

## **Debit Cards in Taiwan**

Market Direction | 2023-11-21 | 22 pages | Euromonitor

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### **Report description:**

Debit card transactions experienced a noticeable decline in transaction value in 2022, a trend that commenced during the pandemic in 2021. This decline was primarily attributed to the increased prevalence of digital wallet transactions and the continued rise of direct debits, facilitated by the high adoption of mobile banking. The practice of linking credit cards or bank accounts and topping up stored value via these channels has become the prevalent method for funding digital wallets, diminishi...

Euromonitor International's Debit Card Transactions in Taiwan 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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