

Pre-Paid Transactions in Portugal

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Abstracts

In mid-2012 many Portuguese consumers added a new card to their wallets, an employee benefit card consisting of a pre-paid card that could be used in grocery retailers and consumer foodservice outlets. This was the solution found by national companies to pay their employees meal allowances with fiscal advantages. In 2012 the national Government decided to reduce the maximum limit of tax-free daily meal subsidies paid in cash from €6.15 to €5.12. One year later the amount was reduced still...

Euromonitor International's Pre-Paid Transactions in Portugal 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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