

The Evolving Open-loop Pre-paid Opportunity

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Abstracts

Open-loop pre-paid cards are being used to replace a wide range of traditional electronic and paper transfer channels in both developed and emerging markets. Total payment value on open-loop cards is projected to double over the next five years to nearly reach US\$500 billion by 2018 with the US the single largest market. Government benefit cards and network branded gift cards were the functions fastest growing card types by share of total cards in circulation from 2005 to 2013.

Euromonitor International's The Evolving Open-loop Pre-paid Opportunity global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, Financial Cards and Payments.

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

Why buy this report?

Get a detailed picture of the Consumer Finance 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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