

**Store Cards in South Korea**

Market Direction | 2024-11-25 | 21 pages | Euromonitor

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**Report description:**

Store cards, especially those from department stores, are designed to reward customer loyalty, offering exclusive benefits such as points, discounts, and special offers. Store cards is expected to remain the financial card type accounting for the smallest share of volume and value transactions in South Korea in 2024. Volume and current value transactions are expected to continue to grow in 2024, although only at low rates. This growth is largely being driven by the attractive rewards and benefit...

Euromonitor International's Store Card Transactions in South Korea 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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Hyundai aims to capture attention of younger generations

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Credit card companies in Korea focus on PLCC collaborations instead of launching new store cards

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