

Pre-Paid Cards in Peru

Market Direction | 2025-01-21 | 26 pages | Euromonitor

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Report description:

Pre-paid cards maintained healthy growth in Peru 2024, in transactions, values, and numbers of cards in circulation. A. positive performance is being seen in both open loop and closed loop pre-paid cards, as each of these types of cards has seen significant development in the last two years.

Euromonitor International's Pre-Paid Card Transactions in Peru 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.

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PRE-PAID CARDS IN PERU

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pre-paid cards maintain healthy growth, thanks to increased demand from users who value their benefits

Closed loop pre-paid cards benefit from public transport cards and a greater number of recharge points

Open loop pre-paid cards benefit from a widening range of uses and ease of access to unbanked consumers

PROSPECTS AND OPPORTUNITIES

Pre-paid cards will maintain growth, thanks to ongoing demand

Launch of a new single pre-paid card for urban transport services will further support usage of closed loop cards

Use of gift cards could contribute to the growth of closed loop pre-paid cards, thanks to the launch of Dollarcity gift cards in its expansion strategy in Peru

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EXECUTIVE SUMMARY

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