

## Pre-Paid Cards in Nigeria

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

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### Report description:

Nigeria remains a mainly cash-driven society, though debit card usage is growing. Pre-paid cards, however, are not a popular option, and while the number of cards is expected to increase, constant transaction value is expected to fall in 2023, as inflation remains very high. There is little awareness of pre-paid cards and most open loop cards are in foreign currency. Closed loop cards dominate, though open loop cards register higher growth in 2023.

Euromonitor International's Pre-Paid Card Transactions in Nigeria 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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Lift of ban of naira debit cards for international transaction dampens value growth for pre-paid cards

Scarcity of cash in 2023 drives further growth of Lagos Cowry transport card

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