

Pre-Paid Cards in Peru

Market Direction | 2022-12-01 | 25 pages | Euromonitor

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Report description:

Usage of pre-paid cards is gradually recovering, especially since the second half of 2021 and so far in 2022, both for closed loop cards and for open loop cards, with open loop cards showing the greatest dynamism and already exceeding pre-pandemic levels.

Euromonitor International's Pre-Paid Card Transactions in Peru 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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PRE-PAID CARDS IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

Use of pre-paid cards is recovering, with open loop being the most dynamic

Pre-paid cards for end users are increasing in activity, although they still have a low presence

High dynamism in purchases by apps contribute significantly to use of open loop pre-paid cards

PROSPECTS AND OPPORTUNITIES

Growth in pre-paid cards is expected to continue over the forecast period, thanks to greater dynamism in economic activities

Pre-paid cards allow the unbanked population to become better financially educated and be encouraged to use other means of payment in addition to cash

Significant competition is expected in open loop cards, with a greater presence of their digital versions

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FINANCIAL CARDS AND PAYMENTS IN PERU

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EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

"Bancarization" will continue to improve, albeit limited by high informality and low growth in the Peruvian economy

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