consumers with five other digital wallet alternatives to receive the voucher, Octopus remains the most popular choice, due to its convenience and familiarity amongst the majority of consumers. The number of service providers that accept Octopus for...

Euromonitor International's Pre-Paid Card Transactions in Hong Kong, China 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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