

# Prepaid Cards: Market Research Report

<https://marketpublishers.com/r/P28D0A2621BEN.html>

Date: December 2018

Pages: 451

Price: US\$ 5,600.00 (Single User License)

ID: P28D0A2621BEN

## Abstracts

This report analyzes the worldwide markets for Prepaid Cards in US\$ Million by the following Segments: Closed Loop, and Open Loop. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World.

Annual estimates and forecasts are provided for the period 2016 through 2024.

Also, a five-year historic analysis is provided for these markets.

Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 154 companies including many key and niche players such as -

AccountNow, Inc.

ACE Cash Express, Inc.

American Express Company

Blackhawk Network, Inc.

Caxton FX Limited

Edenred S.A

## Contents

### I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations

Disclaimers

Data Interpretation & Reporting Level

Quantitative Techniques & Analytics

Product Definitions and Scope of Study

Closed Loop Prepaid Cards

Open Loop Prepaid Cards

### II. EXECUTIVE SUMMARY

#### 1. INDUSTRY OVERVIEW

Prepaid Cards – Emerging into a Mainstream Market

**Table 1.** Share of Prepaid in the Overall Payments by Geographic Region: 2017E  
(includes corresponding Graph/Chart)

**Table 2.** Share of Prepaid in the Overall E-Commerce Payments for Select Countries:  
2017E (includes corresponding Graph/Chart)

Current & Future Analysis

Analysis by Geographic Region

Analysis by Segment

Key Growth Factors

Key Market Restraints

Addressing the Needs of the Unserved/Underserved – The Major Market Driver

Improved Efficiencies and Transparency Drives Inclusion of Prepaid Cards in

Commercial Programs

#### 2. KEY MARKET TRENDS, GROWTH DRIVERS & ISSUES

Prepaid Cards – A Brighter Prospect in Cards amid Growing Digital Payments

Banks Go the Prepaid Way

Underbanked Consumers – Evolving as a Potential Market

Prepaid Eye the Upmarket  
Gaining Popularity among Millennials  
Consumer Shift from Cash to Card Based Purchase Transactions Propels Demand  
Market Gains from Increased Retailer Acceptance of Card Based Payments  
New and Innovative Prepaid Cards Garner Attention  
au WALLET  
Mint  
TD Go  
Access Link  
Rogers Prepaid MasterCard  
Lead Bank  
UBA Visa  
T-Mobile Visa  
Virtual Prepaid Payment Cards – Next Generation of Prepaid  
Prepaid Cards Offer Stiff Competition to Debit Cards  
Prepaid Payroll Cards Expected to Witness Robust Growth  
Retailer Specific-Prepaid Cards Gain Popularity in Developed Markets  
Retailers Eye Gift Cards to Build Loyal Customers  
Innovations Sustain Growth in Gift Cards Market  
Cohesive and Innovative Strategies – Key to Success of Gift Card Programs in Retail  
Ease of Handling Drives Use of Digital Gift Cards for Incentives and Rewards  
Applications  
Omni-channel Shopping is Here to Stay  
Prepaid Travel Cards Grab Eyeballs  
Chip Technology Makes Way into Prepaid Cards for Enhanced Security  
Prepaid Cards Provides Hope for Better Travel Insurance Services  
Competitive Landscape  
An Insight into the Prepaid Card Value Chain  
Program Managers  
Distribution Networks  
Reload Networks/Locations  
Card Issuing Banks  
Payment Networks  
Processors  
Prepaid Value Chain: Role and Revenue Driver by Category  
Evolving Prepaid Value Chain amidst Changing Environment  
Challenges & Issues  
Dearth of Consumer Awareness – A Major Challenge  
High and Non-Standard Fees – A Major Hindrance to Growth

Need for Regulatory Tabs

Increasing Frauds and Abetting Criminal Activity – The Achilles' Heel of Prepaid Cards Business

