

India Prepaid Cards Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/ICADE0DBDD22EN.html>

Date: March 2023

Pages: 108

Price: US\$ 2,299.00 (Single User License)

ID: ICADE0DBDD22EN

Abstracts

The India prepaid cards market size reached US\$ 119.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 759.2 Billion by 2028, exhibiting a growth rate (CAGR) of 35.96% during 2023-2028.

The monetary value of prepaid card is stored in itself, so these cards do not require opening of a direct deposit or lending account with a bank. Some prepaid cards are not reloadable, i.e. gift cards, and such cards are disposed after their virtual amount is entirely used. On the other hand, reloadable prepaid cards can be replenished with funds repeatedly. Prepaid cards can be obtained online as well as from retailers including supermarkets, gas stations, office supply stores and drug stores.

Market Trends:

A prepaid card is a convenient mode of payment, and it requires very little time or cost to get one. Prepaid cards, in addition, to be an alternative to cash, offer security and greater ease of transaction to consumers. Owing to the increasing penetration of smartphones and internet, India has witnessed significant growth in the e-commerce industry in the last decade, which has catalyzed the growth of online payments using prepaid cards. The growth has also been driven by demonetization and the government's encouragement towards cashless economy. In addition to this, increasing number of organized retailers has also contributed to the growth of the prepaid cards market in India.

IMARC Group's latest report provides a deep insight into the India prepaid cards market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the India prepaid cards market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India prepaid cards market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on card type, purpose and vertical.

Breakup by Card Type:

- Closed Loop Cards
- Open Loop Cards

Breakup by Purpose:

- Payroll/ Incentive Cards
- Travel Cards
- General Purpose Reloadable (GPR) Cards
- Remittance Cards
- Others

Breakup by Vertical:

- Corporate/Organization
- Retail
- Government
- Others

Breakup by Region:

- West and Central India
- South India
- North India
- East India

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key

player being Axis Bank, Itz Cash, ICICI Bank, SBI, HDFC, PNB, Yes Bank, Sodexo, Kotak Mahindra Bank, Oxygen, Hermes, India Transact Services and Western Union.

Key Questions Answered in This Report

1. What was the size of the India prepaid cards market in 2022?
2. What is the expected growth rate of the India prepaid cards market during 2023-2028?
3. What are the key factors driving the India prepaid cards market?
4. What has been the impact of COVID-19 on the India prepaid cards market?
5. What is the breakup of the India prepaid cards market based on the card type?
6. What is the breakup of the India prepaid cards market based on the purpose?
7. What is the breakup of the India prepaid cards market based on the vertical?
8. What are the key regions in the India prepaid cards market?
9. Who are the key players/companies in the India prepaid cards market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIA PREPAID CARDS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Card Type
- 5.5 Market Breakup by Purpose
- 5.6 Market Breakup by Vertical
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities
 - 5.9.5 Threats

- 5.10 Value Chain Analysis
- 5.11 Porters Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Competition
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes
- 5.12 Key Success and Risk Factors

6 MARKET BREAKUP BY CARD TYPE

- 6.1 Open Loop Cards
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Closed Loop Cards
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY PURPOSE

- 7.1 Payroll/Incentive Cards
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Travel cards
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 General Purpose Reloadable (GPR) Cards
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Remittance Cards
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY VERTICAL

8.1 Corporate/Organization

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Retail

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Government

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 West and Central India

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 South India

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 North India

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 East India

9.4.1 Market Trends

9.4.2 Market Forecast

10 COMPETITIVE LANDSCAPE

10.1 Market Structure

10.2 Key Players

10.3 Profiles of Key Players

10.3.1 Axis Bank

10.3.2 Itz Cash

10.3.3 ICICI Bank

10.3.4 SBI

10.3.5 HDFC

10.3.6 PNB

10.3.7 Yes Bank

10.3.8 Sodexo

10.3.9 Kotak Mahindra Bank

10.3.10 Oxyigen

10.3.11 Hermes

10.3.12 India Transact Services

10.3.13 Western Union

List Of Tables

LIST OF TABLES

Table 1: India: Prepaid Cards Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Prepaid Cards Market Forecast: Breakup by Card Type (in Billion US\$), 2023-2028

Table 3: India: Prepaid Cards Market Forecast: Breakup by Purpose (in Billion US\$), 2023-2028

Table 4: India: Prepaid Cards Market Forecast: Breakup by Vertical (in Billion US\$), 2023-2028

