

Credit Cards in Hong Kong, China

Market Direction | 2024-11-12 | 27 pages | Euromonitor

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Report description:

Since existing credit cards can already meet consumption needs, demand among Hong Kong's citizens for new credit cards remains sluggish. However, growing credit card balances indicate that consumers are actively using their existing credit cards, and financial institutions are extending more lines of credit. Hong Kong's credit cardholders continue to use their existing cards' loyalty programmes to spend, rather than applying for new cards. This creates opportunities for financial institutions to...

Euromonitor International's Credit Card Transactions in Hong Kong, China 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: Commercial Credit Card Transactions, Personal Credit 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 Credit 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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