

## **Pre-Paid Cards in Japan**

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

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### **Report description:**

In the review period, pre-paid cards showed progression to online (mobile, smart watch, etc...) payment, especially within transportation pre-paid cards such as Suica and PASMO cards. More people opted to use smartphone app versions of pre-paid cards rather than physical cards, due to the convenience of registering a payment type to the app and quickly scanning their device through the gate.

Euromonitor International's Pre-Paid Card Transactions in Japan 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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Shift to online (mobile) payment accelerates as semiconductor shortage hits physical cards

Tosho cards available online

Quo Card strong for digital gift-giving

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Japan plans to implement payroll cards using pre-paid cards

Pre-paid cards can help support financial inclusivity

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