

Pre-Paid Card Transactions in China

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Abstracts

Thanks to the dominance of transportation pre-paid cards in China, closed loop pre-paid cards take a pre-dominant position in the overall market. Meanwhile, the popular practice of presenting a closed loop pre-paid card as a gift in China has also fuelled market demand for closed loop pre-paid cards during the review period, leading to extremely weak market demand for open loop pre-paid cards. Overall, open loop pre-paid cards remained negligible in 2013.

Euromonitor International's Pre-Paid Card Transactions in China 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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.

Contents

Strategic Direction

Key Facts

Summary 1 Quick Restaurants SA: Key Facts

Summary 2 Quick Restaurants SA: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Quick Restaurants SA: Competitive Position 2012

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