

Pre-Paid Cards in Turkey

Market Direction | 2025-01-22 | 26 pages | Euromonitor

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Report description:

Open-loop pre-paid cards have benefitted from the continued expansion of retail e-commerce in Turkey, which witnessed strong growth over the review period. Such cards are perceived to be a safe and secure means of shopping online as they are not linked to a bank account and have no overdraft facility, which minimises the risk of potential online fraud. Furthermore, there are a range of online marketplaces where consumers can obtain open-loop pre-paid cards. A prime example of this is Paycell, wh...

Euromonitor International's Pre-Paid Card Transactions in Turkey 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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