### **3. PRODUCT OVERVIEW**

Definition

Historical Background

Typical Fees and Charges Applicable to Prepaid Cards

Comparison between Credit Card, Debit Card and Prepaid Card

Segments

Closed Loop

Open Loop

Types

Gift Cards

Payroll Cards

Travel Cards

Transportation Cards

Incentive/Reward Cards

Teen Cards

Government Disbursement Cards

Advantages

Disadvantages

### **4. PRODUCT LAUNCHES/INTRODUCTIONS**

Transcorp Launches Pre-paid Cards

bitFlyer Introduces Bitcoin Visa Prepaid Card

Hawk Incentives Rolls Out Open-loop Mastercard Prepaid Card

Netspend and United Airlines Launch MileagePlus GO Visa Prepaid Card

allpay Rolls Out Prepaid Expenses Card for Staff

Deer Jet Rolls Out Prepaid FBO Card

Manappuram Finance to Launch New Prepaid Card

Wentworth Launches WinStreak Visa Prepaid Card

VMoney and CTBC Launch Prepaid Visa Card

Festipay Rolls Out Festipay Limited Edition Prepaid Card

Amadeus Unveils New Pre-Paid Card Service

FreeCharge Launches FreeCharge Go Prepaid Cards

Oxigen Wallet Rolls Out Visa-Powered Mobile Virtual Cards for e-commerce

## Transactions

ACB and JCB Launch ACB-JCB Prepaid Card in Vietnam  
Paytm Introduces Virtual Prepaid Card in Alliance with ICICI Bank  
Netflix Rolls Out New Prepaid Gift Cards in Ireland  
BIAC Rolls Out Heyano MasterCard Prepaid Card in Congo  
Blackhawk Network Rolls Out Stockpile's Gift Cards for Stock in the US  
TripFactory Launches Innovative Travel Cards - Bogo Cards  
Perk. com Rolls Out Perk Plastik Reward Prepaid Cards  
Shinsei Bank To Roll Out Overseas Prepaid Card  
Google Introduces Prepaid Cards for Play Store in India  
Axis Bank Introduces Axis Bank Suvidhaa Prepaid Card

## 5. RECENT INDUSTRY ACTIVITY

IDFC Bank and MobiKwik Partner for Virtual Visa Prepaid Card  
Stack Partners with Mastercard for Prepaid Card  
American Express Teams Up with InComm to Distribute Prepaid Reloadable and Gift Cards  
PayPal, Mastercard Expand Agreement for Virtual Prepaid Cards to Asia-Pacific  
Wirecard Acquires Citi Prepaid Card Services  
WEX Inks Agreement with HitchHiker for Virtual Payments  
ItzCash and RBL Team Up for RuPay Platinum Prepaid Card  
Raise Takes Over Slide  
WEX and Ypsilon. Net Sign International Agreement  
Blackhawk Network Acquires extrameasures  
SVM Takes Over 1to1 Card  
Blackhawk Network Takes Over NimbleCommerce  
Wirecard to Issue Mondo's Prepaid Cards  
UBA Rolls Out New Prepaid Card  
Yes Bank and Zaggie Team Up for Prepaid Instruments on MasterCard Platform  
Oxigen Partners with Visa and Zazoo to Launch Virtual Pre-paid Card for Online Use  
Blackhawk Takes Over Two Gift Card Companies  
Blackhawk Network Takes Over DIDIX Gifting & Promotions  
AFEX Teams Up with Centtrip to Launch CurrencyPass Prepaid Cards  
Blackhawk Partners with Samsung Pay for Gift Cards Integration  
Correos Joins Hands with PFS to Roll Out Correos Prepago Prepaid Card in Spain  
J. P. Morgan Revamps its Prepaid Debit-Card Program  
Bancorp and MeaWallet Join Hands to Launch Open-Loop Mobile Prepaid Cards in Europe

MetaBank Ties Up with Univision to Distribute Univision Prepaid Cards  
MMP Mobi Wallet Joins Hands with RBL Bank to Roll Out New Open Loop Prepaid Card  
Kaiku Finance Rebrands for Better Positioning of its Prepaid Card  
UniRush Takes Over rapid! PayCard  
SafeCharge Takes Over 3V Transaction Services to Venture into Prepaid Cards

