

Pre-Paid Cards in Malaysia

Market Direction | 2023-11-22 | 26 pages | Euromonitor

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Report description:

Despite increased competition from other payment methods, pre-paid cards retains the potential for growth as Malaysia continues to shift towards a cashless society. With the use of cash in long-term decline, a trend accelerated by the Coronavirus (COVID-19) pandemic, many local consumers, including those among the unbanked population, who do not own a financial card of any type, are more likely to convert to pre-paid cards. This is because the use of pre-paid cards is more similar to cash than e...

Euromonitor International's Pre-Paid Card Transactions in Malaysia 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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Partnership with Visa spurs Touch 'n Go

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FINANCIAL CARDS AND PAYMENTS IN MALAYSIA

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