

## Pre-Paid Cards in Singapore

Market Direction | 2024-11-13 | 25 pages | Euromonitor

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### Report description:

In 2024, pre-paid cards in Singapore is expected to continue to see gradual growth. Open loop pre-paid cards is set to gain traction due to the broader acceptance and enhanced functionality of such cards across multiple payment scenarios. These cards are increasingly being adopted for e-commerce, public transport, and cross-border transactions, providing users with more flexibility compared with closed loop alternatives. A significant driver of growth is the continued expansion of functionality,...

Euromonitor International's Pre-Paid Card Transactions in Singapore 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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##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Gradual increase in pre-paid cards, with the increasing functionality of open loop cards valued

Gradual shift away from physical stored-value closed loop cards

Merchant issued closed loop gift cards also suffer

##### PROSPECTS AND OPPORTUNITIES

Pre-paid cards will need to evolve to meet the demands of Singapore's cashless economy

Steady growth of open loop pre-paid cards set to be driven by the adoption of digital payment methods and government initiatives

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