

## Consumer Credit in Japan

Market Direction | 2024-11-21 | 15 pages | Euromonitor

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### Report description:

Buy Now Pay Later (BNPL) services, which are unregulated in Japan, are quickly gaining popularity due to their convenience, flexibility, and the absence of credit checks. These benefits especially appeal to the country's younger generation, who often do not have credit cards, and therefore see BNPL as a handy alternative. Consequently, new BNPL service providers are continuously emerging in the Japanese market, drawn in by its evident potential.

Euromonitor International's Consumer Credit in Japan 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: Auto Lending, Card Lending, Durables Lending, Education Lending, Home Lending, Other Personal Lending.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Consumer Credit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2024

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**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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## SOURCES

### Summary 1 Research Sources

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