

Credit Cards in Japan

Market Direction | 2023-11-21 | 28 pages | Euromonitor

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Report description:

Credit card is the leading cashless payment method in Japan, and is still responsible for the predominant share of cashless payment transaction volumes and value. Other digital payment instruments are also gaining popularity, but credit cards remain the most widely used. Commercial credit cards are becoming increasingly popular in Japan, due to their convenience and benefits. With the push from the government to accelerate towards a cashless society, businesses are adopting commercial cards to r...

Euromonitor International's Credit Card Transactions in Japan 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.

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Commercial credit cards drives value growth

Numberless on-trend for security

Campaigns effective at pushing new initiatives

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Credit cards will be the key driver towards a cashless society

V Point and T-Point to merge and create a massive loyalty ecosystem

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