

## **Pre-Paid Cards in Hong Kong, China**

Market Direction | 2023-11-21 | 25 pages | Euromonitor

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### **Report description:**

Octopus has established itself as the most widely used and popular open loop pre-paid card in Hong Kong, offering a myriad of convenient features and services. Recognising the growing interest among local residents to explore the mainland during weekends or holidays, Octopus has strategically capitalised on the integration of the Greater Bay Area. To cater for the needs of Hong Kong residents travelling to the mainland, Octopus has formed a partnership with UnionPay, a prominent payment network.

Euromonitor International's Pre-Paid Card Transactions in Hong Kong, China 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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Innovating payment methods to suit Greater Bay Area integration

Closed loop pre-paid card from Starbucks fosters customer loyalty

Convenience and security of online shopping leads to growing popularity of open loop pre-paid cards

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