## 6. FOCUS ON SELECT PLAYERS

AccountNow, Inc. (USA)  
ACE Cash Express, Inc. (USA)  
American Express Company (USA)  
Blackhawk Network, Inc. (USA)  
Caxton FX Limited (UK)  
Edenred S. A. (France)  
Green Dot Corporation (USA)  
Kaiku Finance, LLC (USA)  
MasterCard, Inc. (USA)  
MetaBank, Inc. (USA)  
Mint Technology Corporation (Canada)  
The Bancorp Bank (USA)  
The Western Union Company (USA)  
Travelex Group Limited (UK)  
Visa, Inc. (USA)  
Wal-Mart Stores, Inc. (USA)  
WEX, Inc. (USA)

## 7. GLOBAL MARKET PERSPECTIVE

**Table 3.** World Recent Past, Current and Future Analysis for Prepaid Cards by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 4.** World Historic Review for Prepaid Cards by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 5.** World 14-Year Perspective for Prepaid Cards by Geographic Region - Percentage Breakdown of Gross Dollar Value for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

**Table 6.** World Recent Past, Current and Future Analysis for Closed Loop Prepaid Cards by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 7.** World Historic Review for Closed Loop Prepaid Cards by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 8.** World 14-Year Perspective for Closed Loop Prepaid Cards by Geographic Region - Percentage Breakdown of Gross Dollar Value for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

**Table 9.** World Recent Past, Current and Future Analysis for Open Loop Prepaid Cards by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 10.** World Historic Review for Open Loop Prepaid Cards by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 11.** World 14-Year Perspective for Open Loop Prepaid Cards by Geographic Region - Percentage Breakdown of Gross Dollar Value for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

### **III. MARKET**

## 1. THE UNITED STATES

### A. Market Analysis

Current & Future Analysis

Market Overview

Banks Eyeing Prepaid Debit Cards

Payroll and General Purpose Reloadable Prepaid Cards Gain Prominence

Growing Preference for Payroll Cards among Employers

Consumer Profile for Gift Cards

Innovation Drives Prepaid-Gift Cards Adoption

Multi-Channel Presence Expands Growth Opportunities for Gift Cards

### 3RD-PARTY PROVIDERS GET MORE CREATIVE

No More Losses through Unused Cards – New Services Improve Appeal of Prepaid Cards

Competitive Scenario

US Prepaid Cards Market: List of Popular Prepaid Cards

Lack of Transparency and Other Issues Limit Market Growth

CFPB Proposals Provide Some Respite

Competition and Regulations Make Market Environment Tough for Players

Small Players Make Rapid Inroads in to Prepaid Card Business

Industry Consolidation on the Cards

FinCEN Presses for New Regulations to Control Money Laundering and Drug Trafficking

Prepaid Cards Slow to Switch to EMV

New Rules to Offer Better Protection to Prepaid Card User on the Anvil

Product Launches

Strategic Corporate Developments

Key Players

B. Market Analytics

**Table 12.** US Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 13.** US Historic Review for Prepaid Cards by Segment - Closed Loop and Open



Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 14.** US 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## 2. CANADA

### A. Market Analysis

Current & Future Analysis

Increasing Demand for Prepaid Cards Draws Big Banks into the Ambit

Key Consumer Protection Laws Regulating Gift Cards in Canada

Strategic Corporate Development

Mint Technology Corporation – A Major Player

### B. Market Analytics

**Table 15.** Canadian Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 16.** Canadian Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 17.** Canadian 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## 3. JAPAN

### A. Market Analysis

Current & Future Analysis

Market Overview

Government's Efforts to Drive Card Usage

Branded Prepaid Card Market to Surge

Product Launch

Strategic Corporate Development  
B. Market Analytics

**Table 18.** Japanese Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 19.** Japanese Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 20.** Japanese 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### 4. EUROPE

