

Credit Cards in Singapore

Market Direction | 2023-11-20 | 28 pages | Euromonitor

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Report description:

Credit card transactions in Singapore have sustained considerable growth in both total retail value and transaction volume, owing to the resurgence of the travel industry in Asia Pacific. This revival of travel has become the key growth driver for recent credit card offerings and promotional campaigns, resulting in a highly competitive landscape. To meet the ongoing demand and capitalise on the increasing desire for travel experiences, credit card issuers have introduced new travel credit cards,...

Euromonitor International's Credit Card Transactions in Singapore 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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Revival of the travel industry spurs growth in credit card transactions, prompting competitive offerings and promotions

Credit cards surpass cash as the preferred personal payment method, driven by enhanced rewards and benefits

Singapore's growing affluent population drives upgrades in exclusive benefits and privileges for elite credit cardholders

PROSPECTS AND OPPORTUNITIES

Credit cards set to remain attractive payment method for online shopping in an evolving digital landscape

Credit card issuers embrace partnerships and exclusive benefits to remain competitive amid evolving payment landscape

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