

Credit Cards in Taiwan

Market Direction | 2024-12-17 | 33 pages | Euromonitor

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Report description:

In 2024, both commercial and personal credit cards are expected to see growth, although commercial credit cards is set to see slower growth in transaction volumes and values than personal credit cards, and account for only a small share of the total.

Euromonitor International's Credit Card Transactions in Taiwan 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.

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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reshuffling of credit card issuance ranking as players align benefits with key activities to attract consumers

Enhanced offers of digital wallets intensify the competition

Usage of Buy Now, Pay Later (BNPL) remains low

PROSPECTS AND OPPORTUNITIES

Outbound travel booking and spending likely to be a key battlefield in the short term

Intensifying competition expected, as loyalty and personalisation will be key

BNPL is likely to be an area to watch

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