

Pre-Paid Cards in Malaysia

Market Direction | 2024-12-18 | 25 pages | Euromonitor

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Report description:

The number of pre-paid cards in Malaysia continues to expand, fuelled by the country's push towards a more cashless economy. As part of the Malaysia Digital Economy Blueprint, the government is strongly promoting the adoption of digital payments to enhance efficiency and streamline financial transactions across various sectors. Pre-paid cards offer a solution for people who are unbanked, enabling them to access a wide range of digital payment services without needing a bank account. This is part...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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PRE-PAID CARDS IN MALAYSIA

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Pre-paid cards benefit from government push towards cashless payment framework

Decline in use of closed-loop pre-paid cards as other cashless payment methods gain traction

Touch 'n Go continues to play important role in pre-paid card landscape

PROSPECTS AND OPPORTUNITIES

Positive outlook for open-loop pre-paid cards, driven by government initiatives to promote financial inclusion

Virtual cards to gain popularity

Projected decline in usage of closed loop pre-paid cards

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FINANCIAL CARDS AND PAYMENTS IN MALAYSIA

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EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

2024 Key trends

Mobile wallets with QR code technology gain traction

Malaysian government continues to push for cashless economy

International and domestic players look to increase customer base through the launch of ever-more innovative card solutions

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