

## **Prepaid Cards - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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### **Report description:**

The Prepaid Cards Market is expected to register a CAGR of greater than 10% during the forecast period.

The prepaid card industry has grown significantly in recent years, but due to the onset of the COVID-19 pandemic, the market is expected to drop dramatically in 2020. This is due to a rise in remote working and social distancing, which makes prepaid cards in retail, corporate, and other sectors difficult to use for shopping, travel, and cash flow. Prepaid cards, coupons, and other forms of payment have disappeared due to these circumstances. Distinct modes of working have been seen to bring different ways of communication. Businesses face a problem in ensuring that clients purchasing certificates at this time are bringing in immediate income.

The prepaid card sector is predicted to rise rapidly during the projection period. The rise in demand for cash alternatives, the rise in the number of internet users, and the rise in acceptance of prepaid cards owing to the ability to add money through different channels are all factors influencing the market's growth. Furthermore, the market's expansion is hampered by a lack of standardization. Furthermore, future market growth is likely to be boosted by an increase in the unbanked and underbanked population. During the forecast period, each of these variables is expected to significantly influence the total prepaid card market growth.

Europe Prepaid Card Market Trends

Demand for Cash Replacement Is Growing

According to many surveys, clients seeking low-risk investments and greater returns than traditional cash-based accounts have

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increased their demand for cashless transactions. These prepaid cards reduce the danger of overspending by limiting expenditure to the amount on the card. It also allows users to load the card using a variety of channels, including bank account transfers, direct deposit, or cash, as well as online and in person, making the prepaid card a valuable alternative for various applications.

Additionally, businesses are looking for new currency alternatives to manage their regular operations. The card companies provide handy payment methods. All of these reasons are projected to contribute to the expansion of the European prepaid card industry.

#### Rise in The Number of Unbanked and Underbanked Users

Unbanked and underbanked rates have been recorded in various groups, including lower-income households, households with less education, younger households, and others. One evidence that prepaid instruments have become incorporated into daily life among the demographics above is that spending patterns have changed, and customers are willing to investigate prepaid card possibilities. As a result, the rise in prepaid card acceptance among the unbanked population is likely to open up attractive prospects for companies in the worldwide prepaid card industry.

#### Europe Prepaid Card Industry Overview

The report covers major players operating in the Europe prepaid cards market, their product portfolio, key financials, and developments. The market is transforming with many technological advancements through product innovation and process automation. The key market players are focusing on improving their production capacity, which will help them to increase exports.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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