

## **Charge Cards in Malaysia**

Market Direction | 2024-12-18 | 26 pages | Euromonitor

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### **Report description:**

Malaysians demonstrate a clear preference for credit cards over charge cards, with the latter seeing relatively low demand by the end of the review period. This trend can be attributed to the limited number of issuers offering charge cards, which restricts their availability and hinders widespread adoption. In fact, many banks have ceased offering charge cards, especially commercial charge cards, due to the lack of demand.

Euromonitor International's Charge Card Transactions in Malaysia 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 Charge Card Transactions, Personal Charge 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 Charge 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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Euromonitor International  
December 2024

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