

# Pre-Paid Transactions in Colombia

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## Abstracts

Open loop pre-paid cards recorded very important growth in 2014 confirming it increased by its visibility in the local payment environment. It is believed that this payment type is more versatile compared to closed loop, especially with reference to gifts as open loop pre-paid is not attached to a unique merchant. However, it is still not very known by consumers and companies are becoming the most frequent and important users. Payroll through an open loop pre-paid card is becoming a very...

Euromonitor International's Pre-Paid Transactions in Colombia 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 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Pre-paid Cards Transactions 2009-2014

Table 2 Pre-paid Cards: Number of Cards in Circulation 2009-2014

Table 3 Pre-paid Cards Transactions: % Growth 2009-2014

Table 4 Pre-paid Cards in Circulation: % Growth 2009-2014

Table 5 Closed Loop Pre-paid Cards Transactions 2009-2014

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2009-2014

Table 7 Open Loop Pre-paid Cards Transactions 2009-2014

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2009-2014

Table 9 Pre-paid Cards: Number of Cards by Issuer 2009-2013

Table 10 Pre-paid Cards: Number of Cards by Operator 2009-2013

Table 11 Pre-paid Cards Transaction Value by Issuer 2009-2013

Table 12 Pre-paid Cards Transaction Value by Operator 2009-2013

Table 13 Closed Loop Pre-paid Cards: Number of Cards by Issuer 2009-2013

Table 14 Closed Loop Pre-paid Cards: Number of Cards by Operator 2009-2013

Table 15 Closed Loop Pre-paid Cards Transaction Value by Issuer 2009-2013

Table 16 Closed Loop Pre-paid Cards Transaction Value by Operator 2009-2013

Table 17 Open Loop Pre-paid Cards: Number of Cards by Issuer 2009-2013

Table 18 Open Loop Pre-paid Cards: Number of Cards by Operator 2009-2013

Table 19 Open Loop Pre-paid Cards Transaction Value by Issuer 2009-2013

Table 20 Open Loop Pre-paid Cards Transaction Value by Operator 2009-2013

Table 21 Forecast Pre-paid Cards Transactions 2014-2019

Table 22 Forecast Pre-paid Cards: Number of Cards in Circulation 2014-2019

Table 23 Forecast Pre-paid Cards Transactions: % Growth 2014-2019

Table 24 Forecast Pre-paid Cards in Circulation: % Growth 2014-2019

Table 25 Forecast Closed Loop Pre-paid Cards Transactions 2014-2019

Table 26 Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2014-2019

Table 27 Forecast Open Loop Pre-paid Cards Transactions 2014-2019

Table 28 Forecast Open Loop Pre-paid Cards Transactions: % Growth 2014-2019

Banco Davivienda in Financial Cards and Payments (colombia)

Strategic Direction

Key Facts

Summary 1 Banco Davivienda: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Banco Davivienda: Competitive Position 2013

Bancolombia SA in Financial Cards and Payments (colombia)

Strategic Direction

Key Facts

Summary 3 BANCOLOMBIA SA: Operational Indicators

Company Background

Competitive Positioning

Summary 4 Bancolombia SA: Competitive Position 2013

Executive Summary

Government Delays Dismantling of 4 Por Mil Again

Retroactive Return of 2% Vat Leads To Recovery of Card Holders' Confidence

La Polar Departure, A Likely Opportunity for Other Retailers

Non-bank Correspondents Breaking Boundaries

Smartphone Availability To Boost Mobile Consumer Payments

Key Trends and Developments

Government Attempts To Elevate Financial Inclusion To Law

Store Cards Experiences Drastic Changes

Paper Payments To Boost Electronic Commerce

Market Indicators

Table 29 Number of POS Terminals: Units 2009-2014

Table 30 Number of ATMs: Units 2009-2014

Table 31 Value Lost to Fraud 2009-2014

Table 32 Card Expenditure by Location 2014

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2009-2014

Table 34 Domestic versus Foreign Spend 2014

Market Data

Table 35 Financial Cards by Category: Number of Cards in Circulation 2009-2014

Table 36 Financial Cards Transactions by Category: Value 2009-2014

Table 37 Financial Cards by Category: Number of Transactions 2009-2014

Table 38 Financial Cards by Category: Number of Accounts 2009-2014

Table 39 Consumer Payments by Category: Value 2009-2014

Table 40 Consumer Payments by Category: Number of Transactions 2009-2014

Table 41 M-Commerce by Category: Value 2009-2014

Table 42 M-Commerce by Category: % Value Growth 2009-2014

Table 43 Financial Cards: Number of Cards by Issuer 2009-2013

Table 44 Financial Cards: Number of Cards by Operator 2009-2013

Table 45 Financial Cards: Card Payment Transactions Value by Operator 2009-2013

Table 46 Financial Cards: Card Payment Transactions Value by Issuer 2009-2013

Table 47 Forecast Financial Cards by Category: Number of Cards in Circulation  
2014-2019

Table 48 Forecast Financial Cards Transactions by Category: Value 2014-2019

Table 49 Forecast Financial Cards by Category: Number of Transactions 2014-2019

Table 50 Forecast Financial Cards by Category: Number of Accounts 2014-2019

Table 51 Forecast Consumer Payments by Category: Value 2014-2019

Table 52 Forecast Consumer Payments by Category: Number of Transactions  
2014-2019

Table 53 Forecast M-Commerce by Category: Value 2014-2019

Table 54 Forecast M-Commerce by Category: % Value Growth 2014-2019

Definitions

Sources

Summary 5 Research Sources

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