

Debit Cards in Malaysia

Market Direction | 2023-11-22 | 22 pages | Euromonitor

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Report description:

Wider acceptance is boosting the use of personal debit cards in Malaysia. The rising popularity of personal debit cards underpins the growth in the number of cards and volume and value transactions. The increased numbers of POS terminals is widening the acceptance of debit cards nationwide. That this is occurring without incurring minimum spend requirements further boosts the use of personal debit cards. The development of commercial debit cards is slower than that of personal debit cards in ter...

Euromonitor International's Debit Card Transactions in Malaysia 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 MALAYSIA

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2023 DEVELOPMENTS

Strong uptick in the use of debit cards as acceptance widens and the government promotes cashless payments

Convenience and time-saving benefits have a push-pull effect on debit cards

Commercial debit cards see greater usage with the resumption of normal business activities

PROSPECTS AND OPPORTUNITIES

Debit card use set to surge with more terminals being installed to promote usage

The government is set to continue to stimulate cashless payments and fight fraud

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