

## **Pre-Paid Cards in Mexico**

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

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### **Report description:**

Pre-paid cards is a form of payment, whether in physical or digital format, that closely resembles conventional debit and credit cards. In 2023, pre-paid cards is set to experience a positive performance, largely thanks to the rise of e-commerce, and supported by the wide availability of products available in the market. Furthermore, well-known e-commerce brands such as Amazon and Mercado Libre have launched their own pre-paid cards, both in physical and digital formats.

Euromonitor International's Pre-Paid Card Transactions in Mexico 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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Pre-paid cards drive financial inclusion

Tourism boosts pre-paid cards

##### PROSPECTS AND OPPORTUNITIES

Adoption of contactless payment methods expected to drive the eventual phasing out of traditional cards

Pre-paid cards are useful for those seeking experiences while saving money

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