

**China Prepaid Cards Market Report by Card Type (Closed Loop Cards, Open Loop Cards), Purpose (Payroll/Incentive Cards, Gift Cards, Travel Cards, General Purpose Reloadable (GPR) Cards, and Others), Vertical (Retail, Corporate/Organization, Government, and Others), and Region 2024-2032**

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**Report description:**

The China prepaid cards market size reached US\$ 388.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 720.2 Billion by 2032, exhibiting a growth rate (CAGR) of 6.9% during 2024-2032.

Prepaid card is an alternative method of payment, where fund is directly connected to a card without the need for it to be linked to a bank account. It is available to people regardless of their credit rating, income, status or holding of a bank account. Prepaid cards are a substitute to traditional bank accounts, and are widely used in retailer stores, e-commerce and other platforms.

In China, prepaid cards are widely used across various industry verticals such as corporate institutions, retailers, governments and financial institutions. Currently factors such as increasing awareness, surge in the number of internet users and booming e-commerce industry are driving the growth of the market. Prepaid cards also work as a tax saving tool for employees. In addition to this, large numbers of internet users, ease of access to prepaid cards and the booming e-commerce industry have also significantly impacted the prepaid cards market in recent years in the country. Prepaid/stored value cards have become an integral part of the payment market in China and can be used to pay for almost everything. Moreover, increase in awareness and convenience of these cards enhance the adoption of prepaid cards in the region. Growth in unbanked and underbanked population and emergence of new applications are expected to present lucrative opportunities for the market players in the coming years.

IMARC Group's latest report provides a deep insight into the China prepaid cards market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and

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challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the China prepaid cards market in any manner.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the China prepaid cards market report, along with forecasts at the country and regional level from 2024-2032. Our report has categorized the market based on card type, purpose, and vertical.

#### Breakup by Card Type:

Closed Loop Cards

Open Loop Cards

#### Breakup by Purpose:

Payroll/Incentive Cards

Gift Cards

Travel Cards

General Purpose Reloadable (GPR) Cards

Others

#### Breakup by Vertical:

Retail

Corporate/Organization

Government

Others

#### Breakup by Region:

Guangdong

Jiangsu

Shandong

Zhejiang

Others

#### Competitive Landscape:

The report has also examined the competitive landscape of the market and provides the profiles of the key players operating in the industry.

#### Key Questions Answered in This Report:

How has the China prepaid cards market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the China prepaid cards market?

What is the breakup of the China prepaid cards market based on the card type?

What is the breakup of the China prepaid cards market based on the purpose?

What is the breakup of the China prepaid cards market based on the vertical?

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What is the breakup of the China prepaid cards market based on the region?  
What are the various stages in the value chain of the China prepaid cards industry?  
What are the key driving factors and challenges in the China prepaid cards industry?  
What is the structure of the China prepaid cards industry and who are the key players?  
What is the degree of competition in the China prepaid cards industry?

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