##### A. Market Analysis

###### Current & Future Analysis

###### Outlook

Focus Shifts to Regulations and Industry Practices in wake of Growing Misuse of Prepaid Cards

New Directive on Surcharges on Money Loaded to Affect Issuers' Income

##### B. Market Analytics

**Table 21.** European Recent Past, Current and Future Analysis for Prepaid Cards by Region/ Country - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 22.** European Historic Review for Prepaid Cards by Region/Country - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 23.** European 14-Year Perspective for Prepaid Cards by Region/Country -

Percentage Breakdown of Gross Dollar Value for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

**Table 24.** European Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 25.** European Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 26.** European 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **4A. FRANCE**

A. Market Analysis

Current & Future Analysis

Edenred S. A. – A Key Player

B. Market Analytics

**Table 27.** French Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 28.** French Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 29.** French 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **4B. GERMANY**

## A. Market Analysis

Current & Future Analysis

Strategic Corporate Development

## B. Market Analytics

**Table 30.** German Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 31.** German Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 32.** German 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## 4C. ITALY

### A. Market Analysis

Current & Future Analysis

Prepaid Card Market – An Overview

Favorable Government Regulations Drive Market for Prepaid Cards

### B. Market Analytics

**Table 33.** Italian Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 34.** Italian Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 35.** Italian 14-Year Perspective for Prepaid Cards by Segment - Percentage

Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **4D. THE UNITED KINGDOM**

##### A. Market Analysis

Current & Future Analysis

Outlook

Retailer Specific Prepaid-Gift Card Sales on the Rise

Key Statistics

**Table 36.** UK Gift Card and Vouchers Market by Customer Type (2013-2017E):  
Percentage Breakdown of Value Sales for Consumer and B2B (includes corresponding Graph/Chart)

**Table 37.** UK Consumer Gift Card and Vouchers Market by Retail Channel (2017E):  
Percentage Breakdown of Value Sales for In-Store and Others (includes corresponding Graph/Chart)

**Table 38.** UK B2B Gift Card and Vouchers Market by Retail Channel (2017E):  
Percentage Breakdown of Value Sales for Direct and Others (includes corresponding Graph/Chart)

Product Launch

Strategic Corporate Developments

Key Players

##### B. Market Analytics

**Table 39.** UK Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 40.** UK Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 41.** UK 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **4E. SPAIN**

A. Market Analysis

Current & Future Analysis

Product Launch

Strategic Corporate Development

B. Market Analytics

**Table 42.** Spanish Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 43.** Spanish Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 44.** Spanish 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **4F. RUSSIA**

Market Analysis

**Table 45.** Russian Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 46.** Russian Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 47.** Russian 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **4G. REST OF EUROPE**

A. Market Analysis

Current & Future Analysis

Product Launches

Strategic Corporate Developments

B. Market Analytics

**Table 48.** Rest of Europe Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 49.** Rest of Europe Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 50.** Rest of Europe 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

#### **5. ASIA-PACIFIC**

A. Market Analysis

Current & Future Analysis

Asia-Pacific – A Diversified Market for Prepaid Cards

Open Loop Transport-Prepaid Cards to Witness Growth

Strategic Corporate Development

B. Market Analytics

**Table 51.** Asia-Pacific Recent Past, Current and Future Analysis for Prepaid Cards by Region/ Country - China, India and Rest of Asia-Pacific Markets Independently

Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 52.** Asia-Pacific Historic Review for Prepaid Cards by Region/Country - China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 53.** Asia-Pacific 14-Year Perspective for Prepaid Cards by Region/Country - Percentage Breakdown of Gross Dollar Value for China, India and Rest of Asia-Pacific Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

**Table 54.** Asia-Pacific Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 55.** Asia-Pacific Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 56.** Asia-Pacific 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## **5A. CHINA**

