

# Pre-Paid Transactions in Saudi Arabia

<https://marketpublishers.com/r/P446580FFD9EN.html>

Date: April 2015

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: P446580FFD9EN

## Abstracts

The Saudi central bank (SAMA) issued an updated regulation in July 2012 applying additional regulations to pre-paid cards. The rules require that local banks or card operators, such as Visa, MasterCard and American Express, provide pre-paid services. Currently, the only available pre-paid cards in the Saudi market are open loop pre-paid cards, whilst closed loop cards have not yet been fully adapted and widely marketed by issuing banks or other providers.

Euromonitor International's Pre-Paid Transactions in Saudi Arabia 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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