

Pre-Paid Transactions in Turkey

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Abstracts

In 2014 99% of total open loop pre-paid cards in circulation were employee benefit cards. These are mainly pre-paid food cards issued by companies such as Sodexho, Edenred and Multinet, as well as other smaller brands, such as Setcard and Winwin. In Turkey, it is a legal requirement that employers pay for their employees' lunches. Whilst some companies provide food on their own premises (dining halls), many prefer to have agreements with companies such as Sodexho and Edenred to provide their...

Euromonitor International's Pre-Paid Transactions in Turkey 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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Executive Summary

Financial Cards and Payments in Turkey Registers A Positive Performance in 2014

Pre-paid Cards Demonstrates the Highest Volume and Value Growth

the Regulation Launched in February 2014 Affects Overall Financial Cards

Share Gains Through Offering Innovative Products

Strong Growth Expected Over the Forecast Period

Key Trends and Developments

the Credit Cards Regulation Launched in February 2014 Affects the Overall

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