

ATM Cards in South Korea

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Abstracts

ATM transactions maintained a steady growth trend with transaction value up by 4% and transaction volume up by 3% in 2014. Cash withdrawal demand is keeping up with the market, supported by an increase in cards in circulation. Most debit cards include the ATM transaction function and as debit cards were showing positive growth during 2014, ATM transactions were growing too.

Euromonitor International's ATM Transactions in South Korea 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the ATM 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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Executive Summary

Financial Cards and Payment Transactions Show Moderate Growth

Debit Transactions Record Strong Growth With Support of Financial Authorities and Consumers' Perspective

Kb Kookmin Card Co Leads Financial Cards and Payments With the Most Cards in Circulation

Spend Value Per Transaction Declines, As Micropayment Increases

Financial Cards Expected To See Healthy Value and Volume Cagrs Over the Forecast Period

Key Trends and Developments

Regulation Works As Strong Factor in Financial Cards, But Market Players Find Ways To Detour Around the Rules for Maximum Profit

M-commerce Is Developing in Favour of Consumers' Convenience With Strong Governmental Will

Innovation Kicks in at Card Payment Method, in Slightly Different Forms Compared To Global Trends

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