

Pre-Paid Cards in South Africa

Market Direction | 2022-11-30 | 28 pages | Euromonitor

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Report description:

While pre-paid cards experienced a significant decline in transaction volume and value in 2020, as the country was rocked by harsh lockdown restrictions, transactions began to rebound in 2021 as consumers regained mobility outside of the home, and social gatherings resumed. In 2022, the category continues to be driven by a recovery of mobility, as many employees return to the office, while others resume in-person meetings. While this is boosting usage of Gautrain and MyCiti cards, which are used...

Euromonitor International's Pre-Paid Card Transactions in South Africa 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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Table of Contents:

Pre-Paid Cards in South Africa
Euromonitor International
January 2023

List Of Contents And Tables

PRE-PAID CARDS IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pre-paid cards transaction value recovers to pre-pandemic levels, driven by public transport and social grant payments

SAPO, issuer of social grants, continues to lead pre-paid cards in South Africa

Mastercard maintains focus on accelerating strategic partnerships with fintech companies

PROSPECTS AND OPPORTUNITIES

Rapid Payments Programme expected to transform the grant payment system

Greater investment in route expansion and innovation will likely attract new users to public transportation

Digitalisation will drive innovation within pre-paid cards

CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2017-2022

Table 2 Pre-paid Cards Transactions 2017-2022

Table 3 Pre-paid Cards in Circulation: % Growth 2017-2022

Table 4 Pre-paid Cards Transactions: % Growth 2017-2022

Table 5 Closed Loop Pre-paid Cards Transactions 2017-2022

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022

Table 7 Open Loop Pre-paid Cards Transactions 2017-2022

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2017-2022

Table 9 Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 10 □Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 11 □Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 12 □Pre-paid Cards Transaction Value by Operator 2017-2021

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Table 22 □Forecast Pre-paid Cards Transactions 2022-2027

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN SOUTH AFRICA

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EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

Demand for contactless payment solutions continues to rise, accelerated by pandemic

Rapid Payments Programme expected to launch in 2023

Competition intensifies, as digital banks continue to expand customer base, while strategic partnerships remain key

Financial cards and payments set to be driven by digitalisation and the decline of cash transactions, while load shedding is set to constrain retail sales

MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2017-2022

Table 30 Number of ATMs: Units 2017-2022

Table 31 Value Lost to Fraud 2017-2022

Table 32 Card Expenditure by Location 2022

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 34 Domestic versus Foreign Spend 2022

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 36 Financial Cards by Category: Number of Accounts 2017-2022

Table 37 Financial Cards Transactions by Category: Value 2017-2022

Table 38 Financial Cards by Category: Number of Transactions 2017-2022

Table 39 Commercial Payments by Category: Value 2017-2022

Table 40 Commercial Payments by Category: Number of Transactions 2017-2022

Table 41 Personal Payments by Category: Value 2017-2022

Table 42 Personal Payments by Category: Number of Transactions 2017-2022

Table 43 M-Commerce by Category: Value 2017-2022

Table 44 M-Commerce by Category: % Value Growth 2017-2022

Table 45 Financial Cards: Number of Cards by Issuer 2017-2021

Table 46 Financial Cards: Number of Cards by Operator 2017-2021

Table 47 Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 48 Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 49 Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 50 Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 51 Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 52 Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 53 Forecast Commercial Payments by Category: Value 2022-2027

Table 54 Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 55 Forecast Personal Payments by Category: Value 2022-2027

Table 56 Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 57 Forecast M-Commerce by Category: Value 2022-2027

Table 58 Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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