

Credit Cards in Malaysia

Market Direction | 2024-12-18 | 28 pages | Euromonitor

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Report description:

Credit card usage in Malaysia is experiencing robust growth in 2024, with significant increases in both transaction volume and value. Economic factors, such as rising inflation and the higher cost of living, have driven more Malaysians to rely on credit cards to manage their day-to-day expenses. Additionally, consumer spending per transaction has risen, as credit cards are favoured for higher-value purchases compared to debit cards.

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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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CREDIT CARDS IN MALAYSIA

KEY DATA FINDINGS

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Rising credit card usage amid economic pressures, although introduction of reloading fees could impact consumer behaviour
Surge in virtual credit cards, driven by security and convenience
Increased spending on commercial credit cards in line with revival of business activities

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Optimistic outlook for credit cards
Credit card issuers expand contactless and mobile payment options
BNPL will challenge credit card usage

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