

Pre-Paid Cards in Japan

Market Direction | 2024-11-21 | 26 pages | Euromonitor

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Report description:

East Japan Railway Company (JR East), being at the core of the nationwide transportation IC card, as a pioneer in this space, is expected to remain the top player in terms of pre-paid card transaction value by issuer and operator in Japan in 2024. The company is making moves to strengthen customer loyalty, with Suica as one of its mainstays.

Euromonitor International's Pre-Paid 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: 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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Sales suspension of Suica and PASMO lifted

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