

## Pre-Paid Cards in Canada

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Prepaid cards continued to grow robustly in 2017 in terms of number of cards as well as value of transactions. The category has posted continuous double-digit growth every year since 2001. Open-loop prepaid cards continued to account for the bulk of prepaid cards in circulation, at just under two thirds, but accounted for less than half of payment value in 2017. Conversely, closed-loop cards led in terms of value sales driven by gift cards. These cards are easier to buy at many retailers and sav...

Euromonitor International's Pre-Paid Transactions in Canada 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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Headlines

Prospects

Prepaid Cards See Robust Growth, With Closed-loop Cards Leading in Value Sales With Gift Cards, and Open-loop Cards Accounting for the Bulk of Cards in Circulation

Government Increasingly Relying on Prepaid Cards As Standard Payment Solutions for Programmes Everywhere

Growth Set To Continue As Consumers Are Attracted by Lack of Need for Credit and Quick Availability of Funds

Competitive Landscape

VISA and Mastercard Remain Dominant in Open-loop Prepaid Cards

## New Prepaid Cards Increase Features and Functions Mimicking Credit and Debit Cards in Order To Better Compete

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- Credit Cards' Success A Natural Deterrent To Growth of Other Cards
- Technology Drives Innovation But Security Concerns Remain
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