

## **Debit Cards in China**

Market Direction | 2024-11-19 | 20 pages | Euromonitor

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### **Report description:**

Debit card remains the dominant form of card payment in China, set to account for about 69% of card payment transaction value in 2024. Moreover, the number of debit cards in circulation increased by around 340 million in 2023, reflecting a 4% increase, while a further 124 million debit cards are expected to be in circulation in 2024. Sales of commercial debit cards are insignificant, with personal debit cards therefore overwhelmingly dominant. While digital payments through platforms such as Ali...

Euromonitor International's Debit Card Transactions in 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 Debit Card Transactions, Personal Debit 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 Debit 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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