

**Turkey Prepaid Card and Digital Wallet Business and Investment Opportunities
Databook - Market Size and Forecast, Consumer Attitude & Behaviour, Retail Spend -
Q1 2024 Update**

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Report description:

This report provides a detailed data centric analysis of prepaid payment instruments, covering spend through prepaid cards and digital wallets across retail and corporate consumer segments. In addition, it provides a snapshot of consumer behaviour and retail spend dynamics in Turkey. With over 100 KPIs at country level, this report provides comprehensive understanding of prepaid card and digital wallet card market dynamics.

Turkey Prepaid Payment Instrument Market Size and Forecast

- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
- Average Value per Transaction

Turkey Digital Wallet Market Size and Forecast

- Transaction Value Trend Analysis
- Transaction Volume Trend Analysis
- Average Value per Transaction

Turkey Digital Wallet Market Size and Forecast by Key Segments

- Retail Shopping (Value, Volume, Avg. Value)
- Travel (Value, Volume, Avg. Value)
- Entertainment and Gaming (Value, Volume, Avg. Value)
- Restaurant (Value, Volume, Avg. Value)

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- Recharge and Bill Payment (Value, Volume, Avg. Value)

Turkey Digital Wallet Spend by Key Retail Categories

- Food and Grocery
- Health and Beauty Products
- Apparel and Foot Wear
- Books, Music and Video
- Consumer Electronics
- Pharmacy and Wellness
- Gas Stations
- Restaurants and Bars
- Toys, Kids and Baby Products
- Services
- Other Categories

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- Travel Forex Prepaid Cards
- Meal Prepaid Cards

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- By Age Group
- By Income Group
- By Gender

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