

Pre-Paid Cards in Taiwan

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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Report description:

Pre-paid card transactions continue to be negatively impacted by the COVID-19 pandemic in 2022. Taiwan was hit by a new wave of the COVID-19 virus in April 2022, following a wave in May 2021 which led to a level 3 alert, forcing the closure of some schools and retail/business closures. The second wave in April 2022 saw a peak in local cases, but overall the Taiwanese people tried to co-exist with the virus. Many still chose to avoid crowds or take mass transportation. Consequently, the number of...

Euromonitor International's Pre-Paid 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: 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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Three players dominate pre-paid category

E-wallets are taking share away from pre-paid cards

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FINANCIAL CARDS AND PAYMENTS IN TAIWAN

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