

Debit Cards in Japan

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

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Report description:

In the past, debit cards were not prevalent in Japan, with alternative payment methods such as credit cards or cash dominating the market. Furthermore, Japanese banks typically issued "cash cards" to their customers, which were primarily intended for ATM withdrawals and basic banking functions. These cash cards lacked the features and functionality of traditional international debit cards linked to bank accounts. However, in the review period debit cards showed dynamic value growth, following th...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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DEBIT CARDS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Merged credit card/debit card in the new concept of flexible pay
Campaigns continue to be effective in terms of increasing awareness
Young consumers utilise debit cards as their first step into card usage

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"Brand debit" will continue to show stronger potential
Outbound tourism set to support growth in debit cards
Growth of digital brands increases cardless debit cards

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FINANCIAL CARDS AND PAYMENTS IN JAPAN

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