

# Pre-Paid Cards in Japan

<https://marketpublishers.com/r/P13C172C2B0EN.html>

Date: November 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: P13C172C2B0EN

## Abstracts

In the review period, pre-paid cards showed progression to online (mobile, smart watch, etc...) payment, especially within transportation pre-paid cards such as Suica and PASMO cards. More people opted to use smartphone app versions of pre-paid cards rather than physical cards, due to the convenience of registering a payment type to the app and quickly scanning their device through the gate.

Euromonitor International's Pre-Paid Card Transactions in Japan 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 Card 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.

## Contents

Pre-Paid Cards in Japan  
Euromonitor International  
November 2023  
List Of Contents And Tables  
PRE-PAID CARDS IN JAPAN  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Shift to online (mobile) payment accelerates as semiconductor shortage hits physical cards

Tocho cards available online

Quo Card strong for digital gift-giving

### **PROSPECTS AND OPPORTUNITIES**

Contact touch-on (contactless) credit cards will become a threat

Japan plans to implement payroll cards using pre-paid cards

Pre-paid cards can help support financial inclusivity

### **CATEGORY DATA**

Table 1 Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 2 Pre-paid Cards Transactions 2018-2023

Table 3 Pre-paid Cards in Circulation: % Growth 2018-2023

Table 4 Pre-paid Cards Transactions: % Growth 2018-2023

Table 5 Closed Loop Pre-paid Cards Transactions 2018-2023

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 7 Open Loop Pre-paid Cards Transactions 2018-2023

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 9 Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 10 Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 11 Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 12 Pre-paid Cards Transaction Value by Operator 2018-2022

Table 13 Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 14 Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 15 Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 16 Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 17 Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 18 Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 19 Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 20 Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 21 Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 22 Forecast Pre-paid Cards Transactions 2023-2028

Table 23 Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 24 Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 25 Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 26 Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 27 Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 28 Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

## FINANCIAL CARDS AND PAYMENTS IN JAPAN

### EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

### 2023 KEY TRENDS

Commercial credit card payments show potential

Competitive landscape

What next for financial cards and payments?

### MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2018-2023

Table 30 Number of ATMs: Units 2018-2023

Table 31 Value Lost to Fraud 2018-2023

Table 32 Card Expenditure by Location 2023

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 34 Domestic versus Foreign Spend 2023

### MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 36 Financial Cards by Category: Number of Accounts 2018-2023

Table 37 Financial Cards Transactions by Category: Value 2018-2023

Table 38 Financial Cards by Category: Number of Transactions 2018-2023

Table 39 Consumer Payments by Category: Value 2018-2023

Table 40 Consumer Payments by Category: Number of Transactions 2018-2023

Table 41 M-Commerce by Category: Value 2018-2023

Table 42 M-Commerce by Category: % Value Growth 2018-2023

Table 43 Financial Cards: Number of Cards by Issuer 2018-2022

Table 44 Financial Cards: Number of Cards by Operator 2018-2022

Table 45 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 46 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 47 Forecast Financial Cards by Category: Number of Cards in Circulation

2023-2028

Table 48 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 49 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 50 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 51 Forecast Consumer Payments by Category: Value 2023-2028

Table 52 Forecast Consumer Payments by Category: Number of Transactions  
2023-2028

Table 53 Forecast M-Commerce by Category: Value 2023-2028

Table 54 Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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