

Japan Prepaid Cards Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-09-04 | 115 pages | IMARC Group

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Report description:

Market Overview:

The Japan prepaid cards market size reached US\$ 91.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 261.8 Billion by 2028, exhibiting a growth rate (CAGR) of 18.5% during 2023-2028.

Prepaid card is a payment card which has previously deposited cash balance and is used as an alternative of cash payment. These cards do not require opening of a direct deposit or lending account with a bank. Some prepaid cards are not reloadable, such as gift cards. On the other hand, reloadable prepaid cards can be replenished with funds repeatedly.

The Japan's e-commerce market is the fourth largest in the world and is growing at a fast rate, thereby indulging a greater number of consumers making online payments using prepaid cards. Moreover, modern retail facilities such as hypermarkets, supermarkets, convenience stores, etc., offer loyalty programs and reward schemes with prepaid cards that motivate the customers to gravitate toward cashless payment in the country. In addition to this, prepaid cards are also used for the various micropayments in Japan such as tight linkage with retail payments, contactless transport products like prepaid transport ticketing, etc. As a result, merchants are also looking for ways to expand their closed-loop prepaid cards to other networks such as airports, vending machines and highway service stations, etc. Moreover, Japan is looking forward to host 2020 Tokyo Olympic and Paralympic Games, where united front between public and private sectors is anticipated to drive the prepaid cards market in order to promote a cashless environment.

IMARC Group's latest report provides a deep insight into the Japan prepaid cards market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the

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Japan prepaid cards market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Japan prepaid cards market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on card type, purpose and vertical.

Breakup by Card Type:

Closed Loop Cards

Open Loop Cards

Breakup by Purpose:

Travel Cards

General Purpose Reloadable (GPR) Cards

Gift Cards

Gaming Cards

Others

Breakup by Vertical:

Retail

Government

Corporate/Organization

Others

Breakup by Region:

Kanto Region

Kinki Region

Central/ Chubu Region

Kyushu-Okinawa Region

Tohoku Region

Chugoku Region

Hokkaido Region

Shikoku Region

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Aeon Credit Service Co. Ltd., East Japan Railway Corp., Nippon Tosho Fukyu Co. Ltd., PASMO Association, Quo Card Co. Ltd., Rakuten Edy, Seven & I Holdings Co. Ltd. and West Japan Railway Co.

Key Questions Answered in This Report:

How has the Japan prepaid cards market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Japan prepaid cards market?

What is the breakup of the Japan prepaid cards market based on the card type?

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What is the breakup of the Japan prepaid cards market based on the purpose?
What is the breakup of the Japan prepaid cards market based on the vertical?
What is the breakup of the Japan prepaid cards market based on the region?
What are the various stages in the value chain of the Japan prepaid cards industry?
What are the key driving factors and challenges in the Japan prepaid cards industry?
What is the structure of the Japan prepaid cards industry and who are the key players?
What is the degree of competition in the Japan prepaid cards industry?

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