

## Credit Cards in Malaysia

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Credit cards remained the most popular financial card in Malaysia in terms of transaction value. Over the forecast period, credit cards will remain a prevalent payment method supported by Malaysia's large mid-income consumer group and their demand for secure and convenient payment methods. The bulk of credit card transactions will come from personal credit cards and card issuers will likely focus on driving the category and increasing share through offering attractive reward systems, partnering...

Euromonitor International's Credit Card Transactions in Malaysia 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:** Commercial Credit Card Transactions, Personal Credit 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 Credit 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.

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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