

## **Credit Cards in Hong Kong, China**

Market Direction | 2023-11-21 | 29 pages | Euromonitor

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### **Report description:**

Since the reopening of borders in the fourth quarter of 2022, there has been a surge in enthusiasm among Hong Kong locals to travel abroad after enduring three years of the pandemic. Residents are now showing a strong and sustained interest in reallocating their spending from daily expenses in Hong Kong towards their outbound travel budget. Hong Kong's outbound expenditure is set to recover to 93% of its pre-pandemic levels by the end of 2023, according to Euromonitor International's Travel Syst...

Euromonitor International's Credit Card Transactions in Hong Kong, China 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 Credit Card Transactions, Personal Credit 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 Credit 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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Euromonitor International  
November 2023

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Greater Bay Area integration fosters seamless payment options

Buy Now Pay Later struggles as credit cards remain popular payment method

##### PROSPECTS AND OPPORTUNITIES

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Targeting affluent segment as players eye potential of Greater Bay Area integration

Building brand equity will be key to differentiate from competitors

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