

Financial Cards and Payments in Asia Pacific

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Abstracts

The use of cash continues to lose out to electronic direct/ACH and card payments in the Asia Pacific region, although paper transactions still remain important in some countries. Digital wallets continue gaining in popularity due to their convenience, and they are also being accepted by increasing numbers of merchants. Mobile m-commerce will therefore continue to be a particularly dynamic area of the market, helped by the high smartphone penetration in the region.

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Euromonitor International's Financial Cards and Payments in Asia Pacific 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, E-Commerce in Proximity Location by Industry, Financial Cards and Payments.

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

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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.

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