

Pre-Paid Cards in Austria

Market Direction | 2023-12-15 | 23 pages | Euromonitor

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Report description:

Closed loop pre-paid card transactions in Austria are essentially merchant-issued gift cards, and demand for these continued to increase in 2023. In a time of persistently high inflation with increased prices of essentials such as food and petrol, gift cards became popular, allowing the recipient to fulfil their own wishes. Consumers preferred physical cards, while digital alternatives such as Wunschgutschein by Wunschgutschein GmbH remained a niche. 2023 was the second year in a row with remark...

Euromonitor International's Pre-Paid Card Transactions in Austria 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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EXECUTIVE SUMMARY

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