

Pre-Paid Cards in India

Market Direction | 2024-02-06 | 25 pages | Euromonitor

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Report description:

Pre-paid card transactions witnessed healthy double-digit growth in transaction volumes over 2021-2022. However, in 2023, the category witnessed a decline in volume of transactions as consumers became increasingly inclined to choose alternative products such as mobile payments via UPI, and further usage of digital wallets. Unified Payment Interface (UPI), which allows consumers to make payments to merchants by leveraging QR codes and facilitated easily via customers' mobile phones, witnessed fur...

Euromonitor International's Pre-Paid Card Transactions in India 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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PRE-PAID CARDS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in pre-paid card transactions due to rising competition from alternative products and full effect of regulatory revisions

Benefits of transportation cards drive uptake of closed loop pre-paid cards

Surge in outbound tourism fosters rise in demand for open loop travel cards

PROSPECTS AND OPPORTUNITIES

Flexibility of open loop pre-paid cards offers greater potential over forecast period

Rapid adoption of alternative options creates challenge for future of pre-paid cards

Public transport holds the key to bolstering demand for closed loop pre-paid cards

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FINANCIAL CARDS AND PAYMENTS IN INDIA

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EXECUTIVE SUMMARY

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