

Pre-Paid Transactions in the Philippines

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Abstracts

Open-loop pre-paid cards continued to benefit from banks' aggressive strategies to attract the unbanked. Pre-paid cards continued to serve as financial instruments for the unbanked who cannot pass the stringent requirements of major banks. The category was driven by the country's vibrant economic performance in 2014, the influx of OFW remittances and the still large unbanked population. New issuances drove growth during the year. The number of open-loop pre-paid cards in circulation ballooned...

Euromonitor International's Pre-Paid Transactions in Philippines 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.

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Bdo Unibank Inc in Financial Cards and Payments (philippines)

Strategic Direction

Company Background

Competitive Positioning

Summary 1 BDO Unibank Inc: Competitive Position 2013

Executive Summary

Cashless Transactions Become More Popular

Credit Cards Are the Best Performing Financial Card

Debit and Pre-paid Cards That Support Online Purchases Are Introduced

Contactless Smartcards and Mobile Pos Technologies Are Launched in 2014

Safer, Faster and More-convenient Payment Modes Expected in the Medium Term

Key Trends and Developments

Contactless Smart Cards Introduced Within the Local Industry

Issuers Launch Financial Cards To Support Growth of Online Shopping

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