Table 5: India: Prepaid Cards Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

Table 6: India: Prepaid Cards Market Structure

Table 7: India: Prepaid Cards Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: India: Prepaid Cards Market: Major Drivers and Challenges

Figure 2: India: Prepaid Cards Market: Value Trends (in Billion US\$), 2017-2022

Figure 3: India: Prepaid Cards Market: Breakup by Card Type (in %), 2022

Figure 4: India: Prepaid Cards Market: Breakup by Purpose (in %), 2022

Figure 5: India: Prepaid Cards Market: Breakup by Vertical (in %), 2022

Figure 6: India: Prepaid Cards Market: Breakup by Region (in %), 2022

Figure 7: India: Prepaid Cards Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 8: India: Prepaid Cards Industry: SWOT Analysis

Figure 9: India: Prepaid Cards Industry: Value Chain Analysis

Figure 10: India: Prepaid Cards Industry: Porter's Five Forces Analysis

Figure 11: India: Prepaid Cards Market (Open Loop Cards): Value Trends (in Billion US\$), 2017 & 2022

Figure 12: India: Prepaid Cards Market Forecast (Open Loop Cards): Value Trends (in Billion US\$), 2023-2028

Figure 13: India: Prepaid Cards Market (Closed Loop Cards): Value Trends (in Billion US\$), 2017 & 2022

Figure 14: India: Prepaid Cards Market Forecast (Closed Loop Cards): Value Trends (in Billion US\$), 2023-2028

Figure 15: India: Prepaid Cards Market (Payroll/Incentive Cards): Value Trends (in Billion US\$), 2017 & 2022

Figure 16: India: Prepaid Cards Market Forecast (Payroll/Incentive Cards): Value Trends (in Billion US\$), 2023-2028

Figure 17: India: Prepaid Cards Market (Travel Cards): Value Trends (in Billion US\$), 2017 & 2022

Figure 18: India: Prepaid Cards Market Forecast (Travel Cards): Value Trends (in Billion US\$), 2023-2028

Figure 19: India: Prepaid Cards Market (General Purpose Reloadable- GPR Cards): Value Trends (in Billion US\$), 2017 & 2022

Figure 20: India: Prepaid Cards Market Forecast (General Purpose Reloadable- GPR Cards): Value Trends (in Billion US\$), 2023-2028

Figure 21: India: Prepaid Cards Market (Remittance Cards): Value Trends (in Billion US\$), 2017 & 2022

Figure 22: India: Prepaid Cards Market Forecast (Remittance Cards): Value Trends (in Billion US\$), 2023-2028

Figure 23: India: Prepaid Cards Market (Other Purposes): Value Trends (in Billion US\$), 2017 & 2022

Figure 24: India: Prepaid Cards Market Forecast (Other Purposes): Value Trends (in Billion US\$), 2023-2028

Figure 25: India: Prepaid Cards Market (Corporate/Organization): Value Trends (in Billion US\$), 2017 & 2022

Figure 26: India: Prepaid Cards Market Forecast (Corporate/Organization): Value Trends (in Billion US\$), 2023-2028

Figure 27: India: Prepaid Cards Market (Retail): Value Trends (in Billion US\$), 2017 & 2022

Figure 28: India: Prepaid Cards Market Forecast (Retail): Value Trends (in Billion US\$), 2023-2028

Figure 29: India: Prepaid Cards Market (Government): Value Trends (in Billion US\$), 2017 & 2022

Figure 30: India: Prepaid Cards Market Forecast (Government): Value Trends (in Billion US\$), 2023-2028

Figure 31: India: Prepaid Cards Market (Others): Value Trends (in Billion US\$), 2017 & 2022

Figure 32: India: Prepaid Cards Market Forecast (Others): Value Trends (in Billion US\$), 2023-2028

Figure 33: West and Central India: Prepaid Cards Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 34: West and Central India: Prepaid Cards Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 35: South India: Prepaid Cards Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 36: South India: Prepaid Cards Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 37: North India: Prepaid Cards Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 38: North India: Prepaid Cards Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 39: East India: Prepaid Cards Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 40: East India: Prepaid Cards Market Forecast: Value Trends (in Billion US\$), 2023-2028

I would like to order

Product name: India Prepaid Cards Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/ICADE0DBDD22EN.html>

Price: US\$ 2,299.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ICADE0DBDD22EN.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

