

Credit Cards in Malaysia

URL:	https://marketpublishers.com/r/CAC0F97BADBEN.html
Date:	October 19, 2017
Pages:	22
Price:	US\$ 990.00
ID:	CAC0F97BADBEN

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.

Table of Content

Headlines

Prospects

Credit Cards Remains the Most Popular Financial Card

Pin Verification Drives Credit Card Usage

Retailers Encouraged To Comply With New Regulation

Competitive Landscape

Brand Owners Offer Attractive Rewards To Capture Share

United Overseas Bank Targets Millennials in Driving Credit Card Performance

Category Data

Table 1 Credit Cards: Number of Cards in Circulation 2012-2017

Table 2 Credit Cards Transactions 2012-2017
Table 3 Credit Cards in Circulation: % Growth 2012-2017
Table 4 Credit Cards Transactions: % Growth 2012-2017
Table 5 Commercial Credit Cards: Number of Cards in Circulation 2012-2017
Table 6 Commercial Credit Cards Transactions 2012-2017
Table 7 Commercial Credit Cards in Circulation: % Growth 2012-2017
Table 8 Commercial Credit Cards Transactions: % Growth 2012-2017
Table 9 Personal Credit Cards: Number of Cards in Circulation 2012-2017
Table 10 Personal Credit Cards Transactions 2012-2017
Table 11 Personal Credit Cards in Circulation: % Growth 2012-2017
Table 12 Personal Credit Cards Transactions: % Growth 2012-2017
Table 13 Credit Cards: Number of Cards by Issuer 2012-2016
Table 14 Credit Cards: Number of Cards by Operator 2012-2016
Table 15 Credit Cards Payment Transaction Value by Issuer 2012-2016
Table 16 Credit Cards Payment Transaction Value by Operator 2012-2016
Table 17 Commercial Credit Cards: Number of Cards by Issuer 2012-2016
Table 18 Commercial Credit Cards: Number of Cards by Operator 2012-2016
Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2012-2016
Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2012-2016
Table 21 Personal Credit Cards: Number of Cards by Issuer 2012-2016
Table 22 Personal Credit Cards: Number of Cards by Operator 2012-2016
Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2012-2016
Table 24 Personal Credit Cards Payment Transaction Value by Operator 2012-2016
Table 25 Forecast Credit Cards: Number of Cards in Circulation 2017-2022
Table 26 Forecast Credit Cards Transactions 2017-2022
Table 27 Forecast Credit Cards in Circulation: % Growth 2017-2022
Table 28 Forecast Credit Cards Transactions: % Growth 2017-2022
Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2017-2022
Table 30 Forecast Commercial Credit Cards Transactions 2017-2022
Table 31 Forecast Commercial Credit Cards in Circulation: % Growth 2017-2022
Table 32 Forecast Commercial Credit Cards Transactions: % Growth 2017-2022
Table 33 Forecast Personal Credit Cards: Number of Cards in Circulation 2017-2022
Table 34 Forecast Personal Credit Cards Transactions 2017-2022
Table 35 Forecast Personal Credit Cards in Circulation: % Growth 2017-2022
Table 36 Forecast Personal Credit Cards Transactions: % Growth 2017-2022

Executive Summary

Financial Cards and Payments Experiences Positive Growth

Bank Negara Malaysia Supports Development of Fintech

Bank Negara Malaysia and Industry Players Raise Awareness of Financial Cards

Malaysia Makes Strong Progress in Implementing Pin-enabled Payment Cards

Financial Cards Projected To Display Positive Growth Over the Forecast Period

Market Indicators

Table 37 Number of POS Terminals: Units 2012-2017
Table 38 Number of ATMs: Units 2012-2017
Table 39 Value Lost to Fraud 2012-2017
Table 40 Card Expenditure by Location 2017
Table 41 Financial Cards in Circulation by Type: % Number of Cards 2012-2017
Table 42 Domestic versus Foreign Spend 2017

Market Data

Table 43 Financial Cards by Category: Number of Cards in Circulation 2012-2017
Table 44 Financial Cards by Category: Number of Accounts 2012-2017
Table 45 Financial Cards Transactions by Category: Value 2012-2017
Table 46 Financial Cards by Category: Number of Transactions 2012-2017
Table 47 Consumer Payments by Category: Value 2012-2017
Table 48 Consumer Payments by Category: Number of Transactions 2012-2017

- Table 49 M-Commerce by Category: Value 2013-2017
- Table 50 M-Commerce by Category: % Value Growth 2013-2017
- Table 51 Financial Cards: Number of Cards by Issuer 2012-2016
- Table 52 Financial Cards: Number of Cards by Operator 2012-2016
- Table 53 Financial Cards: Card Payment Transactions Value by Operator 2012-2016
- Table 54 Financial Cards: Card Payment Transactions Value by Issuer 2012-2016
- Table 55 Forecast Financial Cards by Category: Number of Cards in Circulation 2017-2022
- Table 56 Forecast Financial Cards by Category: Number of Accounts 2017-2022
- Table 57 Forecast Financial Cards Transactions by Category: Value 2017-2022
- Table 58 Forecast Financial Cards by Category: Number of Transactions 2017-2022
- Table 59 Forecast Consumer Payments by Category: Value 2017-2022
- Table 60 Forecast Consumer Payments by Category: Number of Transactions 2017-2022
- Table 61 Forecast M-Commerce by Category: Value 2017-2022
- Table 62 Forecast M-Commerce by Category: % Value Growth 2017-2022

Sources

- Summary 1 Research Sources

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