

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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