

## **Charge Cards in Taiwan**

Market Direction | 2023-11-21 | 27 pages | Euromonitor

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### **Report description:**

Despite being historically less popular in Taiwan due to limited merchant acceptance compared to VISA, MasterCard, and JCB, American Express (AMEX) is making significant strides in the market. The key to its success lies in the exclusive benefits and privileges offered to cardholders, compensating for the higher annual fee associated with AMEX cards. Many cardholders find the benefits and exclusivity provided by AMEX cards outweigh the costs, making them a preferred choice.

Euromonitor International's Charge 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: Commercial Charge Card Transactions, Personal Charge 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 Charge 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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American Express enhances acceptance in metro transport

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