

UnionPay International (World)

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Abstracts

UnionPay International is the largest card network globally by card payment value and number of total cards in circulation. The card network has been able to benefit from the transition of consumer payments to cards in China due to a monopoly of domestic transactions. The network has increased its international presence in terms of issuing agreements as well as merchant acceptance. Despite progress, the network has lower international acceptance and has limited international brand recognition.

Euromonitor International's UnionPay International (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Finance industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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