

## **Pre-Paid Cards in Canada**

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

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### **Report description:**

Pre-paid cards is seeing continued robust rises across all metrics in Canada in 2023, with growth in some areas outshining that of 2022. This is in large part thanks to a wave of innovation from card issues that is redefining the landscape. One of the most notable developments is the debut of bespoke apps, streamlining the once-cumbersome process of card reloads into mere finger taps. Meanwhile, strategic alliances between merchants and card issuers are charting new terrains of card acceptance.

Euromonitor International's Pre-Paid Card Transactions in Canada 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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.

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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