

Store Cards in Japan

Market Direction | 2024-11-21 | 20 pages | Euromonitor

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Report description:

In Japan, store cards are commonly known as Gaisho cards. Gaisho represents a unique business model, predominantly seen in department stores, akin to direct selling. Gaisho staff are seasoned professionals with exceptional skills and experience who regularly visit customers' homes to take orders directly. This service is exclusive to a select group of affluent individuals. Gaisho cards, held by patrons of the Gaisho service, can only be obtained by those possessing significant wealth and high so...

Euromonitor International's Store 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.

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

Why buy this report?

- * Get a detailed picture of the Store 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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