

Pre-Paid Cards in Turkey

Market Direction | 2023-11-21 | 14 pages | Euromonitor

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Report description:

Turkey is witnessing dynamic growth in social media and gaming expenditure. While consumers above the age of 18 and those in the workforce have the option to obtain credit or debit cards to access their wages, a different consumer profile is emerging among underage individuals, students, and unemployed young consumers. These individuals often opt for pre-paid cards, as they can up-load cash and use them for electronic shopping, social media and gaming expenses. As young consumers are not eligibl...

Euromonitor International's Pre-Paid Card Transactions in Turkey 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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