

## **Financial Cards and Payments in Malaysia**

Market Direction | 2023-11-22 | 60 pages | Euromonitor

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### **Report description:**

Financial cards and payments in Malaysia in 2023 exhibited significant continuation with 2022 in terms of the direction of travel in the post-Coronavirus (COVID-19) period. The strong moves towards a cashless society in Malaysia, pushed by the government and private actors, such as retailers, and accelerated by the experience of the pandemic, continue to dictate many of the developments in the industry. This is highly visible in the growing use of cards over cash for payments in 2023. This is su...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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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

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## PROSPECTS AND OPPORTUNITIES

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