

Pre-Paid Cards in Colombia

Market Direction | 2025-01-22 | 27 pages | Euromonitor

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Report description:

While pre-paid cards in Colombia saw transactions grow at robust rates in volume and current value terms in 2024, total circulation numbers remained static. The latter result was mainly attributable to the diminishing appeal of open loop pre-paid cards, which are increasingly being superseded by debit and credit cards, digital wallets and electronic transfers. This is particularly true of so-called compensation fund cards, which have historically been used by employers to disburse various benefi...

Euromonitor International's Pre-Paid Card Transactions in Colombia 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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Table of Contents:

Pre-Paid Cards in Colombia
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List Of Contents And Tables

PRE-PAID CARDS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total circulation numbers stagnate as need for compensation fund cards declines

Cryptocurrency is an emerging growth area in pre-paid cards

Use of pre-paid cards for digital transactions continues to rise

PROSPECTS AND OPPORTUNITIES

Use of closed loop transportation cards will continue to be the main growth driver

Open loop pre-paid cards set to remain a popular choice for remittances

Digitalisation trend expected to gain momentum

CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2019-2024

Table 2 Pre-paid Cards Transactions 2019-2024

Table 3 Pre-paid Cards in Circulation: % Growth 2019-2024

Table 4 Pre-paid Cards Transactions: % Growth 2019-2024

Table 5 Closed Loop Pre-paid Cards Transactions 2019-2024

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 7 Open Loop Pre-paid Cards Transactions 2019-2024

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 9 Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 10 □Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 11 □Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 12 □Pre-paid Cards Transaction Value by Operator 2019-2023

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029

Table 22 □Forecast Pre-paid Cards Transactions 2024-2029

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2024-2029

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2024-2029

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2024-2029

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2024-2029

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN COLOMBIA

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EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

Digitalisation increasingly visible across financial cards and payments

Confidence in security of card-based and digital transactions continues to improve

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2019-2024

Table 30 Number of ATMs: Units 2019-2024

Table 31 Value Lost to Fraud 2019-2024

Table 32 Card Expenditure by Location 2024

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 34 Domestic versus Foreign Spend 2024

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 36 Financial Cards by Category: Number of Accounts 2019-2024

Table 37 Financial Cards Transactions by Category: Value 2019-2024

Table 38 □Financial Cards by Category: Number of Transactions 2019-2024

Table 39 □Consumer Payments by Category: Value 2019-2024

Table 40 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 41 □M-Commerce by Category: Value 2019-2024

Table 42 □M-Commerce by Category: % Value Growth 2019-2024

Table 43 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 44 □Financial Cards: Number of Cards by Operator 2019-2023

Table 45 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 46 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 47 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 48 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 49 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 50 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 51 □Forecast Consumer Payments by Category: Value 2024-2029

Table 52 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 53 □Forecast M-Commerce by Category: Value 2024-2029

Table 54 □Forecast M-Commerce by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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