

Pre-Paid Cards in South Korea

Market Direction | 2023-11-27 | 28 pages | Euromonitor

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Report description:

In 2022, South Korea witnessed growth in both the issuance and usage of pre-paid cards in line with greater mobility outside of the home. Shinhan Card, in particular, played a role in driving this growth, reporting a remarkable increase in the retail selling price (RSP) of its pre-paid cards. The high RSP of Shinhan Card's offerings contributed significantly to the overall increase in the retail value of pre-paid cards, setting a benchmark for the industry. Following closely, KB Kookmin also mad...

Euromonitor International's Pre-Paid Card Transactions in South Korea 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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Table of Contents:

Pre-Paid Cards in South Korea
Euromonitor International
November 2023

List Of Contents And Tables

PRE-PAID CARDS IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competitive landscape of pre-paid cards in South Korea

Fintech companies expand into the pre-paid space

T-money offers new type of pre-paid tagless payment service on public transport

PROSPECTS AND OPPORTUNITIES

Travel pre-paid cards expand with greater resumption of travel

Pre-paid cards targeting teenagers

Closed loop pre-paid cards set to rise over forecast period due to different gifting options and collaborations

CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 2 Pre-paid Cards Transactions 2018-2023

Table 3 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 4 Pre-paid Cards Transactions: % Growth 2018-2023

Table 5 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 7 Open Loop Pre-paid Cards Transactions 2018-2023

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 9 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 10 □Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 11 □Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 12 □Pre-paid Cards Transaction Value by Operator 2018-2022

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 22 □Forecast Pre-paid Cards Transactions 2023-2028

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN SOUTH KOREA

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EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Overview of financial cards in South Korea

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2018-2023

Table 30 Number of ATMs: Units 2018-2023

Table 31 Value Lost to Fraud 2018-2023

Table 32 Card Expenditure by Location 2023

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 34 Domestic versus Foreign Spend 2023

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 36 Financial Cards by Category: Number of Accounts 2018-2023

Table 37 Financial Cards Transactions by Category: Value 2018-2023

Table 38 □Financial Cards by Category: Number of Transactions 2018-2023

Table 39 □Consumer Payments by Category: Value 2018-2023

Table 40 □Consumer Payments by Category: Number of Transactions 2018-2023

Table 41 □M-Commerce by Category: Value 2018-2023

Table 42 □M-Commerce by Category: % Value Growth 2018-2023

Table 43 □Financial Cards: Number of Cards by Issuer 2018-2022

Table 44 □Financial Cards: Number of Cards by Operator 2018-2022

Table 45 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 46 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 47 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 48 □Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 49 □Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 50 □Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 51 □Forecast Consumer Payments by Category: Value 2023-2028

Table 52 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 53 □Forecast M-Commerce by Category: Value 2023-2028

Table 54 □Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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