

Pre-Paid Cards in Colombia

Market Direction | 2023-11-21 | 27 pages | Euromonitor

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Report description:

In 2023, the number of pre-paid cards in circulation is expected to grow steadily. Closed loop pre-paid cards, particularly transportation cards, will remain the most important. This growth is driven by increased mobility as hybrid work schemes lose traction. Transportation pre-paid cards are offering more digital alternatives for recharging, such as Tullave in Bogota and Civica in Medellin, which allow users to add balance from e-wallets like Daviplata and Nequi, and apps like Maas. However, tr...

Euromonitor International's Pre-Paid Card Transactions in Colombia 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.

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FINANCIAL CARDS AND PAYMENTS IN COLOMBIA

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