

Pre-Paid Transactions in South Korea

<https://marketpublishers.com/r/PD96531F1D0EN.html>

Date: January 2015

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: PD96531F1D0EN

Abstracts

Open-loop prepaid card transactions are declining each year, as its replacements are loaded with benefits that open-loop prepaid cards do not offer. Students and military soldiers were prime consumers of open-loop prepaid card transactions. However, debit cards are being preferred by parents due to easier tracking of spending and tax advantages that can be attained by using debit cards. Military is also promoting debit cards in alliance with banks. Thus, general-purpose reloadable cards are...

Euromonitor International's Pre-Paid Transactions in South Korea 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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