

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

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Report description:

The Japan prepaid cards market size reached US\$ 109.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 455.3 Billion by 2032, exhibiting a growth rate (CAGR) of 16.7% during 2024-2032.

Prepaid card is a payment card which has previously deposited cash balance and is used as an alternative of cash payment. These cards do not require opening of a direct deposit or lending account with a bank. Some prepaid cards are not reloadable, such as gift cards. On the other hand, reloadable prepaid cards can be replenished with funds repeatedly.

The Japan's e-commerce market is the fourth largest in the world and is growing at a fast rate, thereby indulging a greater number of consumers making online payments using prepaid cards. Moreover, modern retail facilities such as hypermarkets, supermarkets, convenience stores, etc., offer loyalty programs and reward schemes with prepaid cards that motivate the customers to gravitate toward cashless payment in the country. In addition to this, prepaid cards are also used for the various micropayments in Japan such as tight linkage with retail payments, contactless transport products like prepaid transport ticketing, etc. As a result, merchants are also looking for ways to expand their closed-loop prepaid cards to other networks such as airports, vending machines and highway service stations, etc. Moreover, Japan is looking forward to host 2020 Tokyo Olympic and Paralympic Games, where united front between public and private sectors is anticipated to drive the prepaid cards market in order to promote a cashless environment.

IMARC Group's latest report provides a deep insight into the Japan prepaid cards market covering all its essential aspects. This

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ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and 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 Japan prepaid cards market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Japan 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:

- Travel Cards
- General Purpose Reloadable (GPR) Cards
- Gift Cards
- Gaming Cards
- Others

Breakup by Vertical:

- Retail
- Government
- Corporate/Organization
- Others

Breakup by Region:

- Kanto Region
- Kinki Region
- Central/ Chubu Region
- Kyushu-Okinawa Region
- Tohoku Region
- Chugoku Region
- Hokkaido Region
- Shikoku Region

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Aeon Credit Service Co. Ltd., East Japan Railway Corp., Nippon Tosho Fukyu Co. Ltd., PASMO Association, Quo Card Co. Ltd., Rakuten Edy, Seven & I Holdings Co. Ltd. and West Japan Railway Co.

Key Questions Answered in This Report:

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

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What has been the impact of COVID-19 on the Japan prepaid cards market?
What is the breakup of the Japan prepaid cards market based on the card type?
What is the breakup of the Japan prepaid cards market based on the purpose?
What is the breakup of the Japan prepaid cards market based on the vertical?
What is the breakup of the Japan prepaid cards market based on the region?
What are the various stages in the value chain of the Japan prepaid cards industry?
What are the key driving factors and challenges in the Japan prepaid cards industry?
What is the structure of the Japan prepaid cards industry and who are the key players?
What is the degree of competition in the Japan prepaid cards industry?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
 - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Japan Prepaid Cards Market
 - 5.1 Market Overview
 - 5.2 Market Performance
 - 5.3 Impact of COVID-19
 - 5.4 Market Forecast
 - 5.5 SWOT Analysis
 - 5.5.1 Overview
 - 5.5.2 Strengths
 - 5.5.3 Weaknesses
 - 5.5.4 Opportunities
 - 5.5.5 Threats
 - 5.6 Value Chain Analysis
 - 5.7 Porters Five Forces Analysis
 - 5.7.1 Overview
 - 5.7.2 Bargaining Power of Buyers
 - 5.7.3 Bargaining Power of Suppliers
 - 5.7.4 Degree of Competition
 - 5.7.5 Threat of New Entrants
 - 5.7.6 Threat of Substitutes
 - 5.8 Key Success and Risk Factors
- 6 Market Breakup by Card Type

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- 6.1 Closed Loop Cards
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Open Loop Cards
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 7 Market Breakup by Purpose
 - 7.1 Travel Cards
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 General Purpose Reloadable (GPR) Cards
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
 - 7.3 Gift Cards
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
 - 7.4 Gaming Cards
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
 - 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 8 Market Breakup by Vertical
 - 8.1 Retail
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2 Government
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
 - 8.3 Corporate/Organization
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
 - 8.4 Others
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 9 Market Breakup by Region
 - 9.1 Kanto Region
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
 - 9.2 Kinki Region
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
 - 9.3 Central/Chubu Region
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
 - 9.4 Kyushu-Okinawa Region
 - 9.4.1 Market Trends

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- 9.4.2 Market Forecast
- 9.5 Tohoku Region
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Chugoku Region
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Hokkaido Region
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Shikoku Region
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast
- 10 Competitive Landscape
 - 10.1 Market Structure
 - 10.2 Key Players
 - 10.3 Profiles of Key Players
 - 10.3.1 Rakuten Edy
 - 10.3.2 Quo Card Co Ltd.
 - 10.3.3 PASMO Association
 - 10.3.4 Aeon Credit Service Co Ltd.
 - 10.3.5 West Japan Railway Co.
 - 10.3.6 East Japan Railway Corp.
 - 10.3.7 Seven & I Holdings Co Ltd.
 - 10.3.8 Nippon Tosho Fukyu Co Ltd.

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