

## **Debit Cards in Japan**

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

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### **Report description:**

Debit cards in Japan comprises two main types of card: J-Debit and Branded Debit. J-Debit is a service that allows a financial institution's cash cards (ATM cards) to be used as debit cards. Notable features of J-Debit include no annual fees, and the lack of a card number, unlike credit cards. Card holders can make payment at any store bearing the J-Debit mark by entering the PIN for their ATM card. However, its use is limited to physical stores in Japan - it cannot be used for online shopping.

Euromonitor International's Debit Card Transactions 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: 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.

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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