

## **Pre-Paid Cards in France**

Market Direction | 2023-11-21 | 29 pages | Euromonitor

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### **Report description:**

The growth seen in pre-paid cards in 2023 is being supported by the popularity of closed loop pre-paid cards allocated for gifts. The number of such cards has increased in recent years, with the era of the pandemic seeing consumers allocate a part of their budgets (normally spent on outings and entertainment) to gift vouchers which could be used at a later date, namely when pandemic restrictions had lifted.

Euromonitor International's Pre-Paid Card Transactions in France 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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Growth supported by ongoing digitalisation of closed loop pre-paid gift cards and those for travel

Open loop pre-paid cards see continuous digitalisation, despite the resilience of paper luncheon vouchers

Players in pre-paid cards benefit from ongoing digitisation

#### PROSPECTS AND OPPORTUNITIES

Many positive predications for pre-paid cards ahead

Open loop pre-paid cards have continuous room for improvement and dematerialisation

New players could shuffle the status quo in pre-paid cards

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