### A. Market Analysis

#### Current & Future Analysis

Extended Growth Opportunities to Global Players

Travel Cards Gain Consumer Preference

Prepaid Cards under the Purview of Stringent Regulations

Money Loss Issues Threaten Growth of Prepaid Cards

Product Launch

### B. Market Analytics

**Table 57.** Chinese Recent Past, Current and Future Analysis for Prepaid Cards by



Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 58.** Chinese Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 59.** Chinese 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## **5B. INDIA**

### A. Market Analysis

#### Current & Future Analysis

#### Insight into Indian Prepaid Card Market

#### Future Appears Brighter with Surge in Gift and Transport Cards

#### Growing Popularity of Gift Cards

#### Fast Growing Market Attracts Overseas Players

#### Growth-Restricting Factors

#### New Guidelines Set for Governing Prepaid Card-Digital Transactions

#### Product Launches

#### Strategic Corporate Developments

#### QwikSilver Solutions Private Limited – A Key Player in The Gift Card Market

### B. Market Analytics

**Table 60.** Indian Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 61.** Indian Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 62.** Indian 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards

Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## 5C. REST OF ASIA-PACIFIC

### A. Market Analysis

Current & Future Analysis

Overview of Select Regional Markets

Australia

South Korea

Product Launches

### B. Market Analytics

**Table 63.** Rest of Asia-Pacific Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 64.** Rest of Asia-Pacific Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 65.** Rest of Asia-Pacific 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## 6. LATIN AMERICA

### A. Market Analysis

Current & Future Analysis

Outlook

### B. Market Analytics

**Table 66.** Latin American Recent Past, Current and Future Analysis for Prepaid Cards by Region/Country - Brazil, Mexico and Rest of Latin American Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 67.** Latin American Historic Review for Prepaid Cards by Region/Country - Brazil, Mexico and Rest of Latin American Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 68.** Latin American 14-Year Perspective for Prepaid Cards by Region/Country - Percentage Breakdown of Gross Dollar Value for Brazil, Mexico and Rest of Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

**Table 69.** Latin American Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 70.** Latin American Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 71.** Latin American 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## **6A. BRAZIL**

### A. Market Analysis

#### Current & Future Analysis

Brazil Sees Surge in Popularity and Adoption of Prepaid Cards

Non-Metro Cities in Brazil to Witness Increased Adoption of Prepaid Cards in the Years Ahead

### B. Market Analytics

**Table 72.** Brazilian Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 73.** Brazilian Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 74.** Brazilian 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## **6B. MEXICO**

### Market Analysis

**Table 75.** Mexican Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 76.** Mexican Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 77.** Mexican 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## **6C. REST OF LATIN AMERICA**

### Market Analysis

**Table 78.** Rest of Latin America Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 79.** Rest of Latin America Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes

corresponding Graph/Chart)

**Table 80.** Rest of Latin America 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## 7. REST OF WORLD

### A. Market Analysis

Current & Future Analysis

Overview of Select Regional Markets

The Middle East

The UAE

Africa – A Mix of Developed and Underdeveloped Markets

South Africa

Product Launch

Strategic Corporate Development

### B. Market Analytics

**Table 81.** Rest of World Recent Past, Current and Future Analysis for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

**Table 82.** Rest of World Historic Review for Prepaid Cards by Segment - Closed Loop and Open Loop Prepaid Cards Markets Independently Analyzed with Annual Gross Dollar Value in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

**Table 83.** Rest of World 14-Year Perspective for Prepaid Cards by Segment - Percentage Breakdown of Gross Dollar Value for Closed Loop and Open Loop Prepaid Cards Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

## IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 154 (including Divisions/Subsidiaries - 164)

The United States (79)

Canada (7)

Japan (2)  
Europe (27)  
    France (2)  
    Germany (2)  
    The United Kingdom (16)  
    Spain (2)  
    Rest of Europe (7)  
Asia-Pacific (Excluding Japan) (37)  
Middle East (8)  
Latin America (1)  
Africa (3)

## I would like to order

Product name: Prepaid Cards: Market Research Report

Product link: <https://marketpublishers.com/r/P28D0A2621BEN.html>

Price: US\$ 5,600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P28D0A